

THE LONDON FASHIONS.

PINK AND CORNFLOWER BLUE IN MILLINERY—STRIPED SERGES FOR COSTUMES—THE NEW CAPES—BLUE STRAWS.

THIS is a season for exquisite embroideries, and the last two Drawing Rooms have given opportunity for seeing some lovely silks worked with flowers in silk, and panels covered with Runic designs in beads and sequins.

Irish, Chantilly and Brussels lace adorned not a few of the most admired gowns, several trains of which were conceived of Spitalfields brocades. Indeed, a great effort is being made to employ English manufactured silks and satins, and with a better chance of success than last season, as many I have seen, especially the checks, are charming.

Fancy ribbons, striped gauze, and bold plaid designs are coming into favor for trimming millinery, though the plain glaces and Louisines are still to the fore. Quite an epidemic for cornflower-blue millinery has set in. One window I noticed this morning off Bond street was entirely given up to hats and toques of this color, and to blquette and white feather boas, and ruffles made of poppies or cornflowers, in blue and blue and white, terminating with a smart bow. Floral toques are still much worn. A pretty one is made entirely of mauve periwinkles, with just an upstanding spray of pink roses and their foliage as an aigrette on the left side. Another toque of yellow lace straw over pink chiffon had its brim composed entirely of shaded pink roses, the left side being lifted with a rose foliage aigrette and some chiffon rosettes. Black straw hats, moderate in size and trimmed with black and scarlet rosettes around the base of the crown, with an aigrette consisting of some green grass intermingled with the chiffon, look smart with a black or grey gown. Pink is a leading color in millinery, many hats being of this color as regard trimming and shape, which latter may be of tulle or straw. I notice, too, that there is a great demand for navy-blue straw hats, one model being trimmed with the green Louisine or moire alpaca ribbon and pink roses, a second having its crown covered with a green, white and navy plaid ribbon, the trimming being of the same colored ribbon. Lace is being introduced between the plaits on a number of yellow and colored straws.

As regards tailor-mades, one of the most striking models this week is a blue cloth coat and skirt, the former having revers and small cuffs of orange velvet. One coat to a blue costume has the edge of the collar and cuffs outlined with a half-inch white braid. Cloth is also used, while there are a number of striped serges, black and colored stripes on a white ground coats and skirts en evidence. Very smart, too, is one of black and white striped alpaca. The coat opens and shows a green silk vest, trimmed crossways with tiny frills of white valenciennes.

Heliotrope or lavender cashmere, canvas, and transparent bareges are much in demand for dressy gowns. An exquisite afternoon toilette is of lavender canvas for the skirt (its separable lining being a lavender glace) which displays round the hem three small corded frills of the silk. The bodice has a vest of lavender and white check silk, a bolero of the canvas outlined with white silk, which is partly covered by some lavender shot beading, and the neckband of the plaid silk has a frill finish behind.

Grass lawn skirts over separable silk foundations are made with flounces right up to the waist. Some have the edge of each frill outlined with a guipure lace through which ribbon is threaded. Whatever color silk is selected for the foundation of the skirt, it is seen combining the bodice lining also, and giving the keynote to the color for the trimming.

Holland and pique costumes are to the fore, and are shown either with coat or white braided boleros.

A cotton Bedford cord coating in ecru and white creates not a few of the summer coats and skirts. In a few cases sicilienne and

alpaca costumes are worn, this fabric in pale grey, and in blue, with tucked and embroidered yoke, making a number of pretty children's frocks.

Some of the new capes are lovely, one of cornflower pleated silk and chiffon, and matching the hat, being particularly chic.

Another is of claret-color velvet, lined with silk and embroidered with paillettes and appliques of Honiton lace. Then one meets a few lovely shoulder capes of embroidered grass lawn over a colored silk lining—very effective and smart.

The new tea gowns, composed entirely of satin ribbon and insertion joined together and trimmed elaborately with lace, are very lovely. So are those of accordion-pleated pink silk likewise adorned. —London Drapers' Record.

BARGAIN ADVERTISING.

“THE department stores have nursed a nettle till it begins to sting. That nettle is the ‘bargain-itch,’ so carefully cultivated in the public mind during the past decade, through the persistent ‘cut-price’ advertising,” says J. E. Kennedy in *Business*.

“The weak spot discovered in the shoppers’ human nature has been tickled till it has become an inflamed ulcer, and the system which fed upon it is now being fed upon by it.

“Constant ‘cut-price’ advertising has developed a race of bargain-hunters which has multiplied year by year till a large portion of the trade once done at a profit is now being done at cost, or at a loss.

“Mrs. Brown, a devotee of the ‘Bargain-idol,’ reads the big price list ads. as feverishly as she does the latest gossip, and why not, when as a result she buys her gloves at cost here, her shoes at cost there, her dresses, sugar and furniture elsewhere at cost. If she has reached the shoppers’ zenith of shrewdness and can say No! to a pretty thing with a profit on it, in favor of one without a profit, she can supply all her wants at wholesale prices.

“Time was, before this bargain fever had reached its height, when a store could rapidly build up a profitable business by ‘throwing out a sprat to catch a mackerel.’

“If by advertising gloves at cost a department store could bring people on a certain day to buy its dress goods at a profit (through introduction), the system worked well and paid well.

“But when every other store is fishing in the same little pond, with all the varieties of bait which a shopper could need, offered at cut prices, then the suckers are found at the wrong end of the line, and some of them faint on discovering it.

“The store which advertises ‘bargains’ all the time, and pins its faith solely to them as a means of attracting trade, will have for its readers the ‘bargain hunters’ only, who are gradually getting too much imbued with the ‘cut price’ idea to buy anything at a figure which represents a living profit to the dealer, or any great degree of service to the purchaser.

“That system has also created a market for a class of wares which are barely good enough to represent a name under which they can be advertised, but which cost just as much for store room, just as much to advertise and just as much to sell as better articles, which would have given more satisfaction, with a profit to everyone concerned from maker to consumer.

“The ‘bargain hunters’ are to-day, as ever, the least desirable class of customers, yet most department stores give up their whole advertising space to enlist their interest, which is second or third in value to that of the reader who is prepared to pay a legitimate price for an article which attracts him by its merits.”

W. R. Brock & Co. are showing cotton and cashmere hosiery, from 4 to 9½ inch, in the correct shades of new tan, chocolate and ox blood, to match the boots and shoes now fashionable.