

NEW FEATURES IN WHOLESALE TRADE

BROPHY, CAINS & CO.

THIS will be above all a belt season, so all the wholesale houses say. Brophy, Cains & Co. are showing a range that comprises about everything in leather goods. Their range of whites, plaids, black patents, crocodiles, English leathers and American fancies make a range hard to beat. They report a further receipt of their low lines by the 1st of March. In men's goods, too, they show a range that, they contend, cannot be beaten. Elastic belting they have in 2 and 2½ inch, in all prices, to retail at from 12½ to 50c. per yard. "We are paying special attention to our shelf smallware stock this season," say the firm. "Repeating early and largely, and will carry a full range of everything in this line right along. We pay special attention to letter orders in this department, and guarantee prices right."

THE W. R. BROCK CO., LIMITED.

The season so far in the dress goods department with the W. R. Brock Co., Limited, has been a most satisfactory one and they are now able to predict pretty accurately what lines are going to be on. In plain colors and blacks they specially mention their ranges of serges, velours, cashmeres, estamines, coatings, etc. In plain blacks, three special numbers in velour-finished henriettas, which cannot be repeated at the money, are being very quickly bought up. Their G208 black elastic coating is a tremendous seller, they having already this season been obliged to send six cable repeats for it. Plain black mohairs are moving well, fancy blacks in good patterns and values are undoubted, and this firm claims to have never shown a more beautiful range, and the results are most satisfactory.

The special feature in fancies is the marked success of their silk and wool tartan No. 936, which is acknowledged to be beyond a doubt the best line, with the most extensive range of patterns in the trade. They have secured another lot of this cloth, and hope to have them in stock early this month. Other fancies moving being worthy of notice are shot crepes, cycling suitings, covert coatings, whipcord suitings, tweeds, silk mixtures and small checks.

The firm's stock of silks was badly depleted early in the year, but many repeat orders, lately received, have put it once more in splendid shape. They have full ranges of their well-known standard lines of blacks and colors and a most attractive lot of fancies which are selling freely.

S. GREENSHIELDS, SON & CO.

S. Greenshields, Son & Co. report a large sale of their celebrated "Stanley" velveteen in black and colors. Shot glaze silks, black broches and fancy blouse silks are specialties with their silk department. In Priestley's goods they are showing a large range of grenadines, moire figures, bayadere weaves and three special numbers in black moire skirtings and one number in colors.

JAMES JOHNSTON & CO.

The smallware and notion department of this house keeps well to the front, and new lines are added every day. A full range of black and colored military and tubular braids is to be found here, as well as a great variety of fancy braids. M. & K. silcoton is also a specialty. Veilings in all latest designs, including 15 to 16 in. and 40 in. black grenadine veilings, may be had from them; also white cambric embroidered flouncings and allover; Nottingham, Scotch and Swiss curtains, pin spot muslin, in white, black and colors; parasols, ties, handkerchiefs, braces, etc. Plain and ribbed cashmere hosiery and cotton hosiery in exceptional values. A great variety of fabric gloves is reported, while their range of black and colored braid gimps, black and colored beaded and tin-

sel trimmings, dress fronts in braid and jet, includes all the novelties. Silk mixtures, light and dark shades, also silk and wool grenadine effects, in light shades, including cream, sky and pink Nile, suitable for blouses, may be had from them. Their assortment of fancy dress goods ranges in price from 10c. to \$1.25.

WYLD, GRASETT & DARLING.

Wyld, Grasett & Darling are showing a large and varied stock of dress goods, both plain and fancy, much larger than heretofore. Their lace curtain department has received careful attention, and their range of values will be superior in every respect to any former showing they have made in these goods. Their stock of lawns and muslins is large and well selected. In laces, veilings, ribbons, etc., as well as hosiery and ladies' underwear, their present stock is thoroughly up to the standard. In their linen department an immense stock will be found carried by them on consignment for the Messrs. Ewart & Son, Limited, Belfast, which they can sell direct to the trade. They report an active demand for table linens, bleached and unbleached, napkins and towels. In the dress goods department they are showing an exceptionally choice range of fancy fabrics in all the leading styles and colorings. Their display of plain coverts, melange corduroy coverts, plain two-toned effects, French silk mixtures and neat-figured fancies surpass anything previously offered by them. They have excellent values in fine twill and coating serges, and report an active demand for these goods. In black materials they show a large range in both plain and fancies. In the smallwares department a large and comprehensive range of new laces in black and cream silk Chantilly, white and butter colors, oriental, valenciennes and Irish point are shown, also a full line of torchon edgings in veilings (Brussels, net and mechlins), the latest effect in 18 inch, black grounds, with black, white, Nile and lilac spots. They report that next season the fashion will turn towards black moire ribbons for sashes, and have a fine line in stock. They are offering special value in taffeta and pure silk gloves, to retail at 25 to 35c. per pair. Their line of ladies' cotton hose, Hermsdorf dye, contain some very special values.

JOHN MACDONALD & CO.

Speaking of dress goods, John Macdonald & Co. pointed out that French organdies and English and American fancy muslins were in good demand. Grenadine effects are doing well, and all lines of French and German fancies hold their own. Some job lines are to be seen, suited to children's and ladies' dresses, and two lines of black material are exceptionally good. The new material, silk sublime, to retail at 85c., is very attractive stuff, the warp being of silk and the filling of wool. This is handsome material for evening wear, and comes in all fashionable colors. Silk crepons are selling well.

The millinery season suggests special reference to the valenciennes and oriental laces in medium widths, and also fancy cottons and black and cream Spanish laces. Muslin de soie is a new make of chiffon with more body to the material and suited to evening wear at no extra price. A superior line of ready-made skirts is shown, the materials being black lustrine, Sicilians, and crepons, black and navy serges. These skirts are tailor-made, fan backs, and lined double right up with no seams seen in the lining. Fancy silks are popular in blue, pink, Nile, white, black, etc., shades. In ribbons the demand is specially in black satins. The hosiery display is the largest on record, comprising French and German cottons, and English cashmeres. The summer glove trade presents a number of novelties in silks, taffetas, etc. A good deal of originality is shown in the trimmings and buttons. One line is an imitation chamois in color and feel. A bicycle glove combines a netted frame with soft leather palms. The vests are in all makes and prices in cotton, balbriggan and silk.