

THE MONTH'S TRADE.

THERE is quite a struggle for holiday novelties, and enquiries for the latest importations are numerous. Orders are not bulky for this class of goods, but varied and numerous.

The rise of Kerr's 200 yard six-cord spool cotton from \$3.20 to \$3.50 has created a feeling that other brands will follow, and consequently prices are very firm.

Sealettes are not selling so well as last season, while the demand is for cheaper goods. Prices run now from \$2.50 up to \$10 per yard, but the great quantity average about \$4. When these goods were first put on the market six or seven years ago, the prices were from \$7 to \$20 per yard. But now the better classes have discarded them, and the people demand cheap goods.

The past month has been rather quiet among wholesalers generally. Stock taking is over, although results are not yet announced. While trade is slack all hands are busy getting out samples of spring stock. Domestic colored goods are being poured into the houses now and the dress goods and staple departments are putting on a summer appearance. Staples are not moving out very fast, but orders for future delivery are being secured in fair bulk by the travellers. Sorting orders from travellers and by means of letters are very fair. These are of too diversified a nature to be described in detail.

The month of November has been a favorable one for most of the wholesale houses. The volume of business done was greater than the corresponding month of 1891. The increase was much greater than was the case in October. October was a somewhat discouraging month. December has opened up well. Heavy dry goods are moving both with retailers and wholesalers. Holiday novelties and holiday staples are in good demand. In fact the amount of holiday goods moved out indicates a very strong confidence among the retailers in the volume of the Christmas trade. In Western Ontario sleighing has made business quite lively. In the more southern districts the rural trade has not been so active.

Most of the houses have completed their stock inventories, and stocks cannot be said to be too heavy. The results of the year's business will not be known for nearly ten days.

Letter orders continue numerous. Strong enquiry has been made for handkerchiefs of all kinds, neckwear and some lines of staples such as flannelettes. Here it may be remarked that the huge trade done during the past three months in flannelettes has seriously limited the volume of the trade in grey flannels. Most dealers are complaining, but stocks will lighten very slowly.

NOTES.

Caldecott, Burton & Spence are offering certain lines of silk dress trimmings at extremely low prices to clear. These are new goods, but are broken lots, and must be cleaned out. At present they are doing a nice trade in silks generally, especially in lighter shades for evening wear, and for fancy goods

manufacture. They report very hopefully concerning spring orders. They are numerous and bulky. Stock-taking is keeping all hands busy at present.

John Macdonald & Co. have just passed into stock a shipment of new daisy ball cotton fringe. This is something extremely nice for trimming the new art muslins and silks. There is also to hand a repeat delivery of four-hole and shank large smoked and white pearl buttons. The demand for these goods is still very active. In silk and satin pompoms, tassels and chenille cords they have very full lines at present. In fact they are always able to fill orders for any color or quantity.

In cotton challies and dress tweeds for spring Caldecott, Burton & Spence show nice ranges. These are excellent goods and dealers will have to pay extra attention to them. They report a steady sale for buttons. Large 70 and 80 line pearl and bone are selling very well.

John Macdonald are showing some very new things in their samples of spring prints and shirtings.

W. R. Brock & Co. are showing an extensive range of flannelettes. They are busy getting in all kinds of domestic spring goods.

Alexander & Anderson report a steady demand for staples. Heavy underwear has been a strong feature of their fall trade.

John Macdonald & Co., in their rubber goods department, are showing an entirely new range of patterns in their Rigby waterproof goods. These goods can not be distinguished from an ordinary spring or fall overcoat. It is perfectly waterproof and sanitary in the highest degree. This is one of the most improved fabrics ever produced in Canada. This house has the only line of samples of these goods shown in Toronto. They have introduced a new improved wire hair brush, which is possessed of a row of bristles around the outside, thus being really a combination brush. The only invention in a century of hair pin manufacture is one just put on the market in the shape of a round blunt point which will not hurt the head. Sara Bernhardt says it is the only hairpin that she cares to sleep in. A new thing akin to this is a hair waving press, a small wire arrangement for producing a wavy appearance to the hair in five minutes without heat. It is highly recommended by Mary Anderson.

Alexander & Anderson have finished stock-taking, and are now opening up their first shipments of domestic spring goods. They have been very fortunate in placing large orders before the recent advances in cottons, woollens and silks. They are receiving samples of British and continental dress goods. The prominent features for the coming season will be white cords, diagonals and shot effects. The range will be as large and varied as usual.

Gordon, Mackay & Co. are pushing some very new Christmas goods in the shape of damask sets of table cloths, with napkins to match. These are novel and choice goods, and have been well approved of by the trade. The patterns are very choice, and the designs new and original. This house has secured a large repeat in friezes, which are so much in demand at present. The run on these goods has been strong and continuous, and stocks are almost depleted with the jobbers, while manu-

facturers are running hand to mouth orders. Still the enquiry from retailers is brisk, and a house is fortunate in having a stock of these goods.

W. R. Brock & Co. are succeeding very well by use of post and cable in keeping their stock fully equipped for the demand in all kinds of overcoatings such as friezes and ulsterings. They have a reputation of keeping their stock well assorted, and they always try to maintain this, no matter how difficult or expensive it is.

John Macdonald & Co. are showing some nice holiday novelties in their linen department, such as sideboard covers, doilies, table sets, five o'clock tea cloths, etc. They are opening up spring lines of flannelettes, prints, etc. Their flannelettes are taking extremely well.

Messrs Alexander and Anderson are showing a full range of navy estimances and heavy navy diagonals, also diagonals in the new fashionable green. This new shade is very fashionable at present in England, and, being a shade of bronze green, is very pleasing. It looks extremely well in diagonal dress serges. Stock taking is in full blast in this house, and special offers in job lots and remnants are being cleared out at reduced prices.

Messrs. Gordon Mackay & Co. are offering a special low line of domestic wool hose in ladies sizes. This is a special line they are running out in order to clear. Other job lines are numerous in hosiery, underwear and gloves. In their dress goods department they report tartans selling extremely well, and also all shades of greens. Greens sell well in the city, and in all other places which lie anywhere near the border of the United States, as there the color is in strong demand in all kinds of dress goods.

John Macdonald & Co. have just received a shipment of new veillings in blacks, browns, navys and creams, chenille spots, chenille borders, masque nets, and complexion nets. These are scarce goods, and are also choice goods, fresh from France and England.

Messrs. George Anderson & Co., manufacturers' agents and jobbers in hats, caps, furs, etc., have now got settled at 8 Wellington East, with a number of good agencies, prominent among which is the huge concern of Macqueen & Co., of London, Eng. This firm ranks among the largest and best hat manufacturers in Great Britain, keeping three large factories, two in London and one at Bredburg, Stockport, to meet the demand for their goods. It is their intention to make a big attempt to get a share of the Canadian trade, and, judging from their large range of fine samples, they bid fair to carry out their intention. Messrs. G. Anderson & Co. also represent Triest & Co., of New York, in the "Lion Brand" and "Monarch" hats.

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