

## NEW GOODS.

THE holiday season with its varied demands of suitable articles for gifts often perplexes the merchant what to provide. He will make no mistake if he decides to put on sale goods of the Toronto Feather & Down Co., Limited. This enterprising company is showing down comforters and fancy cushions which are perfect gems. Every dealer should ask for samples and quotations.

The Gault Bros. Co. have a grand assortment of blouse and fancy dress silks for the Christmas trade.

The trade in shirt waists for next spring promises to be larger than ever. James Johnston & Co. are showing a magnificent range, comprising all the latest designs.

S. Greenshields, Son & Co. show a large range of plain cotton, linen and silk handkerchiefs, as well as a beautiful selection of Irish and Swiss embroidered and fancy Japanese goods, suitable for Christmas trade.

Caldecott, Burton & Spence are clearing out all lines of gents' furnishings at reduced prices, having arranged to close this department. No doubt close buyers will take full advantage of this unusual opportunity.

James Johnston & Co. report a largely increased business in umbrellas and parasols for spring, the result of the exceptionally fine showing they have in this line. The cloths and handles have been specially selected and buyers should defer purchasing till they have seen the assortment shown by above firm.

Christmas gifts for some time back have been drifting in the direction of useful as well as ornamental articles, so that now it is quite in order to give a down comforter or a fancy cushion in a present. Alive to this, the Toronto Feather & Down Co., Limited, have provided goods of unexcelled beauty, and as a result are meeting with ready sales.

Amongst special novelties shown by S. Greenshields, Son & Co. for holiday trade are the new rayes and gauffres in chiffons, which can be had in all shades; the new embroidered handkerchiefs, "Marie Antoinette" and point de bruxelles edges, are beautiful goods and are selling well. The new designs in valenciennes, point de Paris and oriental laces are taking well.

Notwithstanding the heavy drain upon their hosiery and underwear department, caused by the fact that the firm have been busy clearing off many lines, Caldecott, Burton & Spence have quite a lot of seasonable goods in both cashmere hosiery and all-wool and union underwear. The demand is now chiefly upon better class goods, and this shows very surely the fact that better times are come again—come, we hope, to remain for many a year.

S. Greenshields, Son & Co. have a large stock of the "Fairy" handkerchief, which is made of fine cambric printed in seven fast colorings by a patented process. The "Fairy" handkerchief can be had in the following series, each comprising four distinct handkerchiefs illustrating the complete story, viz: "Mother Goose," "Rip Van Winkle," "Cinderella," "Red Riding Hood," "Kris Kringle," "Spring," "The Carnival." This handkerchief can be utilized for decorative purposes, slumber robes, sofa pillows, etc., making a series of illuminated stories, attractive and unique.

## A REMINISCENCE OF THE QUEEN'S JUBILEE.

In many ways the business community of the Empire has taken part in the celebration of the Jubilee, and Jubilee table cloths, Jubilee draperies and Jubilee prints have been sold over the counter of every store in Canada. One of our cotton mills made for this occasion a finely woven, well-finished cloth, printed with an imperial crown design interwoven with flower-garlands; a very pretty effect which must be familiar to many of our readers. At the close of the present season the mills offered the balance of their

output as a job, and with characteristic enterprise the Alaska Feather & Down Co., of Montreal, bought the whole lot at their own price. They then made up the cloth into their well-known Puritas comforters and were enabled to offer these at a phenomenally low figure. We learn on going to press that more than half the lot is already sold, and those who wish to get their share of this unique bargain will do well to communicate with this company at their head office, 290 Guy street, Montreal.

## SPECIALTIES IN HANDKERCHIEFS.

James Johnston & Co. have secured a large number of special lines in silk handkerchiefs, plain hemstitched, embroidered and broche effects, also in embroidered and hemstitched lawn and linen goods suited for holiday trade. All these are now in stock and can be shipped at once.

## CASHMERE HOSIERY.

W. R. Brock & Co.'s hosiery department is showing some remarkable value in plain and ribbed cashmere hosiery. Their latest hit, "The Winner," a seamless line of good weight, to retail at 25c., has proved that it was well named.

## LEATHER BELTS.

The leading American leather houses are showing a very large range of novelties in plaids and other fancy effects. Also many pretty ideas suitable for bicycle wear. Boulter & Stewart have a complete line of these in latest styles.



THE TAMMANY TERRAPIN AND THE CITY TURTLE.

TAMMANY TERRAPIN—"Waal, Brother Turtle, we're in together. We'll make a good thing of it for ourselves—and friends. Eh?"

CITY TURTLE—"Speak for yourself, Brother Terrapin. Over here we have an old-world prejudice in favor of honesty."—From Punch.

[This cartoon indicates English opinion of the Tammany victory in New York, and the view of municipal integrity taken in London.]