

TRADE IN THE WEST—Continued.

tucked chiffon, crown of chenille, three plumes caught with a 1900 rosette, and long ties to loop over front of dress bodice. Another hat was of corded silk with tucked chiffon facings and 12-inch buckle catching the plumes. This house also showed a line of white and black hats made of a braid covered with silk, held in place by irregular hand stitchings. The effect was both odd and pretty.

THE HUDSON'S BAY COMPANY.

The showrooms have been almost doubled since last season, giving ample accommodation for the large and well-selected stock. Miss Rogers just returned from New York in time for the opening.

A pretty way of showing the panne velvet was noted here—apricot, blue, reseda green, grey and pink in pastel shades were arranged in billows on the bottom of a long flat showcase, interspersed with gull wings and gull mounts.

Among the specially pretty hats here, was a French toque of three shades of old rose and gracefully drooping gull wings, and a charming black picture hat, a la Gainsborough, double brim of black velvet with interpleating of white chiffon; crown of embroidered taffeta and drooping wings of black caught with a large rosette.

GEORGE CRAIG & CO.

This opening is still in progress. The stock is well selected and all the newest trimmings and shapes are displayed.

THE COUSE OPENING.

The opening of a new millinery house is almost as attractive an event to the mind feminine as a fashionable wedding. Mr. Frederick Couse, who has been a traveler and buyer for millinery houses for the past 20 years, and, until recently, of the firm of Strachan & Couse, manufacturers' agents in this territory, a few weeks ago secured spacious premises in the McIntyre Block, and proceeded to convert them into up-to-date showrooms and parlors for the sale of the latest Parisian, London and New York millinery. The new house opened for business about September 1, with a choice line of "ready-to-wear" goods, and the public then had an opportunity of viewing the result of Mr. Couse's efforts in regard to fittings. The effect is charming in the extreme. Walls, showcase frames and counter bases are all painted a soft creamy tint, while, on the elaborately designed metallic ceiling, cream, turquoise and gold are used with exquisite effect. The front portion of the store is devoted to showroom purposes. The floor is covered with an English linoleum of tile design, the wall showcases and glass counters all being arranged to the best advantage for showing goods. In the rear of the showrooms, up a short flight of steps, is the millinery parlor, and off this again, two little French rooms, the effect of the cream walls and splendid mirrors being here heightened by the tones of the crimson velvet carpet.

The regular opening for trimmed goods began on Wednesday, September 19, and is still in progress. Miss Yoder, late of the well-known house of Johnston's, of New York, who is taking charge for Mr. Couse, kindly devoted an hour of a busy morning to your correspondent's enlightenment. "There is no color that can be called absolutely new this season," said Miss Yoder, "but the shades most sought after are castor, automobile red, seagull grey, green and black, and black and white. Crowns are all low, and in shapes the pompadour, tryphone and toque may be said to lead. In trimmings, breasts, wings, whole birds and pompoms are all used, while ostrich and paradise feathers hold their own places. Fur is extensively used in both toque and bonnet effects, cabochons,

buckles and sequins have a prominent place, as have also Battenburg lace drapes. Silk, kid and embroidered and sequined taffeta are also among the favorite materials for crowns and brims."

Among such a bewildering array of hats and bonnets, each a work of art in itself, it was difficult to choose one or two the description of which might give an idea of the whole. However, one can only try and fail. One French design, in the form of a picture hat, showed a foundation entirely composed of alternate rows of black chenille and tiny sequins, the bandeaux trimming, soft folds of automobile red velvet, gracefully draped crown, caught down at the back with an oxidized buckle, and the beauty of the design further carried out by black and white ostrich pompoms, which is one of the much-admired trims of the day.

The pastel shades, although used extensively, are perhaps not quite so much sought as they were during the past Summer season, but one pompadour design carried out in pastel shades, is certainly worthy of more than passing mention. The velvet face trimming, of one of the many shades of Nile green, presented a massive effect of graceful folds. Close against the hair a very artistic rosette bow of pastel solid ribbon in helio and green—castor breasts caught on the edge of the brim by a handsome bow of the same shades, the ends being carried down over the crown of folded felt in paler shade of Nile green, and clasped through with a long buckle of cut steel. Perhaps the most unique hat was a design by Madame Pentony. The facing of the wide flat brim—nothing short of a work of art—showed folds of black and white velvet—alternating—the whole a strikingly handsome effect; the crown draped and caught to the brim in graceful folds, while falling from the centre of the crown-piece towards the back were three beautiful black ostrich plumes, each plume caught with an elaborate cut-steel clasp.

It is always delightful to talk to a master craftsman or an artist in any line, and it was with regret that your correspondent left this region of graceful forms and softly blended colors for the more strictly utilitarian fields of general dry goods. Looking over my notes it seems as though the palm was given to black hats. This was not intentional, but merely the result of describing what most frequently caught the eye.

R. J. WHITLA.

Your correspondent was fortunate enough to catch Mr. A. S. Binns with a few minutes to spare to talk dress goods, and was shown the lines of rough chevots now so popular, and for which this firm have had an enormous sale, especially in helios, wedgewood blues and greys. In silk and wool goods, some of the designs surpass anything previously seen, ribbed and shot backgrounds in salmon and black, crimson and black, green and black, helio and black, are covered with rich silk broche effects, closely resembling hand-wrought applique. In black silk and wool goods the number and beauty of the designs are almost incredible. The firm are finding an increased demand for black silk, their sales of which have been almost double that of last year. In colored silks, for evening wear, there is a greater demand for darker colors and richer effects—combinations of green and black, black and red, and the like, being popular. The beautiful brocaded silks in French grey have also sold well.

In blouse flannels, the 40 designs carried have all sold well. There has been a special demand for scarlet for the popular military blouse.

GAULT'S.

Mr. Belcher reports business better than anticipated. Their trade in men's neckwear has been very large, and, judging by