

THE FALL TRADE.

S. GREENSHIELDS, SON & CO.

Black fancy dress goods, the range shown by S. Greenshields, Son & Co. in the latest goods for this season very much surpasses any former collections of that firm's celebrated makes. The latest novelties in makes and designs are being shown. They have also a very good range of plain goods in serge, cloth, satens, eudoras, poplins, broadcloths, etc. A full assortment of above lines will be put up on 15th.

S. Greenshields, Son & Co. report that one of the leading features for the Fall's trade will be the demand for printed opera flannels. They have already a great many sold, and, as the goods are now in stock, customers are paying for their sea-side and country clients' wear. Besides the printed, plain and striped goods, they have also a line with silk embroidered spots, which is a good selling line.

S. Greenshields, Son & Co. will have a full range of their celebrated Stanley velveteens, in blacks and colors, after July 3. They have also a full stock of silk velvets, blacks and colors, black peau de soie, black damasse, black surah silks, black satins, etc. The firm state that there has been a big demand for black satins, and their second shipment is now in port.

In fancy dress goods, the taste seems to run to checks, both tartans and camel's hair effects for separate skirts, broadcloths, tweed effects, etc.

S. Greenshields, Son & Co. have just received a shipment of Crum's mercerized satens in all the latest designs.

S. Greenshields, Son & Co. have just concluded a purchase of over 400 cases of job-printed cottons, including light, dark, fancy and indigo prints, costume twills and ducks. They will offer the entire lot to the trade at less than manufacturers' prices.

The firm have received a large shipment of Shiffli embroideries, insertions and all-overs, from 3¼ to 32½c. per yard.

S. Greenshields, Son & Co. have received a very large range of misses' and ladies' summer cotton vests for immediate use in bleached and unbleached goods.

A full range of valenciennes laces and insertions at all prices is shown.

NISBET & AULD, TORONTO.

The extraordinary activity in the woollen trade the past two years has tested the capacity of the wholesale jobber to meet the demands of his customers. The tendency towards centralization extends to every department of commerce, and buyers of woollen fabrics patronize those houses whose stocks are complete in every detail as well as extensive enough to meet urgent demands for large quantities. Nisbet & Auld have kept pace with the improved conditions, and to-day their stock comprises every woollen fabric required by the trade for the various seasons. The increasing volume of their business enables them to handle large lots of clearing lines, which are secured at job prices and offered to their customers on close margins.

In men's woollens their stock is very comprehensive, and they carry at all seasons full ranges of worsteds, serges,

cheviots, vicunas, trousersings, etc., from the different well-known makers whose brands are established with the public. In the Spring and Autumn seasons they secure through their London agents the choicest effects in high-class novelties, and through this connection with the English centre of fashion they keep before their customers the newest fabrics and designs.

In trimmings they have established a splendid trade, built on a stock thoroughly assorted, carefully selected and of exceptional values.

Their "Premier" and "Humbert" brands of Italians, so well-known in the merchant tailoring and dry goods trade, are manufactured from the best raw materials, viz., Egyptian cotton and Botany yarns, and are unsurpassed for wearing qualities and finish. In high colors they carry a large range in 30 inch and 54 inch goods, the latter width being used more every season.

Nisbet & Auld report very strong demands for silk linings in the merchant tailoring trade, and they have made large purchases for the coming season in 27-inch, 30 inch and 54-inch goods, as they will be used to much greater extent for Autumn and Winter.

The outlook for Fall trade in woollens is very bright, and, with their increased traveling staff, they place their splendid range within reach of every buyer from Halifax to Vancouver.

THE LONDON DRY GOODS DISTRICT.

A very interesting publication has just been gotten out by E. & H. Tidswell & Co., Wood street, London, England, whose dainty creations in lace blouses and robes are well known in this market. Messrs. Tidswell have issued a pictorial map of the dry goods district in London, England. This district, as Canadian buyers are aware, centres about St. Paul's Cathedral and the General Post Office. The map is a perfect reproduction of the streets and the buildings with the names of the firms, and shows completely the shortest way to get from one place to another. On the reverse side is a glossary of terms used in the dry goods trade, while a dress chart for women is also a feature. A copy of this valuable and interesting little publication will be sent to any Canadian merchant who writes to the firm for it. The same firm have also issued a sheet of cuts and short descriptions with the leading numbers of their new lines in lace blouses and robes, muslin robes and skirts. This useful publication may also be had for the asking.

H. H. Sutherland, of Sydney, has admitted his brother, F. C. Sutherland, as a partner into his Sydney business, under the firm name of H. H. Sutherland & Co. The new firm have an immense stock in their fine store, of furnishings, clothing and shoes.

The W. R. Brock Co., Limited, Toronto, state that they have the best value and largest range in imported wrapperettes, reversible salisburys, and printed flannelettes ever shown by them. Most lines are entirely confined to them for Canada and are the season's novelties.