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Millinery Season

—Mantles, Trimmings and Laces.

RETAIL MILLINERY DISPLAYS.

IN almost the same degree that the millinery openings of the large jobbing houses is an event of importance each Spring to the average retail milliner, the opening which the retailer gives a few weeks later is full of importance to the average female mind and heart.

If the enthusiastic language in which local reporters have described them may be taken as evidence, the openings of the retail milliners in every section of the country have been strikingly successful this year.

In the West, the openings were a week or ten days earlier than those of the Eastern Provinces. In Victoria, B.C., Tuesday, March 20, was recognized generally by the retailers as an opening day. Several of the milliners in Winnipeg and Vancouver also made this day or the one following it their first opening day. In Ontario, Quebec and the Maritime Provinces the most generally recognized days were Tuesday, Wednesday and Thursday, March 27, 28 and 29.

In Victoria, the first day of opening lasted from 9 a.m. to 6 p.m., and the "sales" were reported to be very large and numerous, but, as it has grown to be the custom in that city to allow customers to have hats out on approval, it is likely some deduction would have to be made later for "returned as unsuitable."

As a rule, the length of the opening day was greater than in Victoria. In the east, few stores closed before 9 p.m., and many kept open as late as 10.30 p.m. A year ago, one London firm, Smallman & Ingram, tried a strictly evening opening as an experiment, but their large building became so crowded that it was found necessary to close the doors, and, though the weather was extremely disagreeable, hundreds of ladies remained outside for hours. Inside, the crowd was so large that few were able to see the display. The experiment was deemed unsatisfactory, and this year a full-day opening was held.

Many of the retailers, to make their opening the more attractive, made a veritable palace of enchantment out of their showrooms. Many of these rooms bore evidence of the patriotic spirit pervading Canada just now. In the showrooms of Gordon & Orr, Stratford, Ont., the national colors were predominant, many scores of yards of red, white and blue being artistically draped about the walls and ceilings. Even the mirrors and gas chandeliers were covered. The entire display was neat, but extremely catchy.

At T. F. Kingmill's, London, Ont., a patriotic background was given to the display by the use of numerous British flags, a wealth of white, red and blue bunting, and paintings of the Queen and of Lord Roberts.

As a rule, however, the showrooms were made beautiful by a skillful arrangement of the millinery materials. G. B.

Ryan & Co.'s showrooms were very artistic. A beautiful trellis of roses ran across in front, while throughout the room were baskets of lily of the valley and buttercups, mounds of violets, roses, poppies, lilacs and other seasonable trimmings. The large millinery showroom of the C. Ross Co., Limited, Ottawa, was turned into a bower of radiant leaves, ripening grapes and bright flowers. In the cloak department of this store, an inviting cozy corner, draped in Oriental splendor, made one corner very attractive, while in another was a group of life-sized boys and girls in sailor and man-o'-war costumes. The interior display made by W. W. Wilkinson & Co., Galt, Ont., was said to be "the most artistic and magnificent ever seen" in that town.

Another Galt firm, H. A. Matchett, made his opening interesting as well as attractive by securing the attendance of an orchestra during the opening day. Though a somewhat expensive attraction, the use of orchestras on such occasions as this seems to be growing in this country.

The hats shown, and the colors and materials described, were much the same as were previously shown by the wholesale houses. Several dealers, notably H. G. Broderick, St. Thomas, Ont., have given to their shapes military names. One hat shown by this firm, the "Tommy Atkins," was a blue straw with tan crown of full shirred chiffon, with clusters of golden and brown bread clusters at the front. It turned slightly off the face. Khaki seems to have been popular with most of the retailers.

Though the majority of the general merchants confined their openings to millinery, two St. Thomas firms, Northway & Anderson, and J. Mickleborough made special displays in all their departments. The former firm gave almost as much attention during the opening day to jackets as to millinery, as they make a specialty of tailor-made costumes.

In almost every instance, the windows of the stores were devoted during the opening week to millinery goods. Some of the displays were strikingly beautiful.

THE PRESENT SEASON'S FASHIONS.

When THE REVIEW representative visited the warerooms of the J. D. Ivey Co., Limited, this month he found that firm unusually busy making preparations for sorting business and for the second opening, which will be held before the end of the month. In speaking of the outlook, Mr. Ivey, sr., president of the company, was still of the opinion expressed by him in a previous issue of this paper, that the existing styles are such that the business of the present Spring is bound to exceed all past records.

This company have recently passed into stock many repeat cable orders for scarce goods, and in addition to this their buyer has purchased very choice materials in high-class novel.