

NEW GOODS IN WHOLESALE TRADE.

THE W. R. BROCK CO., LIMITED, TORONTO.

THE dress goods department in the Toronto house of Brock's report that sales are particularly good of German plaids, of sedans, of fancy blacks. There are some handsome new designs in the latter just in stock. Some 50 inch wool serges, two numbers, one black and navy, one black—are being sold below market values. A line of 50-inch black cashmere serge is also exceptionally good. In wool serges, a cheap line for 25c. retailing can be had in all shades, from cream to black. A line of underskirts, 40 per cent. below market price, can be had.

The wash goods department report a shipment of the latest fabrics from New York: a line of Tirian cords in a plain white ground, with clusters of little objects, with double, treble, and four cords running lengthwise by the piece—the latest novelty there and selling largely. From Paris: 32-inch very fine sateen in floral effects—a work of art in which the French print has no peer. The pattern seems to stand right out from the cloth. From Manchester: Just in stock, a large range of harvest blues in polka dots, stripes, clusters, and plain effects, much sought after this season: mercerized foulard in pink and blue grounds, and foulard designs and cluster spots.

Khaki color is without doubt going to have a large run for Summer wear. The Brock Co. were fortunate in placing contracts six months ago for 32-inch heavy drill in fast colors to retail at 15c. White piques are strong again, and, as prices are advancing both in the home and foreign markets, there should be a good demand for them. The stock includes lines retailing at 15 to 35c., bought before the advance; 14-inch glass towelling, six different checks, to retail at 5c., 25 per cent. below the regular price; 18-inch huck towelling, retailing at 10c., also 25 per cent. below market values. These are special purchases.

For the April sorting trade the carpet department are showing a range of all grades of carpets, oilcloths, linoleums, Japanese mattings, etc., and in the house furnishing end they have added largely to their stock of curtains and curtain materials. They show many novelties at interesting prices.

There has been placed in stock the well-known brand "Silkrochery" cotton, 12 balls to the box, the color and shadings second to none in the market. Amongst the new arrivals in the smallwares department are new elastic cabinets containing a large assortment of colors and patterns in garter webs, put up in pair lengths; also ball and socket fasteners at a reduced price, hair ornaments in horn and celluloid, such as pompadour, nague, back and side combs, hair bands, pins, etc.; also several cases of hooks and eyes of various qualities, sizes, and prices. The fancy goods section advises the arrival of the latest craze in belts and buckles, called the "Pulley," in a variety of styles, colors and prices; also beauty pins and sets, belt pins, and a variety of metal and celluloid ornaments; also a large variety of plaid and fancy ribbons, including the "Victoria" belt.

Parasols and sunshades are shown in a large assortment of staple lines and novelties, the conspicuous points being the choice handles and durability of cloth combined with excellency of value. Brock's muslin department has just opened up several lines of white dimities in popular prices and styles. In hosiery and gloves, the assortment of these important

goods carried by this firm has been so often referred to in these columns, that it seems almost superfluous to advise our readers; suffice it to say that this season finds them in a better position than ever; stocks of all lines are larger, better assorted, and values much below those of to-day.

Sweaters are still much in demand. Some houses thought their end was drawing to a close, and bought lightly. Not so with The W. R. Brock Co., Limited, who bought largely before any advance in price in many lines of men's and boys' plain and fancy sweaters, English, German and Canadian. They find them selling well, and will be pleased to send particulars on request, or samples can be seen with the travelers.

In their woollen department a very large range of grey worsted suitings in checks and stripes, comprising the very latest, up-to-date novelties, are shown; also tweed suitings, among them being several ranges of the new "Gun Club" check. They report they are now catching up with their orders for the "Henley" and "Champion" blue serges, and expect all orders filled by April 10, and after that to carry both lines in stock so as to be able to fill all orders as they receive them. They carry a large range of homespun, in all shades, for ladies' costumes, comprising all shades of grey, from the lightest to dark Oxford.

The W. R. Brock Co., Limited, Toronto, have purchased, for cash, 400 to 500 dozen of men's half-hose. They offer a large stock of ladies' and men's waterproof garments, English and American styles and makes; umbrellas of all kinds, sizes and prices.

"Rosedale," "Vancouver," and "Josephine" are the three special lines of kid gloves offered for cash trade. New stock and Spring colors just passed into stock.

In spite of the immense advance in price of all cotton goods, the W. R. Brock Co., Limited, Toronto, are still offering Victoria lawns, India linens, nainsook, organdies, jacconets, check and fancy stripe muslins at most interesting quotations. They anticipated the heavy advances and placed large contracts, thus enabling them to give their customers from ocean to ocean special privileges.

GALE MANUFACTURING CO.

The Gale Manufacturing Co. have just completed their Fall range of samples. Our representative, when calling upon them lately, was shown their line of silk and flannel waists, etc. He ventures to say nothing more complete and nobby has ever been displayed this side of New York. This firm are showing exceptional taste and judgment in the selection of their cloths and patterns. Those visiting this market would do well to give them a call.

R. G. WILKINS.

Mr. Robert C. Wilkins, Montreal, has produced some very striking garments in the line of smocks, etc., for Fall. Each line has an individuality and a selling merit that is at once apparent. The leaders are: "Strathcona's Horse," "Baden-Powell," "Lord Roberts," "Lord Kitchener," "General Buller," etc. A few merchants have already seen these samples and express themselves as delighted with them.

Mr. Wilkins calls the special attention of the trade to his tweed pants at \$10.50, \$12, \$13.50, \$15, etc., which are better value than ever produced in Canada before at the prices.

Skelton Bros. & Co., Montreal, wholesale manufacturers of shirts and collars, have removed from their old premises at St. Peter and Recollet streets, and have established themselves further west, having gone to William street, where they will have more accommodation.