

THE SEASON FOR BOAS.

THE trade demand for boas this season should be large, and R. Lindheim, 652 Broadway, New York, whose announcement appears on the opposite page, makes a specialty of these goods. All the novelties in ostrich, coque and fancy boas are there in great number, and it is the boast of the house that "you will find a larger assortment, better made, more style and more novelties in the boa line than in any other house in America." Send a card for their catalogue and prices.

MARKET NOTES.

IN the silk and ribbon departments, James Johnston & Co. are showing full ranges of plain black and colored silks, ribbons and velvets, and all the latest novelties in blouse silks and fancy ribbons.

Sealettes, to retail from \$2.50 to \$15 per yard, are shown by Brophy, Cains & Co. Most of them are rain-proof.

The Gault Bros. Co., Ltd., are showing a most attractive stock of fancy knitted goods for this fall season's trade, comprising in part shawls, clouds, tam o'shanter, hoods, tuques, mittens, bootees, infantees, etc.

Caldecott, Burton & Spence show all the novelties in trimmings, in sequin, pearl, jet, steel, gilt, etc., in shades to match dress materials. Buyers' attention is drawn to this department in their house.

In the extensive carpet department of the Gault Bros. Co., Ltd., will be found for this season's trade the latest styles and colorings in Japanese rugs and mats, also in British art squares.

Brophy, Cains & Co are showing black curl mantlings, to

retail at \$1.25 to \$4. They also have curls in self colors and shot effects and black knot mantlings. These lines all make very "chic" short capes.

W. R. Brock & Co. have just passed into stock a well-selected assortment and special values in silk handkerchiefs from Yokohama, and embroidered lawn handkerchiefs from St. Gall, Switzerland.

The first week of September has seen a most unusual number of buyers in this market from all the provinces. James Johnston & Co. tell us that they have sold more silks, velvets, ribbons, dress goods, trimmings, etc., than they have done at any previous opening for years back.

W. R. Brock & Co. have in stock a nice range of the latest ideas in ladies' turn-down collars and cuffs. They also show a tremendous range of hosiery and underwear, all kinds, all sizes, all prices, also special cut lines to meet any kind of competition.

Caldecott, Burton & Spence's stock of black dress goods contains all the new black fabrics, including black figured lustrés, black boucles, black armures, black sebastopols, black henriettas, black serges, black cheviots. Black will be the favorite color for the coming season in dress goods.

TWEED COSTUME GOODS.

From 15c. to \$1.50 per yard should be a sufficiently large range to meet all trade requirements. Brophy, Cains & Co. have them.

RIBBONS.

W. R. Brock & Co. are showing a full stock of staple ribbons, including a good line of satin-back velvet; good value is their recommendation.

READY FOR FALL

Our travellers are now on their respective routes with a full line of samples for Fall trade, gathered through the best facilities and selected with care from the world's first markets.

Stocks will shortly be complete in every department, and while we invite your personal inspection at our warehouse, we beg to solicit your usual kind consideration for our representatives. We are showing

Special Values in all our Departments

DEPT. A

Linens
Towelings, Taldings, etc.
Shirts and Drawers
Cotton Blankets

DEPT. B

Flannels . . .
Mantlings . . .
Worsted and Tweeds
Floor and Table Oil-Cloths

DEPT. C

Dress Goods
Velveteens . . .
Magog Novelties
In Tartans and Wrapperettes.
Gents' Furnishings

DEPT. D

Hosiery, Shawls
Ladies' Underwear
Gloves and Mitts
Yarns, Baldwin's
Canadian Fingerings

Enquiries for samples promptly attended to.

KNOX, MORGAN & CO. - HAMILTON