

**TIME SAVING FIXTURES.**

It is not now a question of do display fixtures pay or do they not pay; that question has been settled beyond doubt. A glance at the successful stores of to-day is a standing evidence that they do pay. It now remains with the purchaser to buy the best. The Toronto Brass Manufacturing Co. are devoting special attention to time and labor-saving devices. To prove this a few new ideas may be mentioned.

All standards are marked off into inches corresponding with each other.

All brackets are fitted to one templet, thereby guaranteeing perfect alignment of rods without the old time taking trouble of measuring.

The cross rods while much lighter will stand double the weight of the old style without sagging in the centre. Small clamps are supplied with each fixture for preventing rods from turning on brackets when used as hat stand or shoe fixtures.

Adjustable supports are attached to the top of each single stand to prevent its leaning forward when loaded up with goods. This support is so arranged as not to interfere with the moving of the standards.

These are only a few of the points showing the superior quality of the goods but suffice to show they are experts at their business, and can give you lower prices and better satisfaction than any house in the business. Always a large stock on hand for immediate shipment. Send for catalogue and discounts.

**ENGRAVED LABELS FOR CLOTHING, ETC.**

The use of labels on all classes of garments has now practically become universal. Nearly every leading manufacturer and retailer has his distinctive mark in the form of a label attached to every article he puts upon the market. A firm that devotes its whole attention to the making of steel plate engraved labels for neckwear, shirts, waists and other garments is the J. L. & M. Jacobs Co. This house originated its own specialty, and is the only one in its line making white labels exclusively. The busy preparations now going forward on Spring goods call attention to what has come to be regarded as an essential feature of every line—the affixing of the firm label on each garment turned out. In this connection, the card of the J. L. & M. Jacobs in this issue is of added interest. This firm devotes the whole of its big plant in the Elm Square Building, New York, exclusively to the production of steel plate engraved labels, and the prestige it has won in its chosen field is testified to by the fact that nearly all the leading manufacturers and retailers throughout the country are numbered among its patrons. It is largely due to the J. L. & M. Jacobs Co. that the old crude method of producing labels has been brought to the present state of perfection. Many of the designs are in the highest degree artistic, and the firm is thoroughly equipped to fill orders in from two to five days. Correspondence is invited by the house, and samples, designs and prices are cheerfully forwarded on request.

**AN ATTRACTIVE CORSET STAND.**

A new corset stand, which has commanded a large amount of attention in London, Eng., has been exhibited in one of the show windows at Peter Robinson's establishment, in Oxford street west. The work of a French inventor, it is an exquisitely modelled wax figure, and, by means of electricity, the movements of the head, eyes and chest are imitated in the most lifelike manner. The model is wearing the "Prinsa" corset, the latest edition to the well-known range of "I C Persephone" corsets, which is made in satin and choice brocades, as well as in a variety of materials for ordinary

wear. The model was loaned to Peter Robinson, Limited, by Sharp, Perrin & Co., of 31 Old Change, E.C., who are the sole wholesale agents for Great Britain and the colonies for the "I C" corsets, and it should prove a most attractive advertisement for these well-known corsets.

The W. R. Brock Co., Limited, Montreal, are clearing out a number of odd lots to make room for improvements in the building and for new goods coming in. They have just opened out a variety of draperies and art trauilins in new effects.

Mr. George Reedy, who recently joined the management of the Crompton Corset Co., Toronto, was presented, at Christmas, with a handsome marble clock by the trustees and official board of Collier street Methodist Church, Barrie, of which he was an efficient member for several years.

Mr. Greeff, of Greeff, Bredt & Co., who have lately established an agency of their German business in Canada, was speaking the other day to THE REVIEW about the present state of trade in Canada, which was favorable to their trade as well as to most others. The headquarters of this firm are in Barmen, Germany, and they are, therefore, in good shape to get the closest prices from that centre of such lines as braids, trimmings, covered buttons, etc. In fact, they have the additional advantage of being able to study the requirements of the Canadian market, send to Germany with samples of some specialty which is wanted here, and the manufacturers will turn out a line in accordance with these suggestions. The firm of Greeff, Bredt & Co. sell exclusively to the manufacturing and wholesale trade. Their office is in the McKinnon Building, Toronto, and they will carry stock.

Ed. McFaul, dry goods merchant, Seaforth, has just completed the enlargement of his premises by the addition of the adjoining store, which was found necessary by the large increase in business. This he has carried out in the most attractive manner. The windows in both stores, which were of plate glass, are merged in one elegant front, making a fine display window. The counters of both sides are of natural wood with drop plate glass tops. The centre counter, of same class but oblong in shape, runs around the centre of the store, giving a fine display. But still more attractive are the large plate mirrors, 72 in. each, at the right and the left of the main entrance, with others of less size at the rear of the store, giving the impression in either direction you look that the store extends a much greater distance. The whole being of light finish, and, with the fine stock of goods, makes one of the most attractive stores we have seen.

Mr. Geo. Joseph who has returned from the Maritime Provinces as a representative of The Cloak Manufacturing Co. has some interesting things to say with reference to the state of trade in the Provinces generally, but particularly the great expansion now taking place in Cape Breton. The iron works which are being carried on by Whitney & Co. are three miles away from Sydney and already they employ about 1,300 men. There is also talk of a new industry being established at Sydney Mines, but this is not yet known to be on a practical basis. Mr. Joseph said that all the indications pointed to the rapid development of the district. There are solid buildings going up and it is hard to get accommodation for either merchants or householders. It is said that 56 new firms will commence business in the place this Spring. Seven banks are in operation and a strong indication that Mr. Whitney and his fellow capitalists consider the future assured is to be found in the fact that \$5,000 have been given to found a library, and a music hall is also being built.