

MUSLIN UNDERWEAR AND BLOUSES.

THE WHITE GOODS SALES.

THE white goods sales this season are exceedingly satisfactory as far as can be learned. In the cities some extensive displays were made of these lines, and the advertising through the press was quite as extensive as usual. It is not easy to account for the popularity of these sales in the cold month of the year, but the fact remains that women buyers either put by money, or get the cash by asking for it, in order to purchase quantities of white goods in the shape of clothing or household linen not for use until later. The sales this year have been satisfactory, and better quality of stuff has been readily demanded.

The expected rise in prices for muslin underwear, announced in this column last issue, has been a similar movement to what has taken place in the United States. The Economist notes that New York retailers have announced that it will be impossible to duplicate the underwear they now control at present prices. One merchant advertises that on gowns for which he has been paying from \$4.50 to \$5 he must hereafter pay from \$4.75 to \$5.75 for, and other garments in proportion.

It will be noticed that retailers are in a measure preparing their trade for higher prices. It is hoped that, to a large extent, this will do away with low-priced underwear.

It is reported in the same quarter that hemstitched effects in underwear will certainly obtain in the lower price grades, as the trade prefers them to cheap laces.

There is a new material which will only appear in fine chemises, corset covers and drawers. In substance it seems thinner and finer than silk mull. Enough of the fabric to make a corset cover can be crushed in the hand. It is certainly very dainty and will make up exquisitely in the finer pieces. It will doubtless figure to quite an extent in the creation of trousseaus for the Easter season.

Now, the credit of being the creator of the first big January sale belongs, says our contemporary, to a merchant of Philadelphia. The idea was born with him from the fact of his noting the large number of cases of cottons that were going out from his house during December and January. He wondered, "What does this wholesale buying of muslins mean? Not all can be made up into sheets and pillow cases, or shirts. In those days flimsy nainsook and lawns were unknown. It must be that enough underwear is made during the snowy season to practically carry the whole family through the year." It meant that grandmother, mother, and sister were not intending to pass the balmy Spring and Summer days plying the needle. "If this is what the buying of so many pieces of cottons means, why would not ready-to-wear undergarments appeal to the housewife?"

Forthwith our merchant sets out in the Summer season and bids manufacturers make up their samples so that he can book an order for undergarments to be delivered in December or January, as was the case in the early days, with which he could surprise his customers. This first sale was very small compared to the second, and the third opened the eyes of the community. After the second sale producers were awake, and drummed for

business in other directions. Not many manufacturers took hold of the idea in the early days, but enough were interested to keep the factories running during the dull season.

BLOUSES.

In the blouse department there is a very general demand for goods with insertions and with all-over fronts. These are selling as high as \$38 and \$40 per dozen. There is also a good demand for open work. The new dress sleeve is the great thing for white goods and muslins. The cambric blouses are still made with the shirt sleeve, laundered cuffs and collar. In colored goods, stripes are still the article wanted, and large figures are receiving a good deal of prominence.

In all the white goods and muslins the French back will be used. Also in the mercerised stripes, where goods are stable enough. It may be explained that the material used in the French back needs to be specially good, because this shape causes quite a strain across the yoke. The tucks in the back are with three pleats on each side, tapering from the yoke to the waist. This makes an exceedingly nice effect. These are being made of white rep piques and corded piques.

There is in addition a large demand for silk blouses. The prices have advanced on account of the advances lately made in raw material. Even in the cotton blouses prices are up, and when the stuff now being worked on is used up, there will likely be a further rise. The moral is, "order early."

LATEST EFFECTS WITH COSTUME GOWNS.

Our Montreal friends, Messrs. Brophy, Cains & Co., say: "Soft, fluffy effects at the neck make the severe tailor gowns more attractive and becoming, and the long lace jabots are particularly good for this sort of thing. It is absolutely reckless the way in which real lace veils are utilized for these neckties. But the best material of which to make them is the lace net a yard wide that is tied into a bow, with a small knot in the centre, and then the ends are left to hang down. They must not be left with the unfinished ends, however, but must be finished with a little narrow lace of the same description. When bows of chiffon are used the ends must be made of the lace, but just for the present the bows made entirely of lace are more worn.

"This is in keeping with the general drift that is observable in every department appertaining to ladies dress, everything is fanciful and flowery, hence lace and all other gauzy tissues are the chief need of the hour.

"No stock that a retailer can keep is susceptible of a better profit, nor is there one more attractive."

I regret to announce that Mr. Henry Macartney, whose visits to England on behalf of Messrs. Gault Bros. & Co., Montreal, have frequently been chronicled, died recently from a paralytic attack. Mr. Macartney had just attained his half-century, and had been over a quarter of a century with Messrs. Gault.—London Drapers' Record.

Nisbet & Auld, Toronto, report to hand repeat shipments of all clan tartans, including the "Elliot," or "Minto" tartan, which was reproduced in our January issue. This firm state that they are in daily receipt of novelties, very many of which cannot be secured elsewhere. This statement, coming from a house which knows what is right, and is in touch with the various markets, will be understood by the trade to be of importance. Their stock is as comprehensive as is consistent with a house which is always in the market for new goods. Regarding values, they state much briefly when they say that, almost without exception, none of their lines could be repeated at to-day's prices.