

## FALL DRESS GOODS.

**S**PEAKING of fall dress goods with Mr. Irving, manager of Caldecott, Burton & Spence's dress goods department, he remarked that serges occupied the most prominent position in their sales for fall. Hard-finished lines were in strong demand. Blacks lead, with navys and browns following closely.

His firm were showing two special lines of covert coatings in grey and fawn mixtures, which were very pretty and extra value. He said that while the Americans were giving covert coatings a position over all other materials, many doubted their attaining a leading position in Canada.

Sedans or satin-finished amazons come next to covert coatings and serges in Caldecott, Burton & Spence's sales. Fawns are strong in these, as are browns and blacks. These are to be used for capes as well as for costumes.

Cheviot twills and French diagonals have met with much success, and altogether the season may be classed as a dyed goods season.

In fancy dress goods, considering everything, the movement is satisfactory. Crepons, as well as some evening wear stuffs in cream and opera shades, have sold extremely well.

Generally speaking, the silk market is quiet, although blacks are increasingly active. Buttons remain in their cemetery-like attitude.

Trimmings are turning more to braids. Narrow jets have been selling well, but they are not so suitable as braids for fall and winter costumes. Narrow, straight and serpentine braids are consequently selling better now than in the period of early fall orders. Tubular braids are reported fashionable, and will run later in the season.

## A BUYER'S VIEWS OF FALL TRADE.

**I**N conversation with R. L. Davidson, dress goods buyer for John Macdonald & Co., he detailed a few of the characteristics of the fall trade according to his experiences.

In silks, black goods are improving rapidly, and recovering from the deadness which they have experienced for nearly three seasons. Faille Francais, Peau de Soie and similar fabrics are selling well. Some old weaves have been resuscitated, such as Royal Armure and Tricotine. But undoubtedly the leading thing in blacks for fall will be spotted and figured blacks, the spots and figures being small, not too prominent, and self-colored. These are shown in all blacks and also in damas silks. The quieter styles seem to take better in Canada than in Paris, for in the latter larger spots, larger figures and brocades seem to please the ladies' fancies much better than the modest, plain black or the self-spot silks.

Black moires will continue to run moderately during the fall, but the colored moires are dead. Colored silks generally are somewhat flat owing to the fact that the market has during the past two years been flooded with Japanese silks, and the demand has not increased proportionately with the supply. Prices are low, and a Japanese war can have little effect on them, for the demand at best is not large.

This has proved a great ribbon season. The amount of goods imported was ahead of previous seasons, and the fall trade promises exceedingly well. Colored moires have been dropped, but blacks are still good. Bright colors will take for fall.

As to laces, Mr. Davidson said it had been a wonderful year, although the trade was nearly over. The demand for

Valenciennes had been remarkable. The fall trade would be small, however, as little that was new was being shown, with the exception of a few novelties in blacks.

Embroideries are moving perceptibly, but slowly. Next spring's samples are now being shown, and are exceedingly taking and tasty.

Shawls are shown in nice designs in fancy knitted. Silk embroidered and fancy mixtures are abundant and are receiving a great deal of attention. Solid colors are also good for the general trade. Velvet shawls for the Northwest and British Columbia are always carried in excellent range by John Macdonald & Co., and they send large quantities to that part of Canada.

In frillings, boxes of assorted collars of the latest novelties are shown, and the beauty of the goods is enhanced by being shown in an artistic manner.

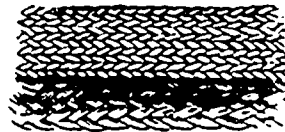
Velvets and velveteens are not so promising as last season, but still a very successful trade may be anticipated.

In ladies' hosiery and vests there is nothing strikingly new, but staple lines are moving very well.

In dress goods black and colored cashmeres are going well. A double cashmere, extra heavy weight, is finding much favor owing to its suitability for the cold fall evenings and the chilly winter weather. The serge is "Queen of the Season," however and all qualities are in demand. Cheviot serges are very good, and cheap qualities of the various weaves are in demand. Canadian tweeds have revived somewhat, while covert coatings are holding well with the best trade. Figured and plain satin cloths are both receiving much attention. Fancies in any class are not so good as plains.

## DRESS FACINGS AND TRIMMINGS.

A new dress facing is shown in the accompanying cut, and can be procured from W. R. Brock & Co. It is called R.D.F., and is a combination of a braid and a cord. This corded edge is where the wearing qualities are found, and it is claimed to be much ahead of a wholly flat braid or a velvet facing. It is easily attached, is low in price, and should be popular. It can be procured in black, cream, navy, four shades of brown, fawn, cardinal, etc. In W. R. Brock & Co.'s dress trimming department, lace braids, military, Hercules, and fancy wave braids, jet trimmings, jet gimps, and other more extreme novelties are shown in abundance. The collection is thoroughly up to date, both in point of designs shown and with respect to colorings.



R.D.F. DRESS FACING.

In ladies' and misses' underwear they are showing all lines that can be wanted. All sizes and prices can be had. This firm has the reputation of always having extraordinary value in this class of goods, and they claim that the value and assortment this season exceeds any previous efforts. They make a point of showing special drives to retail at the popular prices, 25c., 50c., 75c., and \$1. Their hosiery and glove departments receive special care and attention from the buyer of their third floor, who is continually on the hunt for drives to retail at popular prices. An inspection of the stock by expert close buyers will convince the most critical that some of the greatest snaps and leaders can be purchased from its large and attractive assortment.