

HOW TO SAVE ONE DOLLAR.

There are hundreds of general merchants who are subscribers to THE DRY GOODS REVIEW who should be subscribers to The Canadian Grocer as well. This latter paper contains as much valuable information as the former. Each number is profusely illustrated, and contains valuable pointers on new goods, bargains, window dressing, store management, etc. We club the two papers for Three Dollars a year. Please send in One Dollar while you have it in mind, and begin with the first issue of 1896.

This is what a traveler says:

I have watched with great interest the growth of your paper, which is now acknowledged to be the best in America. Your editorial and market columns, and reports from your own correspondents, are replete with information, and your selections from leading papers of the world are always good. By the way, I sometimes think the wholesale prices you quote are just a little below the mark—at least, it sometimes happens that they are below what I am at liberty to sell at, but as your paper is published particularly in the interests of the retail trade, I suppose it is commendable to err on the right side, or in the interest of your customers. But, the trouble is, the prices quoted on some things occasionally show no margin at all, and the storekeeper is willing to swear you are right.



New Spring Neckwear. MATTHEWS, FOWERS & Co., Montreal.

NOVELTIES FROM PARIS AND LONDON.

A larger show of novelties is being made by Kyle, Cheesbrough & Co. this year than ever before. A late novelty is the large side-comb which the firm shows in great variety. In steel and brilliant buckles there are many handsome lines, and pins for the blouse are also shown. In small-sized buttons for clustering, now in full fashion in Paris, the range includes jet, metal and silk. These will be used for dresses and blouses and will embellish the costume very prettily. In veilings, fashion is rather veering from the fishnet and plain to the gauze net with spots, which is rapidly coming to the fore. The firm have a complete range in these. The golfer is still a favorite, and seems likely to continue so for some time. Elastic and silk belts will be worn more than ever with blouses and golfers. Special lines in black terry elastic are seen, and belts are being worn from two to four inches in width. Buckles of white metal to go with these are exceedingly handsome and of superior grade.



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A FINE DEPARTMENT.

By a change in the internal arrangements of their warehouse, McMaster & Co. have brought together on one floor their men's furnishing, haberdashery, hosiery and glove depart-

ments, and the combined stock in these lines forms one of the most complete and attractively arranged departments in the trade. Every preparation has been made for the coming season in new goods, and the firm's customers will appreciate the new order of things.

MEN'S FURNISHINGS.

TOOKE BROS.' men's furnishing department is a pronounced success already. The firm are opening the two warehouses, 20 and 22 St. Helen street, on the 1st of January with everything in the way of men's wear.

In neckties, Wyld, Grasett & Darling have received the bulk of their purchase of spring ties and the remainder is in transit. It was previously found difficult to secure medium colors, but this year their range is largely made up of this class of goods. There is considerable demand for green, and graduated derbys, bows, and clubhouse ties continue favorites.

The season calls for full dress shirts, white kid gloves and white muslin bows. Wyld, Grasett & Darling report a complete range of all styles in all sizes.

A checked tweed rubber coat with sewn seams, three large pockets and 26-inch cape, to button, is shown at Wyld, Grasett & Darling's. It can be retailed at \$6. Umbrellas are in large variety in gingham, alpaca, gloria, leventine and silk, with small cane and steel rods, nicked and japanned, with nobby handles.

Special value is being shewn in this department by W. R. Brock & Co. in regatta, negligé, outing and flannelette shirts, etc., etc. Leaders are offered to retail at 25, 50, 75c. and \$1. A selection of neckwear for spring in knots, derbys and clubhouse shapes, excels any previous season for value, shape, design, and all testing points—the silk-lined goods to retail at 25c.

BRITISH COLUMBIA NOTES.

Mrs. Ross, milliner, has opened in Vancouver.

M. Ryan has opened in clothing at Three Forks.

Stevenson & Powers, clothing, Nanaimo, have sold out to C. E. Stevenson & Co.

The Robie estate (tailor), Nanaimo, has been sold at 43c. on the dollar.

T. L. Davies, clothing, Union, has sold out to Simon Leiser.

Wm. Sutherland has opened in the fur business at Vancouver.

H. Marymont, late of Victoria, has opened in the clothing line at Rossland.

FOR JANUARY TRADE.

W. R. Brock & Co. are offering through their travelers samples of winter goods in all departments and allowing large trade discounts to clear them out to make room for spring goods arriving daily. Odd lots and broken ranges of hosiery underwear and gloves are also being offered at clearing prices. Merchants in want of goods to boom their January sale should not miss this opportunity.

Wm. Clapperton & Co.'s calendar this year is very handsome—a lady's head in appropriate colors.