

Millinery, Dry Goods and Clothing in the West.

From "The Dry Goods Review's" special correspondent.

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THE wholesale millinery opening was the first thing in March. Winnipeg had only one this year, that of The D. McCall Co., Limited. Their comfortable showrooms on Notre Dame street west were tastefully arranged and filled to overflowing with choice goods. The trimmed goods were arranged in the rear showroom, and the first thing noticed on entering the room was the entire absence of the startling colors and combinations which, during the past two seasons, have been so much in evidence. Pastel shades predominate in all millinery, and the effect is very charming. Another noticeable feature was the large amount of tulle used in black, white and colors. Gauze, taffeta ribbon and flowers complete the list of the principal materials used for trimming, but the straw braids, Tuscan braids, satin straw braids with val lace edges and double frilled mohair braids in white, black, green, blue and lavender are really trimmings, although they are used principally in foundation work.

Though there are many shapes in fancy straw, mohair and sequins, etc., the majority of the trimmed hats shown at the opening were made up on wire shapes. The toque and Spanish turbans predominated, although there was a goodly number of leghorns, shepherdess and rubens. The prevailing idea in trimming seems to be to use light and gauzy materials and arrange them in massive effects. The rosettes are more used than ever, and are almost as large as an ordinary breakfast plate. Flowers and foliage are lavishly used. The use of foliage on Spring millinery is somewhat of a new departure, but with the delicately tinted gauzes and tulles the results are very fine. Another pretty material for crowns is gold gauze with an applique pattern in fine straw mount.

A great many handsome black hats were shown. One was a rather wide horsehair and sequin brim, with high straight crown, surmounted on the upper edge of the crown with a dense twisted fold of black tulle. On the left side, rosettes of the tulle standing fully ten inches from the brim completed the trimming. Under the brim was a long, trailing spray of foliage, shading from soft sage green to deep crimson. The effect was very striking. Another noticeable hat was a big leghorn, trimmed in front with a profuse bow of Dolly Varden ribbon. Large sprays of forget-me-nots starting from this bow in front encircled the crown with the ribbon and met at the back with a large steel buckle. Beneath the brim was a cluster of sunset roses to nestle against the hair.

A wide white chip hat had a big tam crown, made of alternate strips of fancy straw in crushed strawberry and white satin. A huge rosette of white satin with a rhinestone centre and a bunch of flowers under the brim completed the trimming. Some good effects were produced in wood tints, bluettes, wateau, murillo and vandyke shades. Heliotrope is still popular, and a few hats are made entirely of violets. A combination rather new and very effective is the plaiting of white tulle in long, full bands that look like long ostrich plumes, and then combining them with three-quarter white tips. This is a style especially adapted to the big white leghorn.

Mr. John McRae reported the opening as the most successful yet held, and all pattern hats were sold the second day.

Forty milliners from outside points attended the opening and the following list shows representatives from all parts of Manitoba, N. W. T., and even as far west as British Columbia; Miss Anderson, Virden; Misses Campbell, Young, and Dunsmore, Neepawa; Miss Sample, Souris; Miss Cyr, and Miss Churchill, Fernie, B. C.; Miss Dodds, Grand Forks, B. C.; Miss Neelands and Miss Post, Regina; Mrs. Creary and Miss Craig, Wapella; Miss James