

A MODEL IN EVERY WAY.

THE GREAT CLOTHING HOUSE OF MESSRS. SCOVIL, FRASER & CO.

Every Suit Must be a Fit—How They Have Made Their Business—The Name "Oak Hall" Widely Known—The Extent of Their Custom Business.

Some years ago a man or boy wearing a suit of ready-made clothing was an object of remark. Everybody knew his clothes were not made for him, even if he was the first to wear them, and as a rule, the poorest people were content to patch and mend their own worn out garments, rather than buy the cheap clothing, known as "ready-made." Yet such clothing was not cheap, compared with the prices at which a suit can be bought at the present time. The old time article was generally recognized by a wonderful amount of superfluous cloth, especially noticeable at the knees of the trousers and in the arms of the coat. There were many other peculiarities in the make that were not noticeable in custom work, all of which made up a suit that nobody wanted to get into it could be avoided.

But of late years there has been a wonderful change in ready-made clothing. It is now made to fit, and a good suit can hardly be distinguished from high priced custom work.

In conversation with a member of the firm of Scovil, Fraser & Co., of Oak Hall, PROGRESS got some very interesting information in regard to the clothing trade. This firm started business on Market Square over two years ago, and in that time have worked up a trade that has exceeded all their expectations.

They began in the right way. One of the first things done was to select a popular name for their establishment, and then make everybody familiar with it. To do this meant considerable expenditure, but the firm advertised largely and judiciously, and now, there are very few people, indeed, in the city and province who have not heard of Oak Hall.

But to become known and draw customers was one thing; to keep those customers and satisfy them was another. In this the firm was also successful. The members of it stick close to business, consider the wants of their patrons, and one or more of them are always on the premises.

Messrs. Scovil, Fraser & Co., had only been in business a few months when they removed from Market Square to the large three story building on the corner of King and Germain streets. This location is the best in the city, and although the firm was placed under considerable additional expense by the change, the extent of its business fully warranted it at the time, and has been steadily on the increase ever since.

The entire building is occupied by Scovil, Fraser & Co. On the ground floor is the ready-made clothing and gentlemen's furnishing department, of which Oak Hall carries probably the largest stock in the city, and always has the newest in every line. The clothing is all made to fit, or, as a member of the firm remarked to PROGRESS, it has got to. Competition has become so keen that the house making shoddy clothing invariably goes to the wall. One of the reasons why ready-made clothing sells is because the buyer can get a suit that will fit him, and when he gets it well made and cheap, in the bargain, he is satisfied. This is what the proprietors of Oak Hall try to do, and that they have been successful is an undisputed fact.

But talking about cheap clothing: Who would want a suit for less than \$3.75—coat, vest and trousers. Yet there are very good suits in Oak Hall that can be purchased for that money. This is about the best they can do, but clothing can be got at all prices from \$3.75 to \$20. The stock is large, every suit well made and there is seldom any trouble in giving a customer a good fit.

"During the exhibition the firm intend having what they call a cheap sale. This means something. They have a new stock ready for their exhibition visitors, and anybody who wants to see what a St. John clothing house can do in the way of selling ready-made clothing, will have no better opportunity. Drop into Oak Hall and see what PROGRESS saw when it visited that establishment recently.

Going up stairs to the second floor the visitor passes the office, and will be instantly struck with the ingenious methods the firm have of utilizing all possible space in the building. It is on a level with the first landing of the stairs and built so as not to interfere with the departments on the lower floor. By this means all available space from the floor up has been made use of. The office is well lighted and has a business air about it that impresses one.

At the head of the stairs is found the latest styles in waterproofs. All the different kinds of Macintoshes worn about town on wet days can be seen here at any time. They are all imported from Scotland, and new ones are constantly arriving, so that the patrons of Oak Hall are always sure of being able to get the latest.

The second floor is chiefly devoted to cloths and reserve stock, but PROGRESS will not attempt to enumerate all that is to be seen there. Messrs. Scovil, Fraser & Co., import their goods from England and Scotland, and the stock of English, Scotch and Irish tweeds embraces everything that one could possibly want in that line. The goods are all new. Indeed, last season,

although their stock of Meltons was unusually large, they did not have the making of one overcoat left. Then there is everything here in the way of trimmings, all imported. But it is useless to try and tell of everything to be seen on the long tables that run the whole length of the room.

In addition to the ready-made clothing business, Oak Hall has a very extensive custom trade. Nineteen hands are given constant employment in this branch, which is conducted on the third floor. It is a remarkable fact that although August and September are usually supposed to be dull months with custom tailors, Messrs. Scovil, Fraser & Co., have been more than busy, and with all their hands employed, have three weeks work ahead all the time. The custom department is in charge of a practical man, Mr. J. E. Hogan, who makes visits annually to Boston and New York in connection with the business, and by this means always knows what is going on in the American centres of the trade. He has his cutting and fitting rooms on the second floor.

Oak Hall is a model clothing house, of the present time. It has all the modern ideas and keeps abreast of the times in everything. The building is lighted throughout with arc and incandescent lights, and is an attractive establishment in every way.

INVEST JUDICIOUSLY.

A Very Simple and Profitable Way of Increasing Earnings.

Probably at no period in the world's history has there been a greater tendency to concentrate the labors of individuals than at the present.

Organized effort is most effectual and companies and corporations attain what individuals could not. A community, each number of which, is an expert in a particular line will surpass by far the results of an equal number of independent workers.

Earning money is one thing, judiciously investing it so that it may be retained and the amount increased is another, and the greater experience and opportunity of a carefully managed company enables it to handle funds with less of loss and more of profit than could be expected from the individual members thereof.

This is why nineteen men out of twenty will have more money at the end of a certain period by investing a stated amount yearly or half-yearly in one of the Ontario Mutual Life Company's endowment policies. The company has had a successful record for twenty-one years and its present popularity proves that its policy holders who alone constitute the company, have been satisfied with their investments.

Every endowment policy is a simple contract guaranteeing a definite sum at the expiration of a certain period or at death if prior, or a certain amount of cash or paid up assurance in case the holder wishes to cease his payments.

Unlike other policies they are without restrictions, and the assured is at liberty to reside in any locality or to change his employment at will. The company does not aim to mislead by improbable estimates, but can show results of policies matured and paid that are not surpassed by any of its competitors. The company's office in this city is in Chubb's building, and the general agent, Mr. E. M. Sipprell, or any of the local agents will be glad to quote rates or give any further information respecting life or endowment policies.

The Selection of the Judges.

Mr. S. S. Hall has really been the active, though not the appointed Chairman of the committee that has had charge of the selection of the judges. Not an easy task by any means, for good judges are not to be had every day. Mr. Hall, however, is a gentleman of large experience in these matters; he has been interested in agriculture for a long time, and his acquaintance with men well versed in the business is extensive. He has acted in the capacity of judge many times himself, and is consequently well calculated to make wise selections for this exhibition.

And so much depends upon having good judges. Competence must be their first qualification, and fairness follows as a matter of course.

One for the Horse.

A veterinary surgeon told his assistant to give a powder to a sick horse. "You take the powder," he explained, "put it in a tin tube, open the horse's mouth, and blow the powder down his throat."

Not long after the assistant came back, looking as sick as people ever get to be. "Did you give the horse the powder?" "I tried to. I put the powder in the tin tube, forced open the horse's mouth, put the tube between his teeth, and—" "Did you blow the powder down his throat?" "No; I was going to, but the horse blew first."—*Boston Journal.*

The Small Brother's Suggestion.

"I am so happy," she said. "Ever since my engagement to Charles the whole world seems different. I do not seem to be in dull, prosaic New Jersey, but in—" "Lapland?" suggested the small brother.—*N. Y. Sun.*

From the Headboard of a Grave.

A troth, and a grief, and a blessing, Disguised them and came this way, And one was a promise, and one was a doubt, And one was a rainy day. And they met betimes with this maiden, And the promise it spake and lied, And the doubt it gibbered and hugged itself, And the rainy day—she died. —*James Whitcomb Riley.*

CARE FOR THE PRODUCE.

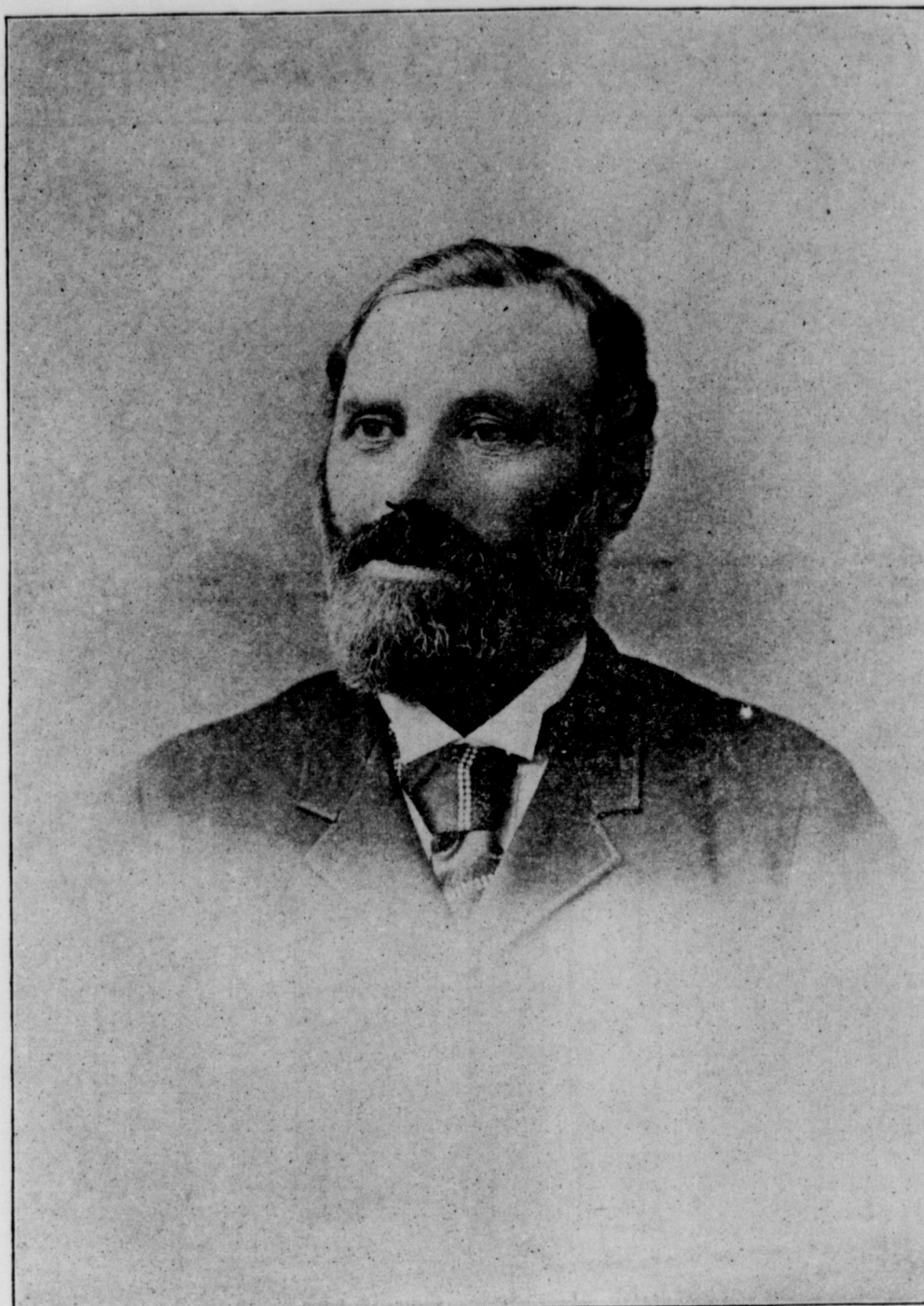
THE AGRICULTURAL AND HORTICULTURAL CHAIRMAN.

Himself a Farmer and Ex-President of An Agricultural Society, he is Well Calculated to Look After the Farmers' Interest in the Exhibition.

Those who remember the last provincial election will not forget that in the portrait gallery of the candidates published by PROGRESS at that time that of Mr. Wm. Shaw did not appear. The reason: he did not have a

position as any other. This has been one of Chairman Shaw's lookouts, and the space allotted to the produce could not be much improved upon.

Since these sketches are not intended to tell where a man was born or where he got his education, and how much he has, the readers of this cannot expect to learn much here about the chairman of this department. They will be satisfied to know that it is in his hands, and he in his turn will leave no stone unturned to give every one satisfaction. With him as with the



CHAIRMAN WILLIAM SHAW.

photo. Since that time he has become a full fledged M. P. P. and has come under the camera of the assiduous assembly photographer. He had no excuse therefore this time and he appears in person as the chairman of the agricultural and horticultural exhibits.

This appears to have been a most judicious selection, for Mr. Shaw has always taken a keen interest in agriculture. He does business in town and lives in the country, yet is near enough to be always on hand when wanted. For some years he was the hard working and capable president of the agricultural society of St. John, and in that capacity his training will stand him in excellent stead at the present time. He does nothing by halves, and the farmers whose exhibits are mainly in his department can rest assured that they are in good hands. Perhaps Mr. Shaw and Mr. Johnson represent the farmers end of the exhibition more than any other chairmen, the former as stated, having the produce and the latter the stock.

To see that every exhibitor gets a fair chance is a much easier matter than to arrange for every class to have as good a

Time Works Wonders.

"And so you will be 7 next week, Flossie! Why, you are getting to be quite an old lady." "Yes, I'm getting old much faster than you are, for you have been 23 ever since I can remember."—*Chatter.*

STRANGERS

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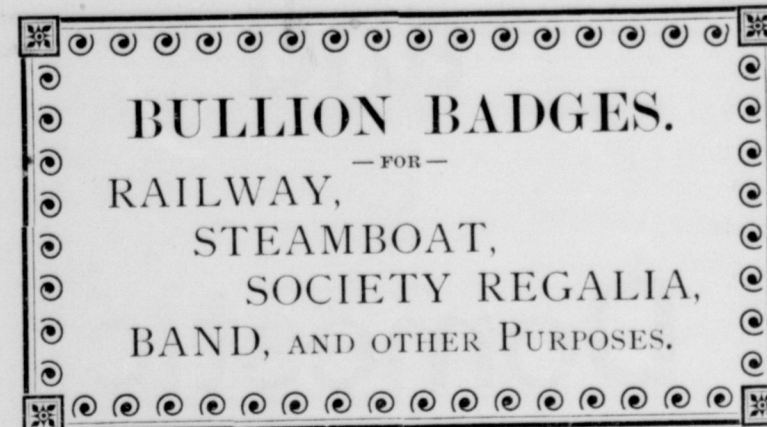
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