

THE MILLINERY TRADE.

IN speaking of the season's trade, thus far, S. F. McKinnon & Co. say that their opening and Exhibition trade was all that could be desired; also, that the general sorting trade had been good all along. Having a resident buyer in Europe, they claim, keeps them in close touch with the markets and the requirements of the trade. They are bidding high for the November trade.

J. D. Ivey & Co. report that the result of the first year in



ARONA



DODOR



ORIENT



HELEN



NERO

WOOL FELT HATS—D. McCALL & CO., TORONTO.

their new premises more than surpasses expectations, and trade is going well. The styles of millinery this season favor the milliner, and trade is turning from the sailor to the dress hat, so that velvets, ribbons and ostrich feather goods are in great demand. The firm have inaugurated a system of weekly shipments from leading markets which customers appreciate, and are responding to satisfactorily.

S. F. McKinnon & Co. have just received large shipments of new goods specially selected for November trade. This firm have had two buyers in the European markets since early in September, which enables them to show all the novelties, as the season advances, in such popular lines as silk velvets, fancy silks, double-faced satin and silk ribbons, ostrich three-quarter flats, tips and mounts, and ladies' jackets. Their stock can be depended on as showing up-to-date goods, and plenty of them.

The golf blouse continues to have a great run, say D. McCall & Co. A blouse made in Canada in the same style as German makes is being turned out by Forbes, of Hespeler, which is highly creditable to this country, and meets with much favor. Mr. O'Malley, of the firm's Montreal branch, reports feathers, as a trimming, going better than for many years. In winter trimmings, flowers show two tones, and shot effects in ribbons and in new ostrich feather goods continue to prevail. Beaver crown hats in all colors are doing well in the east.

DOLLS.

A great stock of dolls is offered by Samson, Kennedy & Co. at low prices. They include all the leading makes, so as to retail from 5c. each to \$2. The firm show the largest 25c. doll in the market.

THE HAT TRADE.

A. A. Allan & Co. report spring samples of imported hats now in the hands of travelers. The new English style has a flatter set and wider brim. Colors are in favor, the prevailing shades being hay brown, cedar, locks, and Bismarck, ranging from light to medium dark brown. The revival of the stiff hat is in full swing.

The new styles of hat for this season offered by Strachan & Hay have the full crown, rather low with broad brim, and follow the present American tendency, which is not extreme in any point but pretty much a staple style. In the soft hat, which still commands a large trade, the flange brim is noticeable.

QUEBEC AS A WHOLESALE CENTRE.

EDITOR DRY GOODS REVIEW:

SIR,—In glancing through THE DRY GOODS REVIEW for October, I was struck once more with the fact that your well-edited paper, which I always have found to the fore with its sound and practical suggestions, should seemingly make it a point to always ignore the city of Quebec. As an example out of many, take for instance your article headed "A Conference of Merchants." You mention that it could meet alternately at Halifax or Toronto or St. John or Montreal. Why is Quebec left aside? Do we not rank after Montreal and Toronto as regards the number of wholesale houses and volume of business done? Do not all large bodies hold conventions in our city frequently? Another case in point is in speaking of Magog prints, you again mention Toronto, Montreal, St. John, Halifax, Winnipeg, Victoria and Vancouver.

I trust that you will kindly explain how it is that such a feeling seems to exist, as Toronto people, whenever in Quebec, whether on business or pleasure, have always been received with the proverbial hospitality of the old Rock City.

I am, dear sir, yours sincerely,

E. B. GARNEAU.

Quebec, Oct. 11, 1895.

[We are not surprised at Mr. Garneau's forming this opinion, though he has really no ground for it. There is no city of any account in Canada that has not hinted that THE REVIEW favored every other place. In the Maritime Provinces they say we devote our attention to Toronto and Montreal. Toronto, Hamilton and London houses say everything in the paper is Montreal. Houses in Montreal claim they are the real backbone of the paper, and say it is unfair that so much more space is devoted to the big cities in Western Ontario. From these assertions we are beginning to infer we must be doing fairly well all round. When several large cities have to be mentioned we generally give the chief commercial centres in each province, and this is what was done in the case of Magog prints. Montreal and Toronto houses, it is quite true, get more attention than those in other cities, because there are a greater number of them in these two places than in any other in Canada. Quebec is an important wholesale centre, it is quite true, and some of its houses tower above a great many firms in Montreal or Toronto. Garneau, Fils & Cie., of which firm E. B. Garneau is a member, is one of the foremost, and it is probably the only one in general dry goods outside of a few in Montreal and Toronto with travelers in all provinces in Canada. We hope, however, to be able to give more attention to Quebec in the near future.—EDITOR DRY GOODS REVIEW.]