

NOTES OF THE TRADE.

JAMES JOHNSTON & CO. invite special attention to their lace curtain department; they are prepared to supply every demand, whether it be for the cheapest, medium or best goods in both Nottingham and Swiss makes. See their lines of Nottingham goods at 20, 37½, 55, 75 and 90c. a pair; for novelty, quality and style they are unequalled.

P. Garneau, Fils & Cie., of Quebec, have extra good value in black cashmere velours. Can be retailed at 50c.

In their linen department **W. R. Brock & Co.** claim to show some exceptional values in tablings and towellings.

Lonsdale, Reid & Co. have some rare drives in worsted coatings. If you want a good thing see the leaders at 60 and 75c.

P. Garneau, Fils & Cie., of Quebec, have in stock the "Cat" brand of sewing cotton in 300 yards, black and white. They report increasing sales.

Several lines of kid gloves in black and new spring shades are being cleared out by **W. R. Brock & Co.** much below cost price to enable them to be retailed at 50 and 75c. per pair.

James Johnston & Co. exhibit a range in the underwear department unsurpassed for variety and completeness, especially in ladies' and children's goods. There is no want in this line that they are not in position to supply.

New embroideries from St. Gall are being shown by **W. R. Brock & Co.**, in cambric and Swiss muslins; some "job lots," put up in assorted cartoons, have sold well, and cable repeats had to be despatched for a further supply some time since, which are expected to arrive shortly.

Amongst leading lines shown by **S. Greenshields, Son & Co.** is a complete range of misses' and ladies' lisle, taffeta and silk gloves and mitts. They have in that range the new goods, with buttons, fancy cuffs and fancy points, including the long mitts and gloves in the champagne shades and black.

James Johnston & Co. have an unusually extensive range of new valenciennes laces, all widths, in white, butter and cream. Judges of value and style will find much that will interest them in other makes of lace as shown by this firm, which comprises everything that is the correct mode to-day.

S. Greenshields, Son & Co.'s stock of flouncings and embroideries is now complete. Their new lines of Honiton, Magnet and

half linen embroideries, as well as all-overs, are selling very well. The spot muslins, including novelties in the same department, are also all complete and can be delivered at once for early trade.

AN EVIDENCE THAT ADVERTISING PAYS.

Editor DRY GOODS REVIEW:

SIR,—We have just given your advertising manager an order to run our announcements permanently in **THE DRY GOODS REVIEW**, and we have much pleasure in adding our testimony to that of others as to the value of **THE REVIEW** as an advertising medium. We have done but little advertising with you in the past, but have made up our minds to do more in future. What we have done with you has been so directly productive of good results that we feel it a duty to ourselves to advertise in your paper. The sale of one of our specialties—Rigby waterproof clothing and cloth—has been unprecedentedly large for the coming spring, particularly in bicycle suits and spring overcoats. These articles were advertised in your paper, and we have had a number of enquiries for the goods from Nova Scotia to British Columbia which may be directly traced to that advertising.

You are at liberty to make any use you wish of this letter.

We are, yours very truly,

H. SHOREY & Co.,

Wholesale Clothiers, Montreal.

Montreal, February 15, 1897.

UNSOLICITED TESTIMONY.

Editor DRY GOODS REVIEW:

SIR,—Allow us to congratulate you upon the handsome number of **THE REVIEW**, produced by your enterprising firm for January, and to bear testimony to the results we have already experienced from our illustrations on pages 86 and 88, with notes on page 70, calling the attention of the trade to our special value, patterns and width in lace curtains for spring.

Quite a number of enquiries and good orders have been received by us from parties at a distance, who said they had read our information in your valuable journal.

Wishing you increased success and prosperity,

Respectfully yours,

W. R. BROCK & Co.

W. R. Smallpeice.

Lace Curtain Department, third floor.
Toronto, February 11, 1897.

UP-TO-DATE

GLOVES—
MITTS
MOCCASINS.

Z. PAQUET.

QUEBEC - and - MONTREAL
St. Joseph St. 7 Victoria Sq.

