

HOLIDAY GOODS--Continued.

advance their 10c lines to 12½c. and the latter to 15c. There is no chance at present of prices going back. An attractive range of Christmas lines in doylies, tray cloths, tablecloths, and sideboard cloths are seen in this warehouse. A line for presents consists of a tablecloth and a dozen napkins put up in a nice box. They will retail from \$3.50 to \$7. There are some nice goods in hemstitched tablecloths and napkins to match, but sold separately. A large stock of 5-8 and 3-4 size napkins at all prices, to retail from 50c. to \$8 per dozen, new designs, picked principally for Christmas trade, are shown.

During December, the hosiery, glove and underwear department of this company will be offering odd lots and broken ranges that have turned up during stocktaking, and will be cleared out at greatly reduced prices, in order to make room for the Spring goods, large quantities of which arrive during December from early shipments. This year, these odd lines will be particularly interesting to keen buyers constantly on the lookout for trade stimulants, in consequence of the large increase of price in all lines of goods.

The men's furnishings department has opened, and, for the next week or so days, will be continually opening new goods for the Christmas and holiday trade, in fancy neck wraps, cashmere and silk mufflers, creme a la creme neckwear in all styles and latest patterns, ladies' and men's umbrellas in individual boxes (a sensible holiday present), warm gloves, mitts, fancy wool goods, kid gloves, fancy ribbons, ruchings, apron lawns, handkerchiefs galore—in silk, swiss embroidered, Christmas and picture patterns, hemstitched, etc.

The Brock Co.'s immense stock of cashmere hosiery is still well assorted, and those in want of this line of goods, in view of rapid advance, should send to Brock's for samples of various lines, as they are still prepared to give their customers the great advantage of the contracts placed before the markets began to rise.

LACE NOVELTIES FOR CHRISTMAS.

Among the newest things which Kyle, Cheesbrough & Co. have put in stock for the holiday trade is a very fine assortment in the latest Parisian lace robes, in black and cream, ranging from \$10.50 to \$15 each; also a large range of plauen robes, which are largely worn on the other side of the Atlantic. They are showing embroidered chiffons for the Christmas trade, in black, cream and black and white. These are goods for the best class of trade, prices ranging from \$1.75 to \$3.60 per yard. They are also showing a nice range of handkerchief sachets in satin, and the newest fad, black and colored beaded handkerchief pockets to wear in the evening. They have no samples on the road of these lines, but will furnish same on application. Mail orders promptly attended to.

PUTNAM'S CLOTH CHART.

Merchants who have used this device for measuring piece goods, ribbons, etc., are well satisfied with it. The Southern Trade Record, speaking of its success in the United States, says that the cloth chart placed "upon the market by A. E. Putnam, manufacturer, Milan, Mich., is the most worthy and commendable device for this purpose offered to the trade. In view of the superior qualities of this cloth chart, we feel safe in commending it to our inquirers, and would suggest that they communicate with the firm for further particulars." The Canadian agent is E. J. Joselin, 33 Melinda street, Toronto, who will answer all inquiries on this subject.

THE ENGLISH CALICO PRINTERS COMBINE.

The calico printers and manufacturers of Lancashire, Eng., have combined into a huge concern with \$30,000,000 capital. The combined firms employ nearly 1,000,000 persons. The subscribers to the association include some of the most influential names in the trade, says The London Drapers' Record. Messrs. F. F. Graplin, G. McConnell, J. H. Gartside, C. H. Nevill, W. G. Crum, F. W. Ashton and W. E. Appleton are powers in themselves, and, without venturing any forecast as to the success or otherwise of the association, it may be admitted that a better start could not very well have been made. Mr. G. McConnell is a director of Messrs. Edmund Potter & Co., Limited, a concern which, along with others who appear to have thrown in their lot with the new combination, stood aloof from previous schemes of the kind.

The firms composing any calico printing combination will, of course, depend principally for their profits upon sales abroad. The following details as to exports in quantities and values during the past five years will, therefore, be interesting:

| | Yards. | |
|------|---------------|-------------|
| 1894 | 981,579,000 | £10,767,000 |
| 1895 | 966,882,000 | 10,488,000 |
| 1896 | 1,072,818,000 | 11,519,000 |
| 1897 | 891,679,000 | 9,481,000 |
| 1898 | 958,681,000 | 9,937,000 |

An important feature in connection with the print trade is that the proportion of sales to British possessions is much less than that of greys, dyed or bleached goods. Considerably more than half the exports of plain cottons during the past five years have gone to British possessions. In the case of prints, the British colonies and dependencies have taken about one-third of the exports since 1894. India, Brazil, Turkey and Java are the largest markets. Fortunately for the print trade, the development of the cotton industry in the East has not yet extended to the print department. That will come later.

The figures shown on the reference to print exports during the quinquennial period just closed do not necessarily indicate the relative prosperity or otherwise of the industry during that time. The prices of cotton and of cloth require to be taken into consideration in order to arrive at accurate conclusions on such a point, and the varying degrees of intensity in the competition between printers themselves must also be studied.

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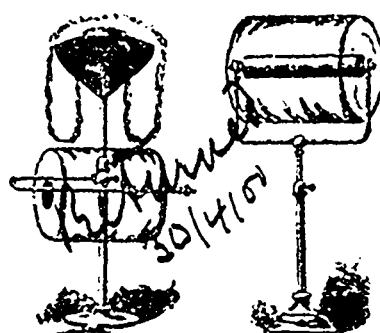


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