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Plain and Fancy Silks

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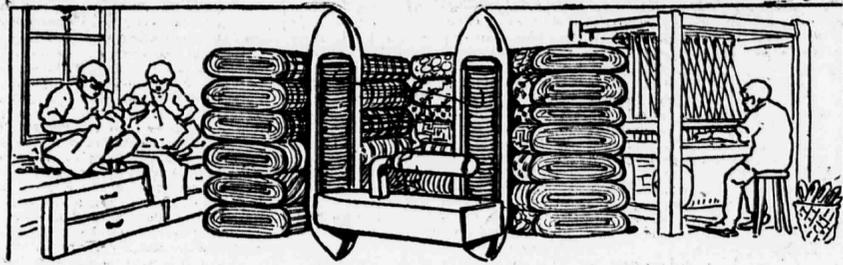
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### THE WEARING APPAREL LINES

#### DRY GOODS TRADE IN EXCELLENT CONDITION.

Items Regarding the Various Lines of Business With the Prospects for the Spring Trade and for the Fortcoming Year—Affairs Going Smoothly.

Some of the larger houses in the dry goods trade are very well satisfied with conditions as they now are. This city is rather the leader of the whole country in dry goods and since things have picked up here it is safe to say a like condition obtains elsewhere throughout the country. Orders have been coming in at some of the larger houses faster than they can be taken care of. This is because in the bad times merchants allowed their stocks to run down. Everybody wants to replenish at once. Everybody wants to buy. That to the merchant is the surest sign of returning confidence.

Increased business, good times this year and even a better outlook for 1910 is the word. The cotton trade was hard hit by the business slump. Business in this respect is much better than it was a year ago. Linen importations last year dropped by about one-half as compared with the season previous, linen handkerchiefs half a million dollars in value imported. This year the linen outlook is decidedly brighter and business shows a healthy growth.

Importers of veilings and nets declare that this will be the biggest season in years, and the embroidery and lace importers back up the statement. This isn't the blanket season, but men in that line report excellent increased business. Fancy goods and notion merchants report brisk times.

Pieces and dress goods trade is reported substantial and encouraging. This year's business in all these lines has been top notch the last few months, and the merchants offer every assurance that it is going to continue and to improve.

The dry goods trade, however, is waiting for completed tariff revision before it can declare itself positively prosperous. There are all sorts of matters to be considered, one side asking for a reduction here, the other for an increase in duty there, so that there is no unified front regarding the whole subject.

White Goods.

It is agreed that things are going very smoothly in the white goods trade right now. Buyers who get the good trade have been laying in bigger supplies. Large operations, it is thought, will be the rule this year.

White crepes are good sellers for this season and they are more or less scarce. White figured madras used for children's dresses is sought. The finer and more sheer fabric is selling better. And judging from the sales of these goods they are in excess of last year's by about two to one.

Spring buying has included jaquards, repps and washable materials suited for tailor makes. Seersucker stripes and white crepes are counted among the novelties. Checks, cords, embroidered swisses and the new cotton shantung are favorites with the poplins and light piques. Lawns, persians and other plain sheer materials are as yet slower than the more substantial weaves, but they will be

wanted later for waist and lingerie costumes.

The new line of skirts for the coming summer is attractive. The vogue of the lingerie gown will necessitate the wearing of the white underskirt. In view of the continued vogue of the hipless effects manufacturers are taking particular care to cut skirts in such a manner as to give as slim an appearance as possible.

Flounces of embroidery and lace are used as trimming, and combinations of lace and embroidery are particularly favored. A few of the skirts are made with trains, but only in the very high class numbers. The average woman seems to prefer a walking length petticoat.

Demand for Veilings and Nets.

From every indication the steady demand for nets and veilings will continue through the present season. Even in the times of depression in most lines of business the makers of meshes found things going well. Colors and varieties of meshes this year will be many. Solid black and blue are favorite colors.

Brown is staple and next to taupe is one of the good sellers. The fancy tones are not taking to any marked extent. Black is bound to hold its own in the color selection owing to the ruling of quiet, conservative tastes. Nets, in short, will be the marked feature of the coming seasons and the prediction is that they will be worn more than ever.

