

**MEN'S FURNISHINGS—Continued.**

Black and white, black with white stripe, black with cardinal stripe, blue with white stripe, white with blue stripe, white with cardinal stripe, white with lilac stripe.

New combination bow, surah silk, different colors interchanged at ends. These are in navy blue and cardinal, black and cardinal, blue and white, bronze green and black; also shots in green, black, cardinal, purple, pale blue, maroon, etc.

Roman striped flowing ends and derbies of Spittlefield silk, of which the ground is in various colors.

Bow, square end, represents hand-tied, 1½ inches in width, soft and fluffy, not flat. Bow, pointed end, with one end dropping.

Fifty-cent knot, pinched in at side, represents well tied four-in-hand, square bottom and top. Also a 25c. knot, bunched up in similar way.

1. w puff for Christmas, back covered with silk, not with lining, crosses equally in front, puckered up at side. White ducape silk, flowing ends and puffs, to be retailed at 50c. Fleur de lis on surah silk ground, in maroon, white, black and navy blue.

In collars, English and American round corners, stand-ups and high turndowns.

Umbrellas, horn and celluloid handles. A special line of transparent celluloid handles. Congo sticks, cherry, firwood, natural handles.

Suspenders, fancy and staple lines of suspenders, ranging in price from 75c. per doz. to \$9. Special 50c. line, white ground with fleur de lis, crescents, etc., neatly embossed in blue, heliotrope and cardinal. A 25c. line of slide-buckles, light and dark.

Vicuna rubber coats, velvet collar, \$12. Mercerized stripe sweaters, fancy lines, for boys and men.

Socks, plain colored cashmere in blue, pearl, white, cardinal, tan and turquoise blue. Fancy socks, woven stripe instead of the usual printed stripe. Underwear of every texture and color.

**Christmas Trade.**

Hardly four weeks until Christmas! Already, mothers, wives, sisters, fathers and brothers are thinking of what presents they will give; already, the pushing furnisher is preparing his stock and his store for a special campaign to persuade a good share of these present-givers that his goods include a great variety of articles suitable for gifts; already, windows are taking on a Christmas like appearance, and advertisements are suggestive of preparations for this trade. Are you preparing? There is no need to ask if you are interested. You are. If you reach out for this trade, you'll get your share; if you don't reach for it, you won't. Moreover, if you don't, customers who are attracted to competitors to buy possibly only a few Christmas presents may transfer their custom to that competitor.

How should a furnisher reach for a good share of Christmas trade? In general terms, the answer is simply to have the right goods, and to make (not let) the public know that he has them.

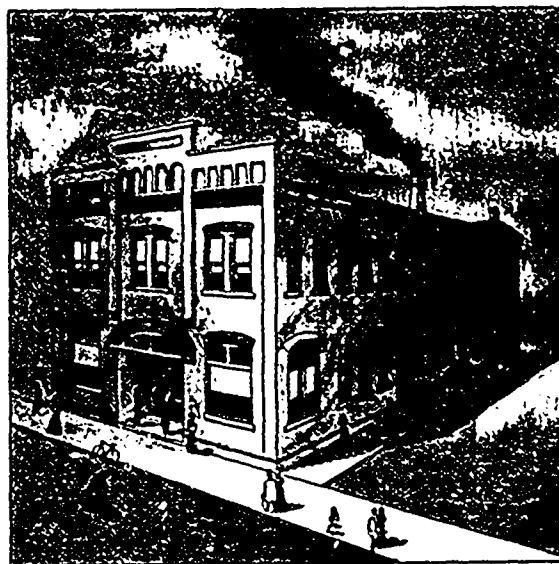
What are the right goods? Of course, every furnisher knows that neckwear, gloves, handkerchiefs, cuffs, and other articles of men's apparel, are salable stock at this season. But to an even greater extent cuff links, collar buttons, perfumes, pocket-knives, etc., are the right goods for the furnisher to give prominence to at this season. Some

furnishers do not handle these goods. Many do, and find them paying lines, too, especially at this season.

How is the public to be made to know that these goods are offered for sale? There are many ways to advertise this fact. They should be worked in unison. The advertisement in the local paper should comprise a statement of the kind and quality of goods offered, and should extend an invitation to all to examine them. The window display should be so attractive as to make this invitation an enticement. The store should be so decorated and the stock so arranged that those enticed within should be induced to buy. But the pressure to buy should end with this. Proprietor or clerks should never press customers to buy. It is an established fact that the stores where all are free to examine without buying are popular stores.

**A New Factory.**

The Dominion Suspender Co. and the Niagara Neckwear Co.'s new addition to their present large factory is herewith illustrated. Size, 150 x 40 feet, two floors, or 12,000 square feet floor room, in addition to the old factory, which is 15,720 square feet. This is necessitated by the large increase in demand for both suspenders and neckwear.



Niagara Falls, where this factory is situated, through its immense water-power, developed and in course of further development, is destined to be one of the greatest manufacturing centres on earth. Each side of the river has located on its banks some of the largest mills and factories in the world, and others are in course of erection, producing all descriptions of goods.

**A Live Company.**

At various periods in her history Canada has welcomed live Americans who have begun manufacturing here. In the furnishing line, for instance, there is the Williams, Green & Rome Co., shirt, collar and cuff manufacturers, who established themselves in Berlin, Ont., during the year 1882. Each member of the concern had received a thorough education in both the constructive and selling departments of their profession in the United States, and they put American methods in force in the land of their adoption. They gave their competitors new ideas, and reserved a large portion for themselves. Consequence is, etc. The Williams, Greene & Rome Co.'s