

CHRISTMAS PRESENTS IN MEN'S FURNISHINGS.

A TALK WITH MR. J. A. MURRAY, OF W. A. MURRAY & CO.

THAT a big business can be done in presents is realized by first-class houses. Such a house will carefully foster trade by being up-to-date, possessing the latest ideas, and therefore in a position to advise ladies who come to buy presents for their male relatives and friends.

THE REVIEW asked Mr. J. A. Murray for some pointers on this subject, which he was courteous enough to give, and which indicate the line that the Christmas season of 1896 requires a house to follow. The requisites of a gentleman are so numerous that there is no difficulty in selecting something suitable for him. A dressing gown, a dressing jacket or a bath robe makes a very nice, useful present, and is a garment that few men buy for themselves, being considered a luxury. They are made in tweeds, nicely trimmed with fancy cords and braids. The bath robe is made from Turkish toweling.

Then, an umbrella is always appreciated. These are usually gotten up with silver and fancy mountings, specially for the Christmas trade.

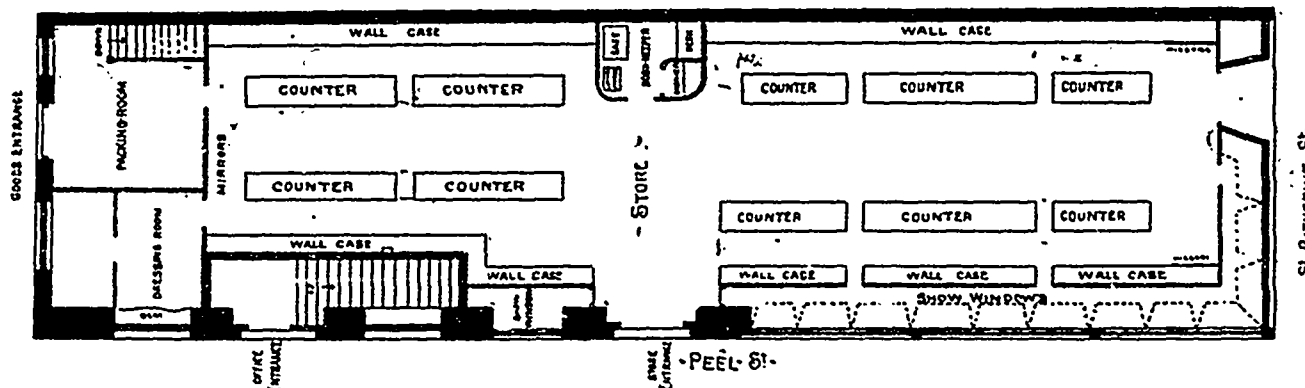
Gloves may always be considered useful. They are shown in lined and unlined makes. In the unlined, the medium and dark

province and in each of the United States. It is beautifully printed on heavy coated paper. It is, of course, an advertisement for Chase & Sanborn's coffees, but from the large numbers of interiors shown there are very few merchants who cannot pick up some ideas from the book. It is probably too expensive a book for general distribution, but no doubt they will send a copy to any live retailer—as every reader of THE DRY GOODS REVIEW is—who sends a card asking for it.

THE FLANNELETTE QUESTION.

From The St. John (N.B.) Gazette.

THE Gazette is glad to be in a position to say that the New Brunswick and St. John cotton mills, run and owned by Wm. Parks & Co., Ltd., of this city, are so crowded with orders that it is necessary to work overtime, in order to keep pace with the orders coming in. This is particularly gratifying, when it is known that the mills in other parts of Canada controlled by the combine are mostly working half time. It shows that the people of this Dominion appreciate the efforts of those men who do not attempt to throttle trade by forming combines. There are four cotton mills in New Brunswick; two of them are owned by the cotton combine, while the Gibson Mills at Marysville sells all its products to the com-



R. J. Tooke & Co. Plan of Ground Floor.—Scale 15.4 feet to the inch.

tans and greys are the newest. In the lined, the newest things are the reindeer with a wool or a fur lining, and kid with a seamless lining. The advantage in this is that all sides of the finger are covered, being woven, and, so to speak, like a double glove, while the old style of lining merely covered the fingers at two sides.

Handkerchiefs are almost time-honored as a Christmas present. These are in linen or silk, and can be procured with the initial letter nicely woven in the corner, usually nicely boxed.

The muffler is again to the fore, in cashmeres and in silks. The newest patterns are paisleys, plaids, spots and stripes. In neckwear the leading shapes are "The Lombard," to tie in the bow, and are in dark and fancy Dresden effects. "The Spa," or flowing end, is still worn. These are in dark shades, greens predominant, and large checks and plaids. "The Joinville," or square end. This can be worn in almost any shape. The colorings are light and medium, and the patterns are Dresden effects.

A very acceptable present can be made up from any of the following staple and useful lines: Underwear, half-hose, braces, collars, cuffs, dress shirts, white shirts, dress bows, evening bows.

A BOOK WORTH HAVING.

For those interested in making the interior of their stores attractive, especially for the holiday trade, a book just published by Chase & Sanborn, Montreal, is well worth having. It contains photographic reproductions of the interiors of leading stores in each

province and in each of the United States. It is beautifully printed on heavy coated paper. It is, of course, an advertisement for Chase & Sanborn's coffees, but from the large numbers of interiors shown there are very few merchants who cannot pick up some ideas from the book. It is probably too expensive a book for general distribution, but no doubt they will send a copy to any live retailer—as every reader of THE DRY GOODS REVIEW is—who sends a card asking for it.

bine under contract. Therefore, while Mr. Gibson controls his own property, so far as the manufacturing of cotton is concerned, he has nothing to do with its sale, his only customer being the combine. Under Mr. Gibson's contract he is able to run his mills all the time, but in doing this, the goods turned out at Marysville have so stocked up the selling agents of the combine that they are compelled to shut down their own mills. This is a very good arrangement for Mr. Gibson, but it is rather rough on the combine. The determined effort on the part of the cotton kings to close up Mr. Parks' mill by reducing the price on a staple line of goods to somewhere near the cost of production, has failed in its purpose. Mr. Parks has not only withdrawn this line of goods from the market and is supplying other goods the prices of which have not been cut, but he is obtaining orders for these goods in such quantities that it is necessary to work overtime to keep pace with the demand. Neither the wholesale dry goods trade nor Mr. Parks desire that these cut prices should be continued and there are rumors from Montreal that the combine is anxious to get the price back to where it was. There has already been a large advance in raw cotton and it is more than probable that cotton will go still higher in the next few months. The reduction in price on a staple line of goods, therefore, can scarcely be called good business, and there could have been but one reason for it. It speaks well for the product of the Parks mill that the new lines of goods they have put on the market have met with such universal favor that they are sought in every part of the Dominion in preference to other makes.