

## THE MILLINERY AND CLOAK TRADES.

WHOLESALEERS are moving from winter millinery and cloaks into spring goods, and already some samples are being shown to retailers. It is rather early as yet to prognosticate the tendency in either of these branches. But in millinery, flowers are going to take a leading position, and capes will be a big feature of the cloak trade. The latter prophecy is based mostly on the present popularity of the golf cape and the fur cape, and the continued existence of the balloon dress sleeve.

This season's cloak trade has been very satisfactory. There has been a tendency to lower-priced garments, but this is but another evidence that this has been an "economical" season, on the part of the buying public. Stocks in jobbers' and manufacturers' hands are well cleaned up, and very few sacrifices have been necessary to accomplish this result. The feature of the close of the season is the popularity of the black beaver and the long skirt. The extreme styles have "Prince Albert" skirts.

In hat ornamentation, jets and buckles have proved the best stayers of the season, and, as usual at this time of the year, plumes have had considerable attention.

## SPRING MILLINERY.

THE Paris correspondent of The Economist writes: "The artificial flower makers are looking forward to an excellent season, and they have no reason to complain of the present. They will forestall spring in the production of early spring flowers. As early as January next the millinery will be decked with blossoms that will only have begun to put forth buds in the southern provinces.

"In the meanwhile roses, which have no particular season, and late autumn blooms, are being applied to the decoration of collars and collarettes. They take the place of the rosettes of ribbon and are inserted in among quillings of silk gauze and crape, or fixed to the sides of folded necklets of velvet and surah. I have seen boas of mousseline de soie with large roses set at intervals round the throat and down the ends which dangle in front.

"Milliners, while they intend to go on patronizing satin ribbon for many months to come, will not restrict themselves to it. Faille is looking up again, and fancy ribbons are going to have a turn, too. Double-faced satin ribbon, especially that of which the under side is of a somewhat lighter shade, is preferred. The fancy ribbons are also equally good to look at on either side, the colors of the stripe or other patterns being reversed.

"The newest productions include faille ribbons striped with satin, the satin stripe showing on both sides, having a corded edge. Two tones of one color or two colors not a direct contrast have the call over startling juxtapositions of tints. More narrower ribbon than formerly is needed, as the cockades set in hats are often composed of a multiplicity of loops made of inch and a half wide ribbon. Strings are only to be worn with certain picturesque hats copied from the millinery of the first half of the century."

The Berlin correspondent of the same paper says:

"A new article for spring is found in gauze ribbons, which have been ordered in plain colors, and also with stripes of another color. But this is no indication that they will find extensive consumption, as attractive novelties usually find some admirers when first shown. These may become leaders, but

the experience of previous seasons teaches that not too much can be expected from such articles. In velvet ribbons, satin-back velvet, in the widths 60, 120 and 160, retains favor.

"Laces are selling well for next spring. The most important articles for the millinery trade are black Chantilles, white laces and Vandyke effects. The shades of cream, butter and ivory are also much in demand.

"A new kind of rose is made which is used in large sizes. Velvet and satin antique are good materials for flowers. Natural colors have to some extent the lead, but flowers are made also in claret, pink and peach, and more especially in white, which will dominate next season.

"Hyacinths, primroses and pansies have favorable acceptance. White and lilac-colored alder flowers sell well. Velvet ivy leaves can be mentioned as a novelty in leaves. Judging from the many orders placed for flowers, it does not look as if leaves will be in high favor.

"Cornflowers are seen in all shades, among which are lavender and cherry in the darker and lighter gradations.

## NEW QUARTERS.

J. D. Ivey & Co. will, on the first of the new year, move into the commodious building at present occupied by S. F. McKinnon & Co. The new address of this firm will thus be 18 Wellington west.

This building has five flats and a basement, and hence will give this firm a greater chance to display their stock than they possessed in their smaller building on Yonge street.

Moreover, they will be able to carry a larger stock, and Mr. Ivey is now in Europe making the necessary purchases. No doubt when these have arrived and the firm are settled in their new premises the display will be ahead of all previous seasons in point of extent, and fully up to other years' displays in carefulness and suitability of selection.

That J. D. Ivey & Co. are to be congratulated on their pluck in extending their business at a time when other men are looking "down in the month," goes without saying. Enterprise and pluck make business go in spite of hard times.

## COR. MELINDA AND JORDAN.

"Cor. Melinda and Jordan" is to be the address of S. F. McKinnon & Co. after January 1st, 1895. The beautiful eight-flat structure which Mr. McKinnon has erected is a suitable home for what is one of the most extensive of wholesale businesses which Canada can boast. As a piece of architecture it is, perhaps, the finest wholesale house in Canada; undoubtedly the finest in Toronto.

This firm will now have almost double the room to display their goods, and will, no doubt, use it to good advantage. Mr. Geo. H. Pack, their foreign millinery buyer, has been in Great Britain since September, and has made his second trip to Paris. Mr. McKinnon sails in a few days to aid and oversee in this work. These two gentlemen will, no doubt, make their usual successful selections of European novelties. Mr. Woodland has been in New York the past few weeks looking up novelties there.

With their new building, with these facilities for buying from all the leading markets, and with an increased stock, S. F. McKinnon & Co. should capture a large portion of what promises to be a good spring trade.