

NEW UMBRELLA GOODS.

OUR illustration shows a few Christmas novelties shown by the Irving Umbrella Co., which are selected from a large collection of as handsome a lot of handles as it has been our pleasure to



New Handles—Irving Umbrella Co.

see. The manufacture of umbrella handles has grown in European centres to a staple industry, giving employment to thousands of workers, and in many cases being the principal industry in the town,

whose inhabitants all work in the mill. This is particularly the case in the south of England, where whole families will work a life-time with one master. Generally speaking, a maker will confine himself to one or two woods which grow most abundantly in the section in which he is situated, and from this growth manufacture many styles, although using the same wood. Many are the operations the ordinary umbrella handle will undergo before it is fit for use, the natural woods requiring all the way from eight to twelve operations before they are finished. Natural styles are usually country made; the finer work in gold and silver are of town or city make, where the work people are more used to quick changes of style. Horn handles come chiefly from Austria, and are made by the peasants, being farmed out by the big holders of horned stock. To keep in touch with the varying styles is a matter requiring much attention, large manufacturers employing buyers continually on the spot. This plan is adopted by the Irving Co., who have a buyer situated in London, continually in touch with the market and as to what is going at home, supplying the firm on this side with up-to-date information, and the newest things in the way of novelties in stock, which are continually coming to hand. This firm has done a large business in umbrellas for holiday trade.

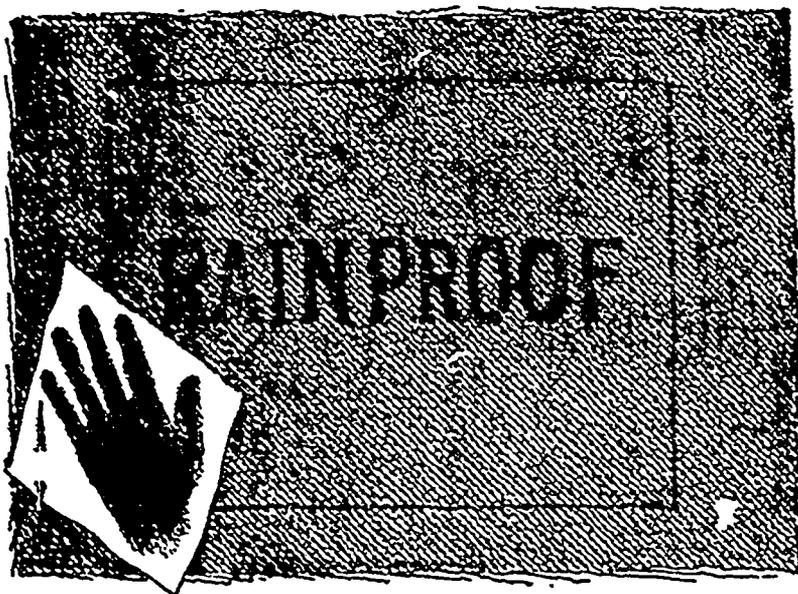
WELL STOCKED IN UMBRELLAS.

In umbrellas John Macdonald & Co. show many attractive lines, and as this is one of the principal sub-sections in their men's furnishings department, they bestow marked care and attention upon it.

AN ATTRACTION IN HANDKERCHIEFS.

A display of ladies' embroidered Swiss handkerchiefs, a manufacturer's lot 25 per cent. under regular value, is made by John Macdonald & Co. this week.

THE NEW PHOTOGRAPHY!



As the Bones are to the Hand, so is the

"Cravenette" Co.'s

PROOFING

to the Cloth. . . .

Invisible, but Essential.

Mantlings, Imperials, Serges, Covert Coatings, Velveteens, etc.

The "CRAVENETTE" CO., Ltd., BRADFORD