

proud of their local stores and you may safely defy city competition. Lately Mr. G. R. Sims, the well-known literary man, suggested to London, Eng., merchants that they should have the windows lighted after closing up. The Swan & Edgar concern have decided to give it a trial. As a general rule, London's shopping streets, such as Bond, Regent and Oxford streets, and the Strand, after a certain hour (except for the theatres and hotels) are pretty dark. The Cheap-side district is also gloomy. The merchants are asking themselves whether they would be repaid for the cost of the light. In Canadian cities large shops, like Morgan's in Montreal and Simpson's in Toronto, are lighted at night, and passers-by always stop in numbers to examine.

SWISS EMBROIDERIES.

THE GAULT BROS. CO., LTD. have just to hand a large shipment of these goods, including many novelties. The linenette embroideries are specially attractive. Ask their travelers for the "Bee" embroidery.

LADIES' BLOUSES.

The Gault Bros. Co., Ltd. are showing an exceedingly fine range of these goods, including many exclusive styles, which are having an immense sale.

NEW TRIMMINGS.

The Gault Bros. Co., Ltd. report arrival of new lines of dress trimmings. Beaded gimps, ornaments, etc., in all the latest designs.



Ladies' Blouses.—Gault Bros. Co., Ltd.

"KANTOPEN" HOOKS AND EYES.

"Kantopen" hooks and eyes claim to be superior to all others, and give the greatest satisfaction in use. They are to be had of the Gault Bros. Co., Ltd., who are the sole selling agents for the Dominion.

PREPARING FOR A BIG OPENING.

S. F. McKinnon & Co. are making big preparations for the spring trade. In addition to their regular foreign buyers they have sent their head modiste, Miss M. Pinning, to Europe to assist in selecting millinery and millinery novelties.

LOOK AT THE COLORED PHOTO.

We draw the attention of our readers to the Panama down quilt, manufactured by the Alaska Feather & Down Co., and a colored photograph of which is shown on the outside back cover of this issue. It was a popular quilt last year and will likely be a leader in 1897.

FLANNELETTES TO BE HAD.

P. Garneau, Fils & Cie., of Quebec, have purchased a clearing lot of twilled flannelettes in a full range of patterns. These are being offered for a quick sale at manufacturers' prices. Write at once.

RETAILERS ARE SATISFIED.

The Galt Knitting Co. have made a number of convenient changes in the office, and it is now greatly improved. Since showing their goods to the retail trade they have been much encouraged by the favor met with, and merchants who wish to know what the mill selling direct can show should drop a line to the manager.

The Eureka Woolen Manufacturing Co.

MANUFACTURERS OF BLANKETS, TWEEDS, HOMESPUNS AND YARNS.

M. H. Fitzpatrick, President.
J. P. McLennan, Secretary.

EUREKA, N.S., Dec. 25, '96.

Mr. J. B. MacLean, Montreal.

DEAR MR. MACLEAN,—I know you will be pleased to hear that we are about closing the busiest year in the history of the mill. Our sales for the year 1896 will be the largest we have ever made, and we will close the year with almost no finished goods on hand, and unfortunately some orders unfilled, and spring orders are already coming in. As to profits: Well, we will know in another month. The demand for our knitting yarns was immense. We thought we had reached the top notch last year, but we are only a half ton short of doubling last year's yarn output, while our blankets and tweeds also showed an increase. In fact, we did not canvass some parts of the provinces, as we had more than enough work.

We are now about ready for an active spring campaign, and have no doubt that we can capture all the orders we require to keep us on the hustle for the next six months. We have had orders the past season from Winnipeg, Brandon, Calgary and Rossland, not to speak of places as near as Montreal and Toronto. WE CAN TRACE A LARGE NUMBER OF THESE ORDERS DIRECTLY TO THE CANADIAN DRY GOODS REVIEW.

As in the past, we intend that the name "Eureka" will in the future mean that goods bearing the name will be the best quality that can be made in that class.

Hoping you have found enough work the past year to keep you out of mischief, and wishing you a very prosperous 1897,

Yours sincerely,

J. P. McLENNAN.

TOOKE BROS.

CABLE ADDRESS, "EKOOT."

Office and Warehouse:
20 and 22 St. Helen street, Montreal.
Factory:
63 to 69 Latour street.

MONTREAL, 22ND DECEMBER, 1896.

MacLean Publishing Co. Montreal.

GENTLEMEN,—We think it only fair that we should acknowledge the advantage we have derived from advertisements inserted in THE CANADIAN DRY GOODS REVIEW. We have had several letter orders recently from firms quite unknown to us in a business way, and TO-DAY A LETTER REACHED US FROM A WHOLESALE FIRM ORDERING SEVERAL SETS OF SAMPLES OF GOODS ADVERTISED BY US IN YOUR JOURNAL. Extending to you the compliments of the season, we are,

Yours very truly,

TOOKE BROS.

THEY COME FROM EVERY PART OF CANADA.

From

213 St. James street,
ROBERT HENDERSON & CO.
Chadwick's Spool Cotton, etc

MONTREAL, DECEMBER 26, 1896.

TO THE REVIEW:

DEAR SIR,—We wish to add our testimony to the value of THE CANADIAN DRY GOODS REVIEW as an advertising medium. Since we advertised the "Victoria" crocheted thread in THE REVIEW, we have had increased orders for it from all sections of the Dominion, extending from Halifax, N.S., to Victoria, B.C. Wishing THE REVIEW increased success in 1897, we are

Yours truly,

R. HENDERSON.