# S. GREENSHIELDS, SON & CO.

N the notion department of S. Greenshields, Son & Co., will be found lines that will interest merchants and milliners when they

visit Montreal during the millinery opening. Their ranges of ribbons, veilings, laces, jet gimps, black sequin gimps, and colored sequin gimps are very large and are sold at closer prices than be fore. All the requisites for a millinery work-room may be had in their notion department.

The firm invite the attention of the trade to their lines of underwear for the fall season. Their ranges are complete, from the lowest grade to the best, and are in greater variety than ever before.

They claim the best values in men's neckwear in the trade. Great care has been exercised in purchasing, and their knots, silklined four-in-hand, and graduated "Derby" to retail at 25c. and 50c. are unequalled. In mer's waterproof coats, rubber kneerugs and umbrellas, large ranges with many "leaders" are shown. In men's and boys braces they have large hnes, nobby, durable and excellent values.

#### **READY FOR FREE TRADE.**

The Alaska Feather & Down Co., of Montreal, say they are ready to have the tariff barner removed, as far as their own business is concerned. Their factory is as well equipped as any in the United States or Germany, and they would welcome a change which would admit their goods to foreign markets. They claim that Canadian feathers and downs excel foreign, in quality, quite as much as Canadian barley or cheese does that of other countries.

## UMBRELLAS AND PARASOLS.

This is the time of the year to sort up stocks of ladies' and gent's umbrellas, as wet weather at the time of the fall fairs means a big demand — The Irving Umbrella Co., Ltd., are showing a full range of the above, embracing many new styles in handles, which can be delivered on short notice. Have you ever bought umbrellas by letter order? Give it a trial.

# SPECIALS IN LACE OURTAINS.

Kyle, Cheesbrough & Co. are pushing a special line of lace curtains, also fine hosiery. Their travelers are out taking orders for spring of '97. They report that business is very good, and that things in the country generally are picking up somewhat. At the warehouse they have to work overtime every night to get orders filled promptly.

# IT IS REGISTERED.

We see that Caldecott, Burton & Spence have registered their "Congo Black" brand of stainless dye. This will be a guarantee to the buyer that where the brand is, the dye will be absolutely fast against all kinds of acid and fruit juices.

### THE TRUE TEST.

ST. PETER (on a summer vacation, but looking after business on this side) --See here ' why haven't you been up my way?

SURPRISED MERCHANI -- Why, I'm not dead yet '

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ST. PETER-You deceive yourself' You've been dead some time, and you are very much in the way here '

SURPRISED MERCHANT—I'll call in the neighbors to prove I'm alive and in business '

ST. PITHR—That's too much trouble. Here's THE DRY GOODS REVIEW, show me your advertisement '

# DRIVES IN TOWELING.

Lonsdale, Reid & Co. are offering some very special drives in linen, huck and damask towels.



Peerless Dress Stays Rubber Tipped Dress Stays Braided Wire Hip Pads Bustles and Dress Forms

Manufactured only by

BRUSH & CO. - TORONTO

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