

other modern improvements. In short, the establishment is complete in every respect, and metropolitan in character and equipment. The main floor is devoted to the display and sale of dry goods, both staple and fancy, dress goods, silks, linens, fancy goods, laces, gloves and a thousand-and-one other articles, both useful and ornamental. Adjoining this, and occupying the entire north store, is the merchant tailoring and men's furnishing goods departments. Here will be found an exceptionally large and finely selected stock of cloths, tweeds and suitings of every description, together with many novelties. The line of men's furnishings is also large and complete and shows all the nobby and natty styles of neckwear, hosiery, gloves, underwear, etc. Some changes have been made in this room and in the merchant tailoring department as well. The cutting department which had hitherto been located on the third floor has been removed to the ground floor. A large fine window was added in the rear of the room, and patrons leaving their measures for garments can now have the same taken in a much shorter time and with no bother or annoyance. The management of this department has also undergone a change. Mr. J. H. Mills, the "old reliable" cutter and merchant tailor, a gentleman who enjoys a reputation as an artistic cutter and fitter second to none in the country, and who has been in continuous business in Belleville for the past twenty years, has closed up his old store and taken charge of the cutting department for George Ritchie & Co., and the patrons of the tailoring department of this firm can rest assured that the high reputation enjoyed by this house during the past will not suffer in the hands of Mr. Mills. To the rear, on the ground floor, we find the millinery and mantle departments, occupying a space 37x55 feet. Here will be found a line of goods in each of these branches which have to be seen to be appreciated. A large stock of trimmed hats and bonnets are always displayed, while ordered work is a specialty. In the mantle department may be seen an assortment from which the most fastidious tastes may be satisfied. These departments are in charge of Miss Irwin, a lady of splendid taste and discernment in articles of feminine adornment. Miss Irwin has this season visited New York, Montreal and Toronto for the purpose of securing the leading and desirable styles in the millinery line. Besides this Mr. Ritchie, during his European trip, secured the London and Parisian styles. This will be good news for the ladies, as they can depend upon the latest things in head-wear from this house. In order to handle more satisfactorily their large trade in mantles, extensive alterations have been made in this department, which gives them a much larger show-room and better light. All mantles are imported direct. Mr. Ritchie spends several weeks in Berlin and other points in Europe selecting mantles,

everything in this department being made especially to their order, and particularly adapted to their trade. The second flat is occupied by Mr. Ritchie's private office, a reserve stock room, and by the dress making departments, two in number. These departments are presided over by Miss Craig, long and favorably known in this district, and by Mrs. McLean, formerly with Henry Morgan & Co., of Montreal. During the past season both of these ladies visited New York, fully posting themselves upon the new departures in styles, cutting and fitting. The third flat is occupied by the department devoted to carpets, curtains, curtain polls, portieres, blinds, table covers and house furnishing goods. This department is in charge of Mr. T. P. Brown, who has been with the firm for nearly a decade. This gentleman visits New York, Philadelphia

and other leading American markets for the purpose of securing the American novelties for his department. He is well qualified, a man of good judgment and an acknowledged authority on carpets. The majority of the carpets handled by this firm are imported from the old country, they being agents for the celebrated Crossley makes of Brussels tapestries, Wiltons and velvets, which enjoy a world-wide reputation. They also have the agency for W. & J. Sloan's celebrated moquettes, manufactured in New York. Besides the makes mentioned a large assortment of other makes of carpets are kept in stock, and every yard is sold upon its merits. George Ritchie & Co. furnished over two thousand yards of carpets for the Hotel Quinte, besides all other goods in their line needed by that most excellent hostelry. The basement is devoted to the reserve stock of heavy staples, cottons, tweeds, oil cloths, linoleums and other heavy and bulky goods. Everything about the entire establishment denotes a thorough knowledge of the business, and one has only to make a tour of inspection to become convinced that the success of such an institution could only be accomplished by master minds. The house has been in existence over a third of a century, and during that time has built up a trade and reputation which extends into every quarter where Belleville is known. This firm carries a line of goods from which all may be suited, and they control and enjoy the trade in fine goods which in former years went to other cities. The success of this firm can be attributed to the following facts: They carry a complete assortment of goods in their various departments and sell the same at popular prices; they always do as they agree and never make misrepresentations in their advertisements; they are always the first to secure new goods and new styles; they guaranteed the prices of their goods to be consistent with quality, and last, but not least, they study to please, and are untiring in their endeavor to suit their customers. These attributes so essential to success are furnished by Mr. Thomas Ritchie, a man whose name is the synonym of honor, and his worthy co-workers, Mr. W. H. Gordon and Mr. C. M. Reid, reference to whom is made in connection with this article.

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