It was only about a year ago that the Russian nets first were introduced. They made a hit from the start. During the spring their vogue was confined to the larger cities, but they spread through the country rapidly and during the fall there has been a general call for the goods, which proves that they have taken excellently.

Chiffon veils have been in fair request, but this has been small as compared with mesh goods. The fine dotted chenille effects have been especially good in solid colors, with the possible exception of magpies, which have been very good in some sections. The great vogue of the fur hats the last winter has not helped veilings to any great extent, but that too will have to yield with the change of style of headgear.

The vogue of the large hat created a demand for longer veils, the same adding to cost from the standpoint of the wearer. The coming in of the other kind of hat will bring about a call for the shorter veil, and this may be the cause of the wearer buying several where last year she felt that only one might be reasonably afforded.

Competent Saleswomen Needed.

A matter of more importance than ever before is the judicious displaying of the veils. It is absolutely necessary that there should be at least one saleswoman in every veiling department who is an adept in the art of tying and draping veils. In a well managed veiling department the services of such a woman will increase the sales not only in popular goods but in high style novelties as well.

Much desirable information could be obtained as to the prevailing mode by sending this saleswoman outside of the store to study styles in the drapings and wearing of veils as adopted by the smartly dressed women for street and carriage wear. The information used to advantage by all the salespeople in the department soon would be felt and bring increased trade to the department. It

also would add to the reputation of the store and the news would quickly spread that a certain veiling department catered to the wants of the particular shopper, offering the most fashionable novelties in style and quality of materials and in mode of drapings.

That, of course, is stepping behind the scenes a little and looking at the art from a professional point of view, for veiling is an art, and not a mean one. From the customer's standpoint the veil is to be more attractive and fetching than ever. Where before by man it had been looked upon as a fad it has now settled down to its place as an established apparel not to be jotted out in the next season or the one following.

Colors in Evidence.

In conclusion emphasis should be laid on the fact related before that while black is to be the prevailing color there will be more or less recession from this stand and the blue, brown and taupe will be much in evidence. Dealers instead of resenting this invasion prove to welcome it. They declare that addition of color will make veiling more popular than it has ever been, and this innovation is counted on substantially to increase sales.

And these same merchants say the best advertisement their particular goods could possibly receive is a liberal appearance on the city streets. This assures further patronage and in short is an endorsement of the article. Mesh veils easily lead in the demand and nets are holding their own.

The Story of Braids.

The development of the braid industry in this country in about fifty years up to a most important place is a most interesting thing. Cotton braid first was made 1850, but wool braid came later.

The first wool braid was manufactured in the United States in 1880, and this was worsted skirt braid used in binding women's dresses. Later they commenced manufacturing pure dye silk braids for use on men's wear, and only a few firms were manufacturing fancy braids and trimmings. The latter industry did not make much progress until the enactment of the McKinley protective tariff in 1890.

When the Wilson tariff bill became a law the industry received a setback. The lower tariff on braids as well as other articles permitted the import of braids cheaper than American manufacturers could produce them. This condition lasted until the Dingley bill, the present tariff, became a law. This put better protection on the goods, so that profit was made.

Shortly after the Dingley bill became a law new materials were presented called artificial silk and artificial horsehair which were used largely in the manufacture of braids and trimmings. As these materials and the braids and trimmings made therefrom were not known at the time of the enactment of the Dingley tariff they were not therein provided for. Consequently the American manufacturers felt that they did not get sufficient protection on braids and bindings made from this material. The braids and trimmings made from artificial silk were assessed at 80 per cent. ad valorem, which gave them a protection of only 30 per cent. above the duty instead of 80 per cent. as on other braids and trimmings made from silk, wool and other materials.

## BOTANY WORSTED MILLS

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MANUFACTURERS OF

Fine Ladies' Dress Goods, Cloths and Men's Wear Goods

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NEW YORK: 817-819 Broadway.  
CHICAGO: 285 Jackson Boulevard.

BOSTON: 87 Chauncy St.  
ST. LOUIS: Century Bldg., Room 1022.

REPRESENTATIVE FOR WORSTED YARNS:  
WALTER D. LARZELLE,  
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## Gilbert's Linings

Standard Since 1880

Dress Linings, Silks and Petticoats.

Pres de Soie,

The Original "SILK-TAFFETA-FINISH" Cotton Petticoat Fabric.

GILBERT MFG. CO.,

83-85 White Street, - - - New York

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Enterprise Mfg. Co.	Orr Cotton Mills	Ninety-six Cotton Mills
Anderson Cotton Mills	Easley Cotton Mills	Williamston Mills
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Greenwood Cotton Mills	MHI Co.	Toxaway Mills
Victor Mfg. Co.	Palmer Mfg. Co.	Brandon Cotton Mills
F. W. Poe Mfg. Co.	Wongaham Mills	Lola Cotton Mills
Saxon Mills	Woodruff Cotton Mills	Clinton Cotton Mills
Fairfield Cotton Mills	Franklin Mills	Lydia Cotton Mills
Pickens Mill	Grendel Mills	Ottaway Mills
The Carolina Mills	Bamberg Cotton Mills	

Sheetings, Shirtings, Drills, Fine Cloths, Outing Cloths  
Arundel Ducks, 8, 10, 12 oz., 29 1/2 inches wide.  
Warren Mfg. Co. Ducks, 22 to 120 inches, Different Weights.

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SOLE SELLING AGENT CONSOLIDATED COTTON DUCK CO.

Manufacturers of the Following Celebrated Brands

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"Stark," "Tallasee," "Columbia," "Druid," Etc.

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United States Bunting Co.'s All Wool Bunting

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Bridgewater Woolen Co., Woodstock, Vt.	Lebanon Mill, Lebanon, N. H.
Carter & Rogers, Lebanon, N. H.	Lockwood Company, Waterville, Maine.
Cascade Woolen Mill, Oakland, Maine.	Madison Woolen Co., Madison, Maine.
Cowau Woolen Co., Lewiston, Maine.	Mayo Woolen Co., Millbury, Mass.
Cumberland Mill, Lewiston, Maine.	Mayo & Son, Inc., Foxcroft, Maine.
Dallas Mfg. Co., Huxleyville, S. C.	Merrimack Woolen Co., Lowell, Mass.
Darlington Mfg. Co., Darlington, S. C.	Mills Mfg. Co., Greenville, S. C.
Drayton Mills, Spartanburg, S. C.	Molton Mfg. Co., Newberry, S. C.
Elm Mills Woolen Co., Tilton, N. H.	Monarch Cotton Mills, Union, S. C.
Farnsworth Co., Lisbon Center, Maine.	Greene W. Ottinger Woolen Co., Cherry Valley, Mass.
Forest Mills Co., Bridgeton, Maine.	Parole Mfg. Co., Parole, S. C.
Fort Mill Mfg. Co., Fort Mill, S. C.	Pondicherry Co., Bridgeton, Maine.
Gaffney Mfg. Co., Gaffney, S. C.	Reedy River Mfg. Co., Greenville, S. C.
Gainesville Cotton Mills, Gainesville, Ga.	The Robinson Mills, South Windham, Maine.
Great Falls Woolen Co., Somersworth, N. H.	Sprucefield Mills, Chester, S. C.
Harville Cotton Mill, Harville, S. C.	Tilton Mills, Tilton, N. H.
Hudson River Woolen Mill, Newburgh, N. Y.	Tucapau Mills, Tucapau, S. C.
Lancaster Cotton Mills, Lancaster, S. C.	Whitney Mfg. Co., Whitney, S. C.
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79 Leonard St. New York City

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Naumkeag Steam Cotton Company's Cottons

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## Woolen and Worsted Cloths

IN THE WORLD.

# American Woolen Company

Awarded by the International Jury of Awards at St. Louis the Grand Prize, in addition to the Gold Medal Award; also, Highest

Also Originators and Manufacturers of

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