

THE DRESS GOODS OUTLOOK ABROAD.

G. B. FRASER, of S. Greenshields, Son & Co., is back at his desk again in the big warehouse on the corner of Craig street and Victoria square, Montreal. As he had been buying goods THE DRY GOODS REVIEW knew he had some pointers, and called the other day to get them.

When buying dress goods he was particularly struck by the run on mohair crepons and sicilian lustres. At the time of his arrival in England crepons had the run. To test it a brother buyer and himself took a stroll through the fashionable west end of London. Every ten ladies they met out of twelve were wearing a mohair crepon. Just previous to his sailing he repeated the stroll, and found that the lustres had greatly increased in favor also. The goods were 50 inches double width, which was an exceptional advantage in draping the skirt, as it only necessitated a simple single seam. As an evidence of the demand for these goods, he mentioned the fact that one buyer alone had given an order for 1,500 pieces. The quick turnover they were having here fully coincided with the above. A shipment of them was hardly two days in the warehouse before it was all gone.

A line that was generally considered good for the fall trade was velvets and velveteens. The cane promised to be as fashionable as ever, and the fashion records indicated that they would be made up largely out of the two above lines.

Tartan patterns were another good line of stock. Most of the manufacturers were sold a long way ahead on them. One leading firm at the time he sailed were refusing to book orders for these goods until October and November. They claimed to

have plenty of work to keep them going in the meantime with out assuming obligations that they might not be able to fulfil.

THE GODERICH KNITTING CO.

The new industry at Goderich carried on by the Goderich Knitting Co., Ltd., has begun under very promising auspices. The heads of the company are: Dr. Shannon, president; Geo. Atcheson, vice-president; E. Downing, treasurer; R. C. Hay, secretary; F. F. Pole, manager. The company is fortunate in its manager, as Mr. Pole has had a business experience of thirty years and is well and favorably known to the wholesale houses of the Dominion. The mill is now turning out seamless hosiery of the highest grade, and it is the intention to maintain this standard so as to meet the approval of experts in the trade. The aim will be to produce always perfect work, and thus keep the reputation which the goods now deserve. It is well known that Canadian knitted goods have no superior anywhere, and the way they have captured the Canadian market is proof of this. THE REVIEW is glad to notice that the Goderich Knitting Co. has adopted the Maple Leaf as their insignia, which has a good national flavor about it, and will command success.

SEND FOR SAMPLES.

The demand for plain and broche sicilians, mohairs, etc., has suddenly increased very much with the bright, warm weather. S. Greenshields, Son & Co. have been very fortunate in securing several cheap lines in 38, 42 and 54 inches, canvas weave and very brilliant, and will be glad to send samples on application.



A charming creation

of the printer's art, enclosed in an original and handsome colored cover in sixteen printings, will, on July 1st, be issued from the office of THE DRY GOODS REVIEW. This will be our regular

Special Fall Trade Number

and will be of special interest to the Dry Goods Trade, both wholesale and retail, as representative wholesalers and manufacturers propose utilizing it in making their announcements of fall goods. Several applications for advertising space have already been filed. Cover space not yet sold. Advertisers should communicate with us at the earliest possible moment. Remember

THE DATE IS JULY 1st.