

## THE CLOAK TRADE.

**W**ONDERFUL indeed is the growth of the trade in ready-to-wear cloaks. Some years ago, two or three cases would do the large retailer, now he uses \$10,000 worth in a season. Then the small retailer bought one mantle a year—that was for his wife; now he carries a respectable stock, has numerous cloth dummies to exhibit them on, and is teaching his salesmen the value of this department of the business.

The Germans are the leaders in cloak manufacturing, and any similar work on this continent is done mostly by German Jews. These men seem to have a knowledge of this business which no other class can acquire. The cloak manufacturing in New York, which has grown to such large proportions, is in the hands of this class. They also are found in the factory of Alexander & Anderson, having been specially brought to this country to make this industry a success.

As regards Canadian cloak manufacturing, Alexander & Anderson's establishment stands at the head. Although only under its present control some eighteen months, it has been brought to a state of perfection which is surprising. Mr. Alexander has devoted his time to the introducing of new ideas, better system, and greater attention to the details of manufacturing to such an extent that the goods turned out cannot be surpassed by any imported goods. The truth of these remarks can be verified by any doubting Thomas. The finish, cut and style of these garments are irreproachable, and deserve the close attention of every merchant who deals in this class of goods.

All the fashionable styles and colors are made up, and in this respect the firm give the preference to the American over any other, as Canadian ladies invariably follow New York styles. One of the most popular styles of ladies' coats shown is what is called the Princess of Wales. This has a very stylish cut, and is made up in various shades of fawn, wood browns, navys and myrtles, either in faced cloths or in rough effects. Another stylish coat is called the Prince Albert. This coat is made with a one-piece back and is much in demand by ladies who possess graceful figures. The Princess Alix combination is the latest thing in ladies' garments. This is made in two pieces—a jacket and a cloak. The cloak is so made that it can be worn as a skirt to the jacket, and this makes a very swagger coat. The skirt can then be worn as a cloak during mild weather, or else the waist, which makes a fine jacket with an Eton effect, can be worn alone. Another combination is to wear the skirt over the jacket as a cloak for very cold weather. This garment is a marvel, and the finish on the front and throughout is exquisite. Another fashionable style is called the paletot. It is very much in demand in New York, and has long, graceful skirts. The cloth is brown, faced with black moiré revers, and large sleeves. A very handsome style of coat is also made up of black beaver, with Persian lamb revers and edge seams. It is finished with a three-piece back and a military front. Another jacket of wood-brown, with moiré sleeves, and front trimmed with passementerie braid, is worthy of notice. Another style that is obtaining much notice and is the rage in England and New York this season is the famous golf cloak. A great many styles of these golf capes are shown, an endless variety of colors, with different linings, some with capes and others with capote hoods. The most noticeable feature of the product of this interesting department is the beautiful finish and trimmings in all the work

turned out. The retail trade will doubtless find it preferable to deal with a local manufacturing establishment of this character that turns out all the fashionable lines, over foreign houses, where it is almost impossible to obtain the very latest up-to-date ladies' coat or mantle.

## SPECIALS AND CLEARANCES.

Specials and clearances are numerous at the warehouse of John Macdonald & Co. just now. Three low lines of flannel-ettes have just been passed into stock, and they claim that the value is right. Twenty patterns are shown in each line. A large shipment of both cotton and Oxford shirtings is to hand, and also a large number of cases of cottonades and denims. The prices in these three lines are, of course, away down, and dealers are safe in stocking heavily at present quotations.

Prints for spring promise to remain at last year's prices. Their full range of spring goods of this character was on the road on the 10th inst., and they claim to be the first house to show the full range of the season's goods. Such enterprise will no doubt prove once more the old saying that "the early bird catches the worm."

In their dress goods department, fewer clearances are to be seen than at this time last year, but, nevertheless, some bargains are offered, and are being rapidly picked up. Two special lines of serges are being offered, to meet the urgent demands of a serge season.

## A LINE OF SPRING SAMPLES.

While the sorting season in carpets and curtains is not yet over, and considerable trade on immediate delivery is still being done, John Macdonald & Co.'s travelers are out with spring samples. The range is longer than that shown at this time last year, and perhaps the most prominent new feature is the numerous patterns in carpets containing the new shade of green in a variety of combinations.

In Brussels, prices remain about the same, in spite of the increased duty now paid on carpets. In fact, in a few lines, the price is somewhat lower. The patterns and designs are all new, and show that Brussels manufacturers have not yet exhausted their ingenuity.

The tapestries follow the Brussels in patterns and colorings, and the same remarks on prices will apply to the former as well as to the latter.

In lace curtains new patterns are extensively shown, all personally selected by the buyer, Mr. Dewar, who has had a long experience in this kind of work. They claim to be showing better qualities than ever at the popular prices.

Chenille curtains and table-covers are down in prices very considerably, and dealers must purchase from reliable houses to get full advantage of this.

Their stock of rugs is very large. In Axminsters the Princess, Excelsior and Mecca are leading varieties. Wiltons are in good display. Sheepskins comprise a large variety of colorings.

Cocoa mats and matting, napier mattings, hemp carpets, linoleums and floor and table oilcloths make up the range of goods carried in this department of John Macdonald & Co.'s business.