

PEOPLE WHO KNOW EVERYTHING.

THERE are persons in business (not in dry goods, of course, but in some other line) who think they cannot learn anything. They know it all. They are even troubled with a suspicion that if they had been present at the creation of the world they could have improved on the plan.

To such persons a trade journal is unnecessary. What can it tell them that they did not know before? As for news, they don't want news; they make news.

Now, let us modestly remind these great and wise men that a trade journal is a new thing in business. A few years ago there were no trade journals. Neither were there any coal stoves, or electric lights or plate glass windows. But these came, and so did the trade paper. It has come to stay, and so many merchants appreciate it and use it that we can afford to let the persons who know everything go on hugging the delusion that they require no hints, no news, no pointers. We know what their ultimate fate will be, and shall be glad to add a small sum to the relief fund at the proper time.

GOLDEN DRAPERIES.

To brighten up the homes of Canada for Christmas W. R. Brock & Co. are showing a nice assortment of golden draperies. It is astonishing how well considered application of these goods transforms the most dingy room into a fairy palace.

FROM WINNIPEG TO THE KLONDIKE.

"How long do you suppose it will take to reach Dawson City from Winnipeg next spring?" inquired a Winnipeg Free Press representative of a well-known railway man. "Less than three weeks," was the reply. "The fast train service of the C.P.R. will then be running, the refitted Cunarders will be on the route to

Wrangell, with the railway built to Teslin lake connecting with the flat-bottomed service on the Stickine River. I do not think it will take more than 10 days to float down to the Yukon metropolis. There are already six lines of railway projected across the passes or to Teslin lake. So people should wait until the winter is over, otherwise starvation will not be the only trouble the ardent Klondike traveler has to fear."

A GOLD PRODUCER.

W. R. Brock & Co.'s ladies' ribbed vest, called the "Yukon," still sells well on account of it being 25 per cent. below good value price, and the best vest in the market to retail at the popular price of 50c. each.

A CURTAIN DISPLAY.

The curtain department at the Gault Bros. Co., Limited, is just now very busy with new arrivals of all classes of lace curtains, from the cheapest Nottingham makes to the expensive Brussels and Irish point. Also curtain and sash nets, blind nets, vitrage nets, drapery nets and muslins, curtain and sash muslins in great variety. Chenille, Derby and other makes in all the newest styles and colorings.

We strongly recommend all buyers of curtains to make a note of this department, a visit to which at any time will well repay them.

"WATNOW"

This is the name of W. R. Brock & Co.'s "value tester" 3-pound, grey mixed-wool sock with ribbed top. They contend there is nothing to equal it for value and that it is a keynote of the good value to be found all through their hosiery department.



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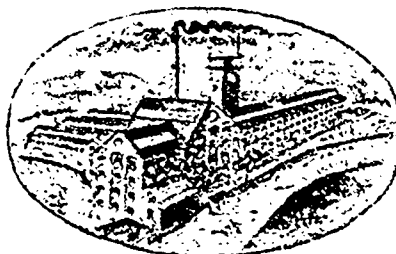
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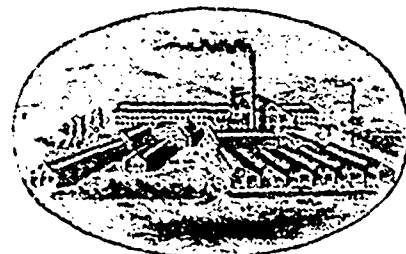
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