

FALL DRESS GOODS.



LARGE number of replies have been received to the two following questions we submitted in our last issue regarding dress goods: "What color do you think is to lead for fall dress goods?" and "Will plain or tweed effects be most largely in demand?" Many of the answers are to the effect that it is too early yet to express an opinion as to colors, while others say that there seems to be no decided preference for any particular color. There is, however, a general belief that tweed effects will be most largely in demand.

In Toronto the feeling amongst retailers is that nothing has been developed yet to show that there will be any decided preference in colors, but greys and shades of drabs and fawns will probably be the most prominent feature. The opinion is almost general for tweed effects.

From the replies received by mail we select the following, which will give a fair indication of the opinions expressed.

Montreal—John Murphy & Co. give a preference to heliotropes and greys. Plain effects will be chiefly in demand, but tweed effects will have a demand as well. H. & N. E. Hamilton say the colors will be everything dark, dark-blue and dark green with black, dark heliotropes and greys. Tweed effects will be most largely in demand and there will also be a demand for camel's hair effects.

Hamilton—A. R. Kerr & Co.: Our opinions are that fawns and drabs or grey effects will take the lead. Spots, we think, will run for the coming season to a certain extent, but we don't think checks and stripes will be much sought after. Tweed effects and plain Amazon cloths will take the lead. We intend to touch checks and stripes very lightly indeed, pinning our faith more to plain stuff. Combinations are dead with us.

London—A. Rolfe: I think that fawns and greys will take a prominent place and also green tints; of course there are the dark shades such as browns and navys which are always staple. I think the demand for tweed effects will be good, also checks and plaids. Plaids will be smaller in design than they have been for spring. Camlet stripes with broad and narrow stripes with plain combination make a very natty costume. I do not think so much about the polka dots; there will be a few sold and the dots will be smaller than they were for spring. I think that the checks and small plaids will take the most prominent place for this fall.

Berlin—Smyth Bros.: We cannot form any correct idea of what shade will prevail. We think plain effects will be most largely in demand.

Stratford—G. F. Prueter. In my estimation grey will be the leading color. Tweed effects and heavy nap cloths will be most largely in demand.

Sault Ste Marie—W. A. Quibell: It is rather early to predict with certainty what color will be most in demand for the autumn trade, but we incline to the opinion that brown and grenat will be the better shades with us. Plain goods will be better sellers than fancy.

Watford—Swift Bros.: Colored dark garnet and dark stone. Plain and cheviot effects.

Kentville, N.S.—H. S. Dodge: It is very hard to tell so early in the season what color or what material will take the lead in dress goods for the autumn and winter. In this part of the Dominion we "stick" to plain goods, however. I imagine tweed effects will predominate, as stripes and plaids are not becoming to all figures.

Halifax, N.S.—C. Robson & Co.: At this early date it is most difficult to form a decided opinion. Styles and colors down here are to a certain extent dependent on what the merchants, who visit the London market, import or select. The fact that any color or style may prevail in Ontario would be no guide for us in the Maritime Provinces. We think, however, that chevots in plain colors or with

self checks will be the safer styles for this market. Rough-faced goods will do well. Cashmeres or any smooth-faced goods will only sell to a limited extent. Single width goods are quite done. The Bedford cord will do well. Black French Merinos or Thibets will be revived as being of undoubted durability. Blue serges will be largely used, those of home manufacture, as well as the finer imported qualities. If any color is to lead our impression is that Royal purple will come again to the front. The medium and darker shades of brown will be good; the lighter colors, such as old rose, light shades of green and terra cotta having had their day. All the shades of red are good; dark green, dark olive, and navy blue being all right.

Buyers for the wholesale houses are back again, and they have apparently been forced to be guided to a large extent by their own judgment. There seldom has been such a scattering of taste displayed by consumers as at present, and the only thing to be done was to try and suit all tastes. One prominent feature is the introduction of stripes which will doubtless take to a certain extent. There will likely be a big demand for Scotch plaid effects and nice dark colorings and beautiful combinations in German plaids, with mixtures of tweed effects in checks and knicker effects. One of the coming features is the new dress fabrics in tweeds, in greys and fawns and mixtures. Cashmeres, cashmerettes and Bedford cords are prominent features in plain dyed stuffs for the coming season. In mantlings the newest are the cheviot effects in blacks, browns and blues. There are also a good many broche and figured effects and an assortment of ulsterings and tweed effects with which a big trade may be expected.

In home manufactured dress goods we were shewn by Millichamp, Coyle & Co., some of the patterns, six-quarter, just got from Brodie & Co's. mills, Hespeler, for the fall season. They are exceedingly attractive goods in tweed effects, neat overchecks in plain neutral tints, fawns, drabs, browns, and greys, and little overchecks in neat quiet colorings. We have no doubt there will be a big demand for them. Fall cloakings and mantlings are in large checks and diagonal stripes, fawn and gold mixtures, and black and gold.

The Paris correspondent of the N. Y. Dry Goods Economist says: Dress materials for fall are in striped designs, broches, foules and chevots with embroidered effects. Cotelines have also been made. Broad stripes are admired on cheviot and foule, vigogne and Himalaya grounds. Nappy grounds are favored, the stripes are irregular, broad and narrow in combinations, in two or several colors. For these effects dark grounds are not liked as much as medium shades; greys and dark bronzes being most favored. The broche effects show bombs, cubes, half moons, acorns, olives, etc., in mohair or silk on grounds of foule, cheviot, Himalaya or vigogne, the ground itself being often in flamme or in nappy effect. Embroidered effects are quite popular. The grounds are in foule, vigogne, cachemire or camel's hair and carry embroidered effects in silk in one or more colors. Piece-dyed cotelines in narrow and broad stripes will find large consumption in plain or mixture, with jacquard effects or with narrow silk stripes. These grounds will also have designs in embroidered effects. Piece-dyed foules with jacquard designs find favor; also diagonal stripes in relief. Indian cachemires and vigognes made of soft cachemire yarn are fancied in broche effects, in silk and wool, in stripes and mixtures. The softness of the materials which act as grounds is one of the desiderata, as the stiff finished goods which were the favorites of previous seasons are no longer rulers. But beauty of effect and general ensemble are not sacrificed to softness, and if both cannot go together the latter property becomes only a secondary consideration.

CORRESPONDENCE.

We solicit letters from our readers on business topics. A practical merchant's views are always of great value to others in the same business, and we should be pleased to have our paper made the medium of exchanging such opinions and experiences.