



## GOFF'S *Angora* BRAID

will outwear any other Skirt Braid, Binding  
or Facing on the market.  
Try it and you will always buy it.

5-yard pieces, 1 dozen in a box.  
36-yard reels, 1 gross in a box.

IN BLACK AND  
STAPLE COLORS.

If your Jobber cannot supply you, ask  
us for Sample Card and Prices.

DYED IN THE  
WOOL.  
SHRUNK READY  
FOR USE.

**D. Goff & Sons, Pawtucket, R.I.**



### GOING DIRECT TO RETAILERS.

The Lip and Tube Bias Dress Binding Co. are now selling their bindings direct to the retail trade, and, to introduce them, offer the services of a lady "demonstrator" free of charge. This lady, from her thorough understanding of the bindings and the method by which they are made, is able to put their good points very forcibly before customers. She will remain from one to three days, according to the size and requirements of the town, showing samples and explaining to ladies the correct method of attaching the bindings to the skirt.

This has proved to be an extremely satisfactory system for both retailer and manufacturer. A retail establishment in St. John, N.B., that had the assistance of this lady, sold over 250 dress lengths in a single afternoon.

### THEY WILL NOT TICKLE.

W. R. Brock & Co. are showing a line of Hermsdorf's black cotton hose (fleece lined) from sizes 4 to 9½ inch. They are just what people who cannot bear the touch of wool require, as they will not tickle.

### COTTON VESTS.

In cotton vests for spring, 1898, Brophy, Cains & Co. are showing a range of American vests, which for style and "nobbiness," surpasses anything ever shown in Canada. They are also showing a full range of Canadian vests as large and well assorted as ever, the American range being an extra plum.

### AN UNDERWEAR FAMINE.

There is a scarcity in the market of low-priced ribbed underwear for ladies and children. The scarcity is understood to be due to the immense quantity of repeat orders which have been received by the leading jobbers on account of better trade in the country.

Jobbers are asking their customers to be as charitable as possible in the meantime, and orders will be filled as rapidly as possible.

### THE SPECIAL DOLL PRICE LIST.

Nerlich & Co. have a full assortment of dolls yet, though they are moving out rapidly. Naturally the best kinds go most quickly,



so the dealer who wants a choice should order now. A special price list of dolls is just being got ready, and the trade should write for it. The firm say that for over 25 years they have made a special study of these goods, and being always in direct communication with the makers in Germany, can give the best and most reliable goods at the lowest prices.

**A GOOD NAME IS MORE TO BE  
DESIRED THAN RICHES**

... WE SELL OUR GOODS AS ...

# "SHOREY'S CLOTHING"

and you can sell them more easily under that name than any other.

**H. SHOREY & CO.**

**MONTREAL**