



WOOLENS AND CLOTHING

PROSPECTS FOR SEASON 1897-98.

H. SHOREY & CO., of Montreal, report, in response to our enquiries with reference to the prospects for the coming fall season, that on the whole the trade in this line is looking up considerably. As a reason, it may be stated that the public are becoming gradually educated to the fact that it will pay them better to buy a good article than a shoddy one. And as another reason, the modern labor-saving machinery and methods of manufacture have effected considerable saving in the cost of production, and clothing to-day is being turned out by the best ready-made trade in every respect equal to ordered work, and very much better in style, fit and finish than goods that are produced by the majority of rural tailors.

This firm report a very encouraging increase in their business, and tell us that they have recently been obliged to enlarge their producing plant, and they do not claim that they are alone in feeling the improvement of trade in this branch of business. Payments have not been met as well as they were a year ago, from which we would infer that the increase in trade is, perhaps, conspicuous in this branch of the business, for reasons we have given, and is not so generally felt among dry goods men.

In these times, when everyone is grumbling, it is encouraging to hear such reports.

ANOTHER EVIDENCE OF IMPROVEMENT.

It is stated that in the recent fire sale of ready-made clothing in Montreal, conducted in the interest of the underwriters, that the prices realized in many instances for damaged goods were considerably in advance of what the goods could have been purchased for in the regular way. This would go to show that there is certainly a demand for ready-made clothing in this market.

USE LINEN THREAD.

H. Shorey & Co., of Montreal, sew all of their boys' and children's clothing with linen thread. This is one reason that they are able to guarantee their workmanship. They advertise satisfaction guaranteed or money refunded.

The Rigby-proofed frieze usters sold by H. Shorey & Co., Montreal, have taken such a hold upon the trade that the mill making the frieze say that they will be obliged to work night and day until the 1st October to complete the order. It is the largest order for any one fabric ever placed in Canada.

A. S. Campbell & Co. recently sent their foreman to the chief clothing centres of the States to pick up new ideas and to examine the new styles. He has just returned, and is putting into effect the knowledge that he obtained. This firm are showing some very up-to-date lines of clothing.

The Oxford Manufacturing Co. are making an extra fine line of costume cloths for ladies' wear. These goods are all-wool material, in fast colors, and include many pretty combinations of color. Mr. Harrower, agent at Montreal for the Oxford Co., told THE REVIEW that these goods were so superior in quality that many purchasers

refused to believe they were made in this country, contending that they were French goods. This is but another proof of what we have frequently stated in these columns. Canadian woolen goods are equal in every way to the imported article.

John Fisher, Son & Co. report an increased demand for better goods, particularly in Scotch suitings and coatings. The preferential clause has proved a valuable advertisement to English houses with branches in this country, and has been the means of bringing English and Scotch suitings to the notice of retail dealers. Mr. Fisher considers the outlook for the fall very favorably, and away ahead of last year.

A. S. Campbell & Co. are calling attention to their special lines of ready-made clothing. Their stock contains many different qualities, and includes all the latest styles.

S. Greenshields, Son & Co. are showing a large range of ladies' mantles and costume cloths in beavers, chevots, boucles, fancy curls and tweed effects for the fall and winter seasons.

John Macdonald & Co. report the prospects in this department for fall trade better than for some years. For men's suitings tweeds will be first favorites, the styles specially being green and bronze mixtures. Meltons, beavers and fancy naps are on the list. In trouserings the feeling is for larger patterns, and this firm carries a fine range of worsted and wool goods. Belwarp serges and worsteds are in good demand. In mantlings the range includes curled serges, astrachans, sealettes, beavers, naps and two-tone curl effects.

NEW LINES FOR FALL.

John Macdonald & Co. announce the following as special features in men's furnishings and haberdashery: In the overall section, cotton worsted overalls and pants; in jackets, men's worsted cardigans; in rugs, rubber and wool rugs; in umbrellas, wood and steel rods, novelty handles and leather covers; in handkerchiefs, a big line of jobs, and also Swiss embroidery and Japanese silk; in ties, the latest shapes and effects; in braces, a full assortment of Canadian, American and British; in gloves, a special in men's lined kids; in shirts, the largest variety they have ever shown; in underwear, the leading lines of every important mill are to be found in this season's collection; in half-hose, a large section of the department showing every weight and make.

In haberdashery the firm claim to have the largest and best of its kind, fully assorted with new Canadian, American, continental and British notions. Merchants are invited to inspect this department.

"HEAR IT SNAP."

The Ball and Socket garment fastener is a new article that W. R. Brock & Co. are showing in their large smallware department. It meets a long-felt want, and can be used for fastening the backs of skirts, etc., instead of the awkward hook and eye. The Ball and Socket is bound to be largely used by dressmakers because it is a sensible and durable article.