

NEW FEATURES IN WHOLESALE TRADE.

MCINTYRE, SON & CO.

THE above firm draw the attention of the trade to their large assortment of imported wash fabrics and white goods. The assortment in this department is unusually large, and must be seen to be appreciated. The latest novelties in French printing are included in styles now being shown.

The dress goods department are showing the usual large range of plain and fancy styles for Spring delivery. On January 2 will be opened a special range of low priced plaids for immediate shipment. Samples are in the hands of travelers.

The silk department is kept well assorted with good selling lines, many of which, being contracted for before recent advances, are now especially good value. French printed foulard silks in novel designs are shown.

Kirby, Beard & Co.'s smallwares are too well known to require recommendation. Their needles, pins, etc., are among the best made. A full assortment kept in stock in Montreal.

In the kid glove department there is nothing but new, fresh stock. There are leading lines to sell at popular prices that will give a fair profit to the retailer.

P. GARNEAU, FILS & CIE.

P. Garneau, Fils & Cie., Quebec, report a great success with their line of silkette. It is sold in all popular shades and can be retailed at 17 to 20c. Ask their travelers, or write for samples.

The same firm have full ranges in black and colored cashmere and a large line of black crepons in latest designs selling at 35, 40, 55, 60, 75, 95c. and \$1.50. P. Garneau, Fils & Cie. are also showing large lines in tweeds, coatings, serges and other woollens at rock bottom prices.

A large consignment of black silks in peau de soie, nubienne, athos, figured damas, nicoise, taffetas, etc., is just being opened. They have now in stock very special values in Swiss point curtains, net curtains, vitrages, lace blinds and lace nets.

P. Garneau, Fils & Cie., are also receiving remarkable values in reversible cretonnes to retail with big profit at 15 and 20c.

S. GREENSHIELDS, SON & CO.

S. Greenshields, Son & Co. have just received a full consignment of their new laces and all-over lace nets. These include the new heavy guipure insertions and all-overs in the Renaissance and other new styles. They anticipate a large trade in prints, and have already sold a large quantity of them. Prints, no doubt, will be trimmed with laces and all-over nets. Merchants should buy these early, as they are already getting scarce, both in this country and in Europe, and it will be very hard later on to get orders filled.

S. Greenshields, Son & Co. are showing a range of very fine muslins for Spring trade, including the organdies and new Silmus muslins. They have also now on hand a large stock of white Victoria lawns and India linens, which they are offering at old prices, and which can be delivered immediately for January retail white goods sales. In Victoria lawns, they have special makes in both light and heavy at popular prices.

S. Greenshields, Son & Co. and other merchants have found it very hard to get orders filled in Switzerland for white embroideries and insertions. These goods, in most cases, will be delivered very late this season. Their buyer had fortunately placed his order very early for the coming season's trade, and they have already received a large quantity of all their lines, including insertions, which are complete. They had bought before the heavy advance, and are offering these lines at old prices.

THE W. R. BROCK CO., LIMITED.

As predicted last month, The W. R. Brock Co., Limited, have found that their Imperial suitings (large plaids) for ladies' skirts have become a decided feature. Their range is acknowledged to be an exceptionally fine one, and orders are coming in freely. As these goods are wanted for immediate use, and they are getting deliveries of them every day, they have kept their customers well supplied. They have made arrangements with the manufacturer to keep these goods fully assorted during the season.

They also report that many customers have taken advantage of their special offerings of stock lines in black and colored cashmeres, velours, whipcords, poplins, serges, and all staple plain dress goods that are in demand. Of course, it is understood that these prices only exist for stock on hand, and, after it is exhausted, the line will have to be dropped altogether, the advances being so great it would be impossible to keep them up. Some had predicted a falling off in the fancy black business, but The W. R. Brock Co., Limited, have not experienced this. In fact, they predict a larger season than ever for Spring in these goods, and, judging by orders already received, have good reasons to think so. There is, however, a tendency to go after smaller effects, although the large blisters are still selling freely.

Their Spring trade in fancies has been a surprise, although they felt with the general opinion that very few fancies would be wanted. In order to make their assortment as complete and attractive as possible, they placed orders for a nice range of the latest novelties, and have already been obliged to cable a number of repeats, which proves that fancy dress goods in Canada are not a dead letter to-day. The manager of this department, in conclusion, reports the dress goods business in the most healthy condition that he has ever remembered, orders having come in for future delivery much more freely, and customers generally inquiring for much better grades of goods.

The W. R. Brock Co., Limited, are in a good position to supply their customers with staple lines of black and colored silks, but strongly advise early placing of orders, as they will not be able to execute orders when present contracts have expired. As to fancy silks, they have a large range of costumes and skirts, the stock comprising the latest novelties of New York and London.

In cashmere hosiery, this house claims to attract the keenest buyers with their various lines, as they were fortunate in placing large orders for plain and ribbed goods when the market was more favorable than it has been for months past. They offer to send samples and quote interesting prices. The same is true of fabric gloves. As to cotton hosiery, in spite of the great advances, the department are maintaining their reputation for keeping the right goods at the right prices in stock, and offer for Spring such sought-after lines at the same prices as in the Spring 1898. These goods cannot be repeated except at a great advance.

In men's furnishings, business has greatly increased with