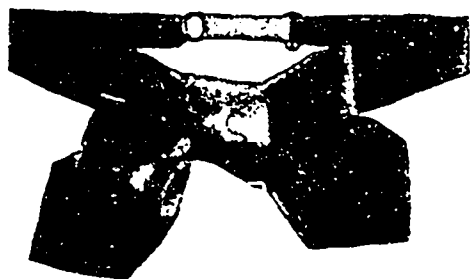


**NECKWEAR.**

**A**T THIS time of the year the live retailer is on the lookout for suitable novelties for Christmas presents, and nothing is more acceptable to the average man than a good necktie.

The class of neckties most in demand for Christmas are of



No. 221-E. &amp; S. C.

richer silks, more delicate tints and more elaborate patterns than sell at any other time of the year, the reason being that they are chiefly sold to the fair sex to give away for presents. The

old-fashioned way of filling this demand was for the retailer to buy his new spring goods in November and take chances of getting some of them delivered to him before Christmas. Naturally, the keen retailers rebel against having spring goods shown to them as Christmas goods, and now welcome the change offered to them by E. & S. Currie of a special Christmas collection of great variety, the silks of which have been selected solely with a view to the holiday trade, and these they guarantee to deliver in November.

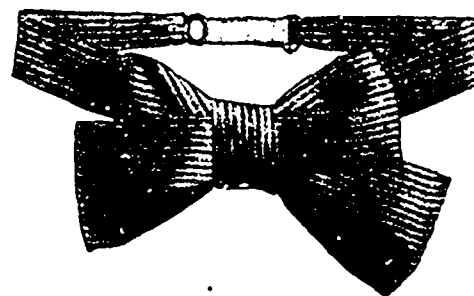
Another specialty with them is a single scarf in a fine enamelled box, with holiday lettering in gold, to retail at the popular prices of 50c., 75c. and \$1.

This firm also say that they will show on January 1 an enormous range of purely spring goods of an entirely different character to what they now show for Christmas. And they absolutely refuse to follow in the old rut-way of delivering goods for Christmas with 1st April dating, as they look on this as the inducement held out to help sales of goods not suited for the Christmas trade, and the time of delivery of which is open to doubt.

**FIBRE CHAMOIS HAS COME TO STAY.**

We live in an age of innovations, where new things in every line of business spring into life, are tried on their merits, and then either disappear from view as failures or else become so much a part of the established order of things that we forget we ever did without them. Not long ago Fibre Chamois was an innovation, but now its practical worth has established it firmly as a necessity to the dressmaker and tailor. The double value it offers makes it desirable for every lady: To get the necessary stiffness, and at the same time a comforting, storm-defying warmth, and all for a few cents, is irresistible. In the States nearly all the uniforms of men with outdoor work, such as policemen, railroad people, street car men, and others whose clothing is made by contract, have a lining of Fibre Chamois

throughout the coat and vest. And this is a good point of advantage for a clothing man offering tenders for such work. Great warmth is thus given without adding bulk or weight, and a much lighter cloth may be used and yet the result will be most satisfactory. There is no extra cost in thus making up clothing, in fact it is cheaper, for the Fibre Chamois takes the place of the haircloth and canvas at a much lower price. In military uniforms especially this interlining is invaluable, for such garments must have a firm body and unimpeachable stiffness all the way around, and yet be taut and trim without increasing the belt line unnecessarily, and in this capacity Fibre Chamois is unequalled. Nearly all wide-awake clothing men have realized before this that such advantages are going to be insisted on by their customers, and have had lines made up in this way, thus providing an outfit with a better appearance and capacities for comfort unthought of before.



No. 225-E. &amp; S. C.

**PRINCESS MAY SUITINGS.**

A specialty is being made this season by McMaster & Co. of their Princess May suitings. The material is a crimp in light and dark colors, with every variety of shade and all new designs. The goods have chene effects, and the popular colors are blues, pinks, corn, butter and heliotrope. In the dark effects their popularity for second mourning is assured. In the better qualities the silk appearance is marked.

**A SNAP IN WHITE COTTONS.**

A complete assortment of Swiss embroidered handkerchiefs for the Christmas trade, to retail from 10c. to 45c. each, is offered by Wyld, Grasett & Darling. The firm note a good demand for wool hosiery and mitts and ladies' underwear, in fact, for all knitted stuff. Lines now offering that call for mention are an extra heavy line of boys' ribbed hosiery, seamless feet, all wool, to retail at 20c. to 25c.; a line of plain cashmere hose, ladies' sizes, seamless feet, to retail at 25c.; extra heavy in the same, retailing at 50c. The firm have a few cases of special value in white cottons at special prices to close them out. They are perfect goods, and the offer is a snap.



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Mr. James Beckett, the popular manager of Mr. Caudwell's spot cash stores, has returned to Brantford from Toronto. He called upon Mr. Caudwell and found him comfortably located at Dr. Walker's. He is rapidly improving and hopes to be home the second week in December.