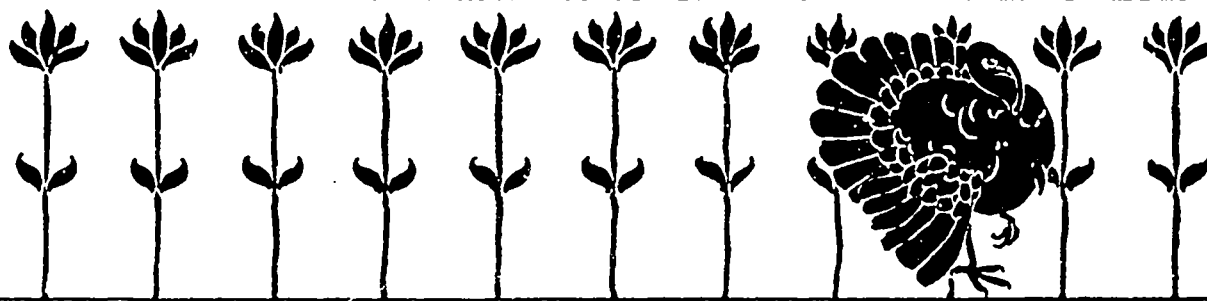


THE DRY GOODS REVIEW

IN THE INTERESTS OF THE DRY GOODS, MILLINERY, CLOTHING AND HAT TRADE



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No. 2.

NEWS OF WINNIPEG TRADE

STYLES THAT ARE TAKING TO WESTERN TASTE.

REPORTS OF A SATISFACTORY BUSINESS AT THE COAST — BIG
BLANKET ORDERS FOR KLONDYKE—THE BROCK CO.'S

WINNIPEG AGENCY—SOME OF THE WHITLA
LINES—CURRENT NOTES.

From The Dry Goods Review's Special Correspondent.

WINNIPEG, Jan. 25, 1898.

THE next social event of importance in the commercial world of Winnipeg is the annual concert, supper and ball of the City Travelers' Association, which is announced for February 15. This association is composed exclusively of travelers in the city, and has a membership of 44. Mr. Horne, traveler for Sutherland & Campbell, being the president. It has only been in existence some four years, but, as the motto is "Second to none," they have already established a reputation for doing things in proper style, and their annual "at home" is being anticipated with pleasure, and some choice confections in gowns are in course of preparation for this event.

In the retail trade the two first weeks of January are devoted to stock taking, which is followed by the big January sales; and for the past two weeks the feminine heart of Winnipeg has been reveling in bargains. About the first of February spring goods will begin to appear on retail counters.

A visit to the wholesale houses reveals the fact that travelers are on the road to some purpose, as all hands are busy executing orders. Wholesale dry goods houses are delightful places to visit these days, if you are above the spirit of envy and can see without coveting.

"This is foreordained a muslin season," said the head buyer of Stobart, Sons & Co., as he displayed a line of French muslins which brought to mind visions of the sun rising through clouds of white vapor and smoke. Perhaps that is not a comparison to appeal to the east, but it will to the west. Go out some fine winter's morning about 8.15 and watch the sun coming up over the Red River and shooting long rays of light through the white mist and the bluish smoke of a hundred furnaces, and you will see opal and rainbow tints to delight the heart of an artist. And these muslins show just the same soft and delicate coloring. Pinks shading into delicate blues and greens, half open wild rosebuds on a ground of pale buff, grey or black, and the names of these goods are as charm-

ing as the patterns—Diaphane Organdie, Organdie Brodee, Batiste L'Etoile, and Organdie Altesse. Stobarts are making a specialty of household linens, such as loom tablings, damask cloths, napkins, linen towels and apron linens. These are all direct importations and very choice patterns. A full line of Canadian prints are shown, including their well known and much appreciated No. 15; also in French prints some chic effects in red and black and green. In dress cloths, a fine line of board cloths from Continental looms are on view, of which a warm coffee brown and a rich olive green are ready sellers. By the way, olive green is much in vogue here this season. The pale greys in fashion abroad are not yet in favor here, as they look too cold for any but late spring and summer wear. Stobarts this year are also carrying a line of ladies' dress tweeds from the Clyde Mills, Lanark, Ont. (Boyd & Caldwell). These come in small broken checks and shot effects, such as black and green, green and blue, blue and grey, cream and fawn. The goods are very handsome, and it is gratifying to note their quality and texture in comparison with the same line from Scotch looms. In response to the old, old question "How is business?" the reply was "Well, all our early importations are exhausted, second deliveries have been heavily drawn upon, and the whole volume of business shows a most gratifying increase."

Mr. H. B. Picken, of the Gault Bros., Limited, paid Winnipeg a visit this week and found the outlook for trade highly satisfactory. The Victoria representatives have wired that they cannot supply all the orders they are receiving there for blankets for the Klondyke. Mr. Crawford, the Winnipeg agent, goes east about Feb. 1.

Mr. Jas. Furner, the owner of the Arcade, one of the largest retail millinery houses, has just left on a purchasing trip in Europe. This makes the 122nd time he has crossed the Atlantic.

Mr. Robt. Bryce, representing Thos. May & Co., of Montreal, here, is just returning from a trip to the Coast. He reports business all it ought to be.

There is something quite Oriental about the jewelled hat pins, hairpins, combs, buckles, belts, and the like, shown this season. Mr. Campbell, buyer for R. J. Whitla & Co., was kind enough to give your correspondent a glimpse of all the lovely trifles with which the Manitoba fair may adorn themselves this coming season. Ladies, who are thinner than they like to be, will do well to invest in a tartan belt, as these will lend additional roundness to the figure, while those inclined to embonpoint should favor the belts of silver and gilt gauze, with silk in Roman stripes running through them, as they lie close to the figure, and have an iridescent gleam