

## Montreal Wholesale Trade.

THE W. R. BROCK CO., LIMITED.

THE W. R. Brock Co., Limited, report a continued call on their print and staple department. Specialties are still being offered. At present a special imported line of wrapperettes are being cleared at job prices. In staples, some job lots of striped flannelettes are on sale.

The smallware and notion department has several interesting features to offer just now. A magnificent line of pompadour combs, full round and half round, has been stocked and ought to prove good sellers to the holiday trade. Celluloid hairpins and ornaments are shown in great variety. This firm shows itself to be up-to-date by having a big range of new gilt goods for blouse trimmings, including tinsel braids and cords, and a fine line of gilt buttons. Brock's dress shields are very popular. A new and catchy line of fancy garters ought to be takers for the Christmas trade. Their perfumes and fancy boxes are having a ready sale.

The W. R. Brock Co., Limited, are asserting their claim to be headquarters for ladies' and children's underwear; they are keeping an extensive range of all makes. They are showing some good values in plain and ribbed hosiery. Women's and children's flannellette underwear are proving to be ready sellers at the present moment.

In the trimming department is shown a full assortment of black velvet and satin and cotton back velvet ribbons. A nice line is also to be seen in black and white imitation fur, swansdown and wool. Blue braid, as well as pearl and gold trimmings, are to be found in a variety of patterns.

ROBERT C. WILKINS.

Mr. Robert C. Wilkins has a new line of "Wild West" overalls and jackets that are striking the public very favorably. His range of cutting, golf, tennis and yachting suits for Spring are worthy of attention. Mr. Wilkins has so many orders booked ahead for the new plaid back "Rainy-day" skirts, that he cannot fill any new orders before November 15.

JOHN GORDON & SON.

John Gordon & Son, Montreal, have been appointed sole selling agents in Canada for the linen thread manufactured by Henry Campbell & Co., Limited, Belfast, and a complete stock of these goods has arrived in Montreal. This make of thread has of late years become one of the most favorably known brands, both in British and foreign markets, a proud position it has gained on its merits, for the makers turn out only superior goods of uniform strength and guarantee weight and length. The Canadian agents have already placed some goods, and customers report satisfaction.

THE AMERICAN SILK WAIST MANUFACTURING CO.

The American Silk Waist Manufacturing Co. are busy making extensive improvements and increasing the capacity of their factory at 323 St. James street. The firm have succeeded in securing the whole building in which they have been situated, and now the office and showrooms will be accommodated at the same address. Machines are being set up every day until there are now about 100 machine operators at work. While the changes have been going on, the work of the factory has been somewhat impeded and orders have

had to be declined, but, by running the factory night and day, the firm ardently hope to have all orders booked for the holiday trade filled by November 15. The travelers will be ready to go on the road with Spring goods about the first week in December.

The managers are now congratulating themselves that they have refused to manufacture cheap goods, for a market has soon been found in Canada for reliable waists of first-class quality. One of their cheapest waists is No. 555, and dealers may obtain samples of this style on request. It is a waist made of a soft-finished silk, is tucked front and back, has tailor-stitched collar and cuffs, is lined throughout, and is of dressmaker finish. The price is \$2.60 for black, with 15c. extra for colors. Samples of other styles will be forwarded on application and to each sample will be attached pieces of silk showing the variety of colors in which each waist is made.

M. MARKUS.

Mr. M. Markus has some more new features to lay before the wholesale and retail trade. He has now on hand a complete range of small gilt buttons from 10 line to 18 line in the different styles; they are the latest novelty, and dealers may have orders filled on short notice. He is just placing a convenient article before the public under the name of the "Safety" buckle. It may be used on either pants or vest. The commendable feature of it is that it has no points, yet it is handy and sure. Mr. Markus has sole control of the agency for the United States and Canada. He is now showing a fine range of vestings of German manufacture. New taffeta silks, both plain and fancy, are in stock, and seem to show extra good value. An exceedingly good variety in laces is still before the public eye, and here his motto, "Vinci non potest" is particularly applicable. Ladies' scarves promise to be popular in next Spring's styles again; for this contingency Mr. Markus has prepared himself by procuring the latest novelties in silk with fringes and insertions, and in a variety of colors and styles. Dealers may depend on the "Lion and Eagle" brand.

GAULT BROTHERS CO., LIMITED.

The Gault Brothers Co., Limited, Montreal, are showing some good values in serges and worsted coatings for December delivery. This firm were fortunate in taking advantage of the drop in price of wool, and some rock-bottom contracts have been placed. Their "Victory," "Viking" and "Yale" serges, as well as "Bellwarps," are worth inspection. In pantings they claim to have a most superior 75c. line. Early delivery of Fitzsimmons & Landslide's goods cannot be guaranteed unless orders are placed at once, for they are large-y booked-up already.

The smallware department is entering upon another season in embroideries. All-over embroideries are being used for waists, Fall costumes and skirts, with an exceedingly stylish effect. All styles seem to be demanding a certain amount of laces and embroideries in trimming this year. All-over insertions and galloons are also stylish. Guipure laces are still in heavy demand, and several cases, comprising some 200 patterns, in all-over nets, edgings and insertions, have been put into stock. Travelers are now getting samples of a splendid range of "Crescent" brand of skirts, wrappers and shirt waists, in all the latest designs.

A great array of holiday handkerchiefs are in stock. Ladies' hemstitched handkerchiefs with lace-inserted corners; hem-stitched, embroidered and lace-trimmed handkerchiefs are to be found in endless variety. Belfast and Swiss makes are coming in daily.