

Toronto Wholesale Trade.

JOHN MACDONALD & CO.

IN the carpet department of John Macdonald & Co. there will be shown during the first week in December a well-assorted stock of mats and rugs for Christmas trade; also a full line of sash goods, curtain muslins, curtainettes, lace curtains and a nice assortment of fine quality Marseilles quilts in white, and colors embroidered on white. A line of table covers and piano drapes and scarves is noteworthy. A special in tapestry covering is clearing out much under regular.

In woollens the stock of overcoatings is still very complete in the newest things—oxford greys, blacks and blues and meltons, beavers and llama cloths.

They show several special lines in fancy worsted trouserings and also in black Italian cloths. In ladies' costume cloths a large variety in homespuns, venetians and covert cloths and friezes is shown. They have a few hundred pieces of 3-4 Canadian tweeds at a very low price.

For December 1 delivery the men's furnishing department shows a nice range of neckwear—flowing ends, derbies, deverses, bows, knots and a special line of narrow derby for the standup-turndown collar.

A special range of umbrellas for Christmas trade, and silk Japanese handkerchiefs, plain and initial, to retail for 25c. and up, and also a line of ladies' fancy handkerchiefs, are things to note.

This firm's range of French opera flannels is still very good, notably in plains, spots and stripes, both light and dark grounds.

In silks, for evening wear, John Macdonald & Co. carry a full range of colored taffetta, white taffetta, white brocades, Japanese silks, in 21 in. and 27 in., all colors, and a great variety of fancy silks for blouse purposes. Black taffetas from 50 to 90c. are shown.

In the dress goods department, owing to stock-taking, a number of tables of stuff are shown, comprising plain cloths, tweed effects, zibelines, and fancies to be cleared out. A full range of silk and satin ribbons for the Christmas trade is shown in all colors.

THE W. R. BROCK CO., LIMITED, TORONTO.

Some very exceptional values are to be seen in the carpet and housefurnishing department of The W. R. Brock Co., Limited, Toronto, in the way of Nottingham and Swiss lace curtains, chenille and tapestry curtains and table covers, and tapestry, brussels and axminster carpets. These are always in good demand during the month of December and prospective buyers will do well to have a look.

There is always a demand about Christmas time for fancy linens. The W. R. Brock Co., Limited, Toronto, are showing a very extensive range of new and desirable goods for this trade, contracted for previous to the heavy advance in price. A notable feature is their large assortment of handsome damask towels, with art borders, and a great variety of doylies, napkins, tray cloths, 5 o'clock tea cloths, and side-board cloths, all to match, and in the newest designs and makes. A table of fancy linens is always an attraction during the holiday season, productive of safe, profitable business.

This firm are offering special attractions in their silk department, both in the way of plain and fancy goods, but

draw particular attention to some exclusive goods for evening gowns and blouses. They have in stock a full range of their M 4, 24-in. Victorian velveteen, which they claim is the best value in the trade to retail at 50c.

For Christmas gifts, fancy handkerchiefs, ladies' and gentlemen's neckwear, fancy knitted goods, umbrellas, warm hosiery and gloves are among the articles shown. This year their range of lace-trimmed, embroidered, colored-bordered, picture, hemstitched, brocaded and Japanese silk handkerchiefs is more attractive than usual. In neckwear they opened out December 1 a fine assortment of the latest novelties at popular prices, which, with the stock on hand (which they are jobbing to provide popular lines for the bargain counters) makes the show of neckwear worth inspection.

As to fancy-knitted wool goods, the house has the reputation of keeping a large assortment in fancy and honeycomb wool shawls, toques, fascinators, booties, infantees, gaiters, cardigan jackets, tams, caps and polka jackets—the production of English, Canadian and German factories. In ladies' and men's umbrellas, novelties will also be in stock after December 1, the principal points being durability of cloth and style of handle.

In the glove department, Brock's assortment of ladies' and misses' ringwood gloves, in fancy, white and black, also cashmere gloves, was never larger or more in touch with public demand. This also applies to men's and boys' lined kid and wool gloves; two special lines in lined kid to retail at 50c. are "Govey" and "Kiddy," for men and boys.

"Hockey requirements" are always looked after by the department and this season they are carrying a large range of men's sweaters, cardigan jackets, fancy hosiery, etc., which merchants should post themselves on so as to supply the demand of local clubs.

The most severe part of the Winter is before us, so this firm have reinforced their stock of men's heavy wool socks, fleeced underwear for men and boys, heavy gloves and mitts for all kinds of people, ladies' and misses' plain and ribbed underwear, and in fact everything that people want to keep out Jack Frost and save the doctors' bills. Write to the Brock Co. for samples and prices of their goods.

In the wrapperette room they show a striking novelty in French flannel spot wrapperettes, navy grounds, garnet grounds, black and military red grounds with white and colored spots—four sizes of plain spots, from small to large, and two sizes of cluster spots, which are very effective. This line has been a big seller, just what is wanted for new-style ladies' waists, and can be retailed at 12½c.

They are also showing a striking novelty in American checks, 32-in. double-fold fabrics, for children's dresses and ladies' wrappers. The colorings are bright and attractive and absolutely "washing fast." They are retailed at 15c. and are proving trade-winners.

In the linen room are shown two special numbers in heavy French canvas, good stiff makes, both in black and natural, to retail at 12½ and 15c. These lines are part of a special purchase and fully 25 per cent. below market values.

Two special lines in cream damask table linens: A. I., a 60 in. good heavy cloth, nice mellow finish, five designs, to retail at 25c.; M 61, a 68 in. beautiful fine cloth, can be retailed at 45c. Both lines are away below regular price.

A job in huck towels: B 61, 20x40, fringed, nice and fine, good weight, can be retailed at 25c. for a leader. An 18-in. hickory towelling, heavy dark huck, has just been passed into stock, part of an old purchase, which is offered at a price to retail at 10c. This is a well-known line and it is not expected the quantity will last long at this figure. D 1 is a 40-in. linenette dress lining, all staple colorings, a good firm cloth, heavyweight, a regular dressmakers' favorite. The department can give special quotations for case lots, to retail at 12½c.