

DRESS GOODS.

BRADFORD makers are finding their trade here very much cut into by American imitators. Fancy jaspers in all wools which have sold at 38c. are now coming in from the States on cotton warps—excellent imitations at 25c.

Lustres, sicilans and mohairs are selling as well as last year, but the demand for crepons has fallen off.

A new thing that is selling well this season in linens for blouses is a canvas ground with fancy silk stripes and with printed designs.

One of Priestley's novelties is a revival of grenadines in various designs. They are made up over silk foundations, giving a very chic effect.

Letters from France are nearly all talking cashmere and plain goods, such as drap d'ete. They seem to look for a big demand from the States in the near future. They are getting independent in their views, and talk an advance of 20 to 30 per cent. The Republicans will revive the higher tariff, and their buyers are expected to stock up especially with plain stuffs that are safe to buy in advance.

Better designs than ever are coming from Bradford this year. The makers there are stirred up by the low prices and competition with the States and Germany, and they are now making much more fancy things than they would have touched some years ago.

S. Greenshields, Son & Co. report increased sales in lustres and mohairs in both plain and broche designs. From present indications these two makes are to be quite as good property as they were last spring for skirts and dresses. They are also showing a line of mohairs in printed metallic work which are selling freely. Their stock is now fully assorted in all classes of mohairs and lustre goods.

S. Greenshields, Son & Co. write that cashmeres in blacks and colors are also selling freely for spring trade. This is in sympathy with the feeling in Paris for plain goods, such as double warp cashmeres, drap d'ete, etc. Their stock is now complete in all the leading colors for spring in the celebrated velour make. In silver silks, metallic printing, they are showing a large range of new designs and colorings in confined styles. They are absolutely fast and guaranteed not to tarnish.

The correct vogue is lace effects. James Johnston & Co. are showing ranges of grenadine damasse, dentelle broche, grenadine canvas, in black and all the newest colors. Blacks at 32½, 45, 65c.; colors, 18½, 32½, 45c., are being sold in quantities to the best trade.

Of special interest to milliners and the millinery trade generally are silks of all kinds. W. R. Brock & Co. make these a feature of their regular business, which is always appreciated and participated in by those merchants who, in connection with their ordinary dry goods, have a millinery display. To such an extent has this met with the approval of the trade, and with results so satisfactory to both buyer and seller, that each season finds them in a better position to cater to all wants in this direction. For spring 1897 they claim to show the most extensive range of fancy silks in the trade. Many of the designs are entirely confined to them for Canada, and some lots cleared out from manufacturers they are offering at a less price than the cost of production. They sell all their silks on the same basis of profit as regular staple dry goods. In addition to fancies (of which they show over 350 different patterns),

they have all their well-known makes of plain colors and blacks, with which the trade is so favorably acquainted that they require no comment. In the same department black and colored silk velvets and their celebrated "Clarion" velveteen are to be seen and all numbers in Courtauld's black silk crapes.

In fancy dress goods W. R. Brock & Co. have anticipated the wants of the retailer for a variety of ranges to sell over the counter at 50c., and have mapped out their spring business specially on these lines. In this direction they boast of an immense range of exceptional value, and are glad at all times to have an opportunity of showing it to those who favor them with a call. At the same time may be seen also some exceptional values in low-priced goods, as well as the latest novelties in high-class West of London styles. Of the last named lines, they are prepared to take orders for dress patterns from the trade. They draw particular attention to their assortment of plain and fancy blacks, covering all makes, values and qualities. In colored plain materials, they successfully meet all legitimate competition.

WILL INTEREST MILLINERY BUYERS.

In the dress goods department of John Macdonald & Co. an immense variety of printed dimities, batistes, organdies and linen colored novelties suitable for blouses, etc., all at popular prices, are being shown. Their regular lines of dress goods include the latest production of the English, French and German looms. Three special lines in black lustre, to retail at 25, 35 and 50c. Also, serges, tweeds, costume cloths and henriettas. During the summer season of 1896 they were absolutely unable to supply the demand for their well-known "Imperial" brand fast black cotton hose; this season they have added several more numbers, they have more than doubled their contracts, and at present have a full range of prices in stock. Their display of veilings and laces must be of considerable interest to millinery buyers as well as the trade generally, from the appearance of the display on their tables. It is needless to say much about their showings in silk further than to state that it is superior to former seasons. A visit to this department cannot but repay anyone who is visiting the city.

A FEW FEATURES IN CARPETS, ETC.

John Macdonald & Co. report increased sales in their carpet department. Spring goods have arrived and are being shipped out rapidly, good business being done in silk covers, silk and tapestry curtains. These goods are shown in beautiful effects. They direct special attention to numbers 7720, 293, 7445, 7479, 7306, 1671, 1707, 7616, 1689, 7799, 6923, 7834 and 2522 lace curtains. They are showing very pretty patterns in Brussels net and Swiss Irish point curtains in low, medium and fine grades. They have just received their spring shipment of 8-4 and 16-4 linoleums and floor oil-cloths.

A feature of this season's carpet trade is the large demand for union, wool and Axminster floor cloths. They are showing these in great variety. They are showing a special line in 6-4 mottled chenille table covers at a low price, and an extra large assortment of their popular price 6-4, 8-4 and 8-10 jute table covers. Also a superb range of chenille curtains in plain goods, with dados and allover patterns, the designs are exclusively their own and are very effective. The newest effects in Axminster, Wilton and heavy pile carpets are now on exhibition in this department.

D. R. C.

W. R. Brock & Co. have made a great hit in the men's furnishings department this season. The D.R.C. unlaundried shirt, which they are offering to retail at 50 cents each, surpasses in value, weight of cloth and all the new ideas, any shirt that has ever been seen in the trade.