

QUEEN VICTORIA.

We do not know whether the manufacturers of the Victoria Crochet Thread had in mind the eminent position held by the individual whose name it bears or not. Certainly the new crochet thread which has been placed upon the market has many points of superior excellence which would place it in the front rank of any similar product. Every woman who has had any experience in crocheting the various threads that have been placed upon the market the last few years has been troubled by the common fault which has existed in all, that of the thread kinking. The Victoria Crochet Thread has a peculiar twist which entirely does away with this difficulty, and at the same time renders the thread soft and pliable after washing. In addition to this good quality, there is one more which should be mentioned. Any piece of work which is commenced from one box of crochet thread can be carried on by a spool from another box without any fear that the thread will run uneven. This is a distinct advantage to all crocheters who previously have had to buy several boxes at one time in order to avoid the difficulty of matching from another box. We call particular attention to the advertisement of the Victoria Thread in this issue.

DRAPERY GOODS.

Boulter & Stewart, whose "ad." appears on another page of this issue, though comparatively a new house, are now one of the best known firms in Canada in their special lines. They started in to make a specialty of goods used for drapery purposes, covering of cushions, etc., and they claim with confidence to be decidedly "on top" in this respect. Their travelers cover Canada from the Atlantic to the Pacific. They are always pleased to furnish samples by mail when requested. It will pay to examine their novel "ad." on page —.

THE UMBRELLA CO.

The Irving Umbrella Co., Ltd., have moved into their new quarters, 20 Front Street West. With factory and sample room centrally situated, this will be convenient for buyers from outside. Anticipating advance, the company bought for the spring trade as early as July last, and they are able to give values in tops, with a splendid selection of sticks and handles. A large assortment of these latter is carried in stock, and is continually being freshened with new styles, as close touch is kept with the stick market.

RIBBONS.

Brophy Cains & Co. are well assorted in black and colored reversible satin ribbons, all the new shades.

DEMAND FOR DOWN QUILTS.

The Alaska Feather and Down Co. has been working overtime during the whole of the month of October. This shows that not only staples are firmer, but that also for fancy goods there is an increased demand.

FLANNELETTES.

S. Greenshields, Son & Co. have made a large clearing purchase of flannelette suitings. They can be retailed from 8 to 10c. per yard.

A. B. MITCHELL'S

Rubberine, Vulcanite and Waterproof Linen

Collars, Cuffs, and Shirt Fronts, white and colors, specially adapted for Travelers, Sportsmen, and Mechanics. For sale by all wholesale houses. If you cannot procure, write direct for samples and prices. Largest and leading manufacturer in Canada of these goods.

Office and Factory: 16 Sheppard St., Toronto, Ont.

BEATTY, BLACKSTOCK, NESBITT, CHADWICK & RIDDELL

Barristers, Solicitors, Notaries, Etc.

OFFICES—Bank of Toronto, cor. of Wellington and Church Sts. TORONTO, ONTARIO.

Solicitors for Bank of Toronto; Board of Trade, Toronto; R. G. Dun & Co. (Mercantile Agency), etc.

"HONEST GOODS AT HONEST PRICES."

Made at the

Montreal Fringe and Tassel Works

MOULTON & CO.

12 St. Peter Street

Agent for Ontario:

Ben. Allen, Toronto.

Montreal

MILLER BROS. & CO. MONTREAL

Manufacturers for the Wholesale Trade of the following Standard Lines of Fine Linen Faced Collars and Cuffs

COLLARS Comet, Opera, Hanlan, '78, Oro and Marquis.
MOZART CUFFS
Angelo & Raphael

Only the very best materials are used in the manufacture of these Goods

Reversible Linene Collars and Cuffs.

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

Put up in 1, 2, 3, 4, 6, 8, and 16 ounce bottles.

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



TWELVE FIRST MEDALS.

"FITS LIKE A GLOVE."

THOMSON'S

ENGLISH MADE,

"Glove-Fitting." Long Waisted. Trade Mark.

CORSETS

At Popular Prices.

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

GOOD VALUE Corsets always on hand at

JOHN MACDONALD & CO'S, TORONTO.

MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

See that every Corset is marked "THOMSON'S GLOVE FITTING," and bears our Trade Mark, the Crown. No others are genuine.