

FADS OF ENGLISH BUYERS.

It is evident that Canada is not the only place where home-made goods are looked upon with coldness. A London letter to The New York Dry Goods Chronicle says :

"I think British tradesmen have good cause to grumble at the manner in which representative leaders of fashion treat their London establishments. At the drawing-rooms, the court balls and all the grand entertainments of the season it is undoubtedly a fact that the most beautiful costumes worn are those that are bought and made in Paris. There is always a lot of talk going on about the encouragement of English 'home industries,' but it is a gospel that is more frequently preached than practised. If you ask for English silks in London shops the sellers will show them to you in a deprecating sort of way, and advocate the advantages of French manufactures over English.

"Certainly, the French stuffs are very lovely. The billowy organdies with their delicate tracteries of pattern, and the glinting delicacy of color. Then the dainty loveliness of fine French cambrics, and embroidered muslins that are made up with such an infinitude of charm over faint-hued or brilliantly tinted silks. All these things and many more may be repeated and copied in England, but the effect is never quite the same ; supreme art is destroyed and the result is simply common-place prettiness.

"Among people who are not able to afford the luxury of innumerable changes in the way of summer dresses the tailor-made and plain, yet always smart, shirt still holds sway for ordinary daytime wear. This fact keeps the English textile manufacturers fairly busy, especially as the season so far has been a rather cool one, and, therefore, cloths, alpacas, cashmeres and fine woolen goods generally are still in demand. The immense increase in the number of cyclists that always occurs during the holiday season has also proved a great incentive to the cloth manufacturers, and it is found that the thin serges and mixed tweeds are popular and sell in large quantities.

"Piques, also, and butcher-blue linens and brown hollands are greatly in demand, and range in price from six-pence three farthings (about 13 cents) to half a crown (62 cents). Made up quite after the fashion of tailor-made gowns and worn with dainty waistcoats and smart hats, these simple dresses are always in good style and becoming.

"It is remarkable to see the enormous amount of ribbons that are being used for trimmings. They form quilled edgings on flounces, collars, cuffs, fichus and coats, while they dangle and stream from every waist-band, both back and front. Ribbons are really wonderfully cheap in London. You can get the newest and most exquisite ribbons at 75 cents to \$1 a yard, while narrower and less exceptional qualities can be bought from 25 to 50 cents."

TRADE NOTES.

If we may judge by the reports of its sale, "Stewart's" is a very popular dress protector. The sales are increasing daily and the makers claim that if a lady once uses this article she will have no other. Baker & Brown, of Montreal, are sole agents for Canada and carry a fine line of different shades.

P. Garneau, Sons & Co., Quebec, are selling good lines of lace net curtains.

The Gault Bros. Co., Limited, are now showing a full range of plain Japanese silks.

As to chiffon, in 46 and 44-inch, Brophy, Cains & Co. advise that their third cable repeat since July 1 is now to hand.

Buttons have been forcing their way to the front for some time back, and, while not advancing as rapidly as some manufacturers desired, they have "got there." W. R. Brock & Co. are showing

some choice selections of mantle buttons, the most striking styles being "Paris," "Boston," "Berlin" and "Melba." Plain and fancy pearl, metal, and all salable kinds, can be seen in Brock's button department.

"Boleros and all braid trimmings continue to sell well," so say Kyle, Cheesbrough & Co. The demand for these goods beats anything on record.

S. Greenshields, Son & Co. have now received in their carpet department their new fall stock of hemp and tapestry carpets ; also Tay and Vanbura carpet squares.

John Macdonald & Co. have completed their assortment of haberdashery. The leading lines are underwear, half-hose, neckwear, umbrellas and ready-made shirts.

James Johnston & Co. have received a full line of the most desirable makes in laces, especially chantilly black and cream, and valenciennes in white, cream and butter.

Ribbons will be much used for fall trimmings, and knowing this Caldecott, Burton & Spence draw buyers' attention to their large stock of double-faced satin and faille ribbons in all widths from 5 to 40, and in black and all colors, and at unsurpassed values.

THE NEW FASTENER.

We have received from W. R. Brock & Co. a sample of the new Ball and Socket garment fastener which is designed to take the place of hooks and buttons in fastening ladies' and children's garments. The accompanying illustration gives a good idea of the way this novelty works. The following directions for properly adjusting the fastener are given : The ball should be sewed on in place of an eye or a button (see parts on the left of cut), the socket taking the place of a hook, or a buttonhole (right of cut). The ball should draw against



The Ball and Socket Fastener.

the whole edge of the socket, by having the slit in the socket away from edge of garment. The socket shown at the lower right hand corner of cut as being sewn upon the under side of the turned-back garment opening illustrates the proper arrangement of that part, note the position of the slit farthest from the edge of the opening. To insure the perfect working of the device both parts must be very firmly sewed on.

Messrs. Brock will send a sample to any dealer who has not yet had an opportunity of personally trying it.

WENT TO ALASKA.

The Klondike discoveries have taken quite a crowd of adventurers to Alaska ; this is a class of people entirely different from those who "go to Alaska" in the sense of going to the "Alaska Company" for their down quilts and "Puritas" comforts. "All the gold of the Yukon," said Mr. Boissevain, "would not give me more pleasure than does an occasional visit from one of my friends, the Ontario buyers." One of these remarked the other day, while examining some eiderdown quilts : "There is one difference between the Alaska of the extreme north and 'the Alaska' of 290 Guy street, and that difference is 'risk.' Buying a claim in the Yukon district is risky. Buying quilts at Guy street is not. Every article is warranted perfect and whatever risk there is your company assumes it. This explains the success of your company."