

53 FRONT ST. E.
TORONTO

ESTABLISHED
1858

WORKS:
Cardinal, Ont.

164 ST. JAMES ST
MONTREAL

Benson's Enamel Starch

MADE AND GUARANTEED
BY THE
EDWARDSBURG STARCH CO.
LIMITED

A Cold
Water
Starch

SEE OUR
PRICE LIST



THE EDWARDSBURG STARCH CO.
LIMITED

E. NICHOLSON, WHOLESALE AGENT

115 BANNATYNE STREET EAST, WINNIPEG

A Fine Stock of Holiday Goods.

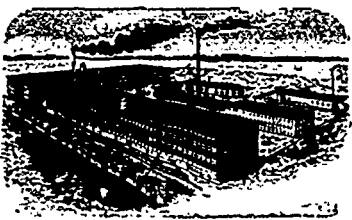
A Commercial representative had the pleasure this week of being shown through the stock of holiday and Christmas goods now being displayed in the warehouse of the Consolidated Stationery Company, at Winnipeg. With the increased accommodation afforded by their new premises on the corner of McDermot and Albert streets, this company have been able this fall to greatly augment their display of these goods, and we question if a finer range than they have now in stock could be found anywhere else in Canada. Passing over their large stock of paper and stationery, bags, twines, and all kinds of staple lines of this kind, we come to the goods which are exciting the most interest just at present in the retail trade that is the holiday and fancy goods and books. In the latter there is a wide variety of paper and cloth bound works of fiction, biography, science, travel, and adventure. This is a department of the Consolidated Company's business which has grown greatly during the past few years. Next to the book stock is a fine range of pipes and smokers' supplies, which includes practically everything in this line. This year a favorite line is a set of pipes in plush and leather cases for gift purposes. On the same floor is an extensive range of toy books and booklets for children's use.

On the fancy goods floor one of the most striking features is the celluloid and leatherette goods. These include glove, handkerchief, cuff and collar boxes, etc. The leatherette goods are a new line made in England and beautifully finished in popular colors. A large range of dressing cases, mostly celluloid, is also shown here. Another striking line is a series of musical show pieces for store windows, etc., which are decidedly ahead of anything yet shown here, and which should be popular for country store-keeper's use. These were bought in France. A fine line of English shell goods, embracing toilet boxes of all kinds and little fancy boxes for parlor use are shown. These are coming into favor again judging by the way they are selling. A practically new thing this year is a line of terra cotta busts. These come from the United States. Another new line is a collection of genuine German stels. These are what would be called jugs in English, but they are decidedly odd looking and very pretty. They are a thoroughly useful article and are being bought largely by German people, who have been used to having such things in the old country. A fine line of dolls is another feature of this floor, and there are a number of new and very pretty kinds in stock this year which have never been shown here before. Some of the dolls are as much as four feet long while others are very tiny. Musical instruments are shown in wide variety, such as guitars, banjos, mandolins, accordions, concertinas, mouth organs, autoharps, etc. Wicker work and all kinds of fancy baskets are another leading line, and besides these there is a full range of games, magic lanterns, toy dishes, drawing tools, paints, drums, etc. A full assortment of opera, field, and marine glasses, microscopes, telescopes, etc., is kept. A dainty little novelty this year is a line of English fairy lamps in assorted colors, for decorating tables, mantels, etc. These are made in imitation of a rosebud and are each supplied with candles or little lamps ready to light.

These are some of the attractions offered the western trade by the Consolidated Company this year. When it is considered that to assemble this stock here all the leading manufacturing countries of the world have been called upon to contribute it will be seen what a wonderful amount of enterprising research is necessary. England, France, Germany, Russia, Austria, Hungary, Switzerland, Italy and the United States have all contributed their share, so that it will be a singular thing if any boy or girl, man or woman in Western Canada should be unable to find Christmas or holiday presents to suit them. If the things contained in this stock are all presented for their inspection.

The Franklin Press printing house in Winnipeg has got out a very attractive advertising novelty for the Northwest laundry in the form of a card printed in gold, with tab for customers' check on laundry.

McLAUGHLIN CARRIAGE CO. OSHAWA, ONTARIO



THIS cut shows our immense, new and thoroughly equipped factory, which gives us a capacity of building (not simply assembling) from 14,000 to 16,000 finished jobs annually.

Our vehicles were awarded the Silver Medal (the highest honors attainable for light work), at the Paris International Exposition, excelling all other Canadian Exhibitors in the business and proving conclusively that for real merit our goods are unequalled.

A point not to be overlooked is the following: We are absolutely the only firm represented in the West, which deals direct. We have no Middle-man's profit. We take your order and ship direct, no commission (10 per cent to 12½ per cent) being allowed simply because our vehicles come into your country.

Then again, our wheels are All "A" Standard. A "B" wheel cannot be found in our factory. An "A" wheel is made out of the cream of the hickory. A "B" wheel is made out of hickory not fit for an "A" wheel. Always buy the best and good results are bound to follow.

Before placing spring orders it will pay you to wait until our traveller calls on you.

When in the city, do not fail to call at our warerooms, No. 144 Princess St. We will at all times be pleased to meet you. Our Motto for 30 years: "ONE GRADE ONLY AND THAT THE BEST."

McLaughlin Carriage Co. Branch: 144 Princess St., Winnipeg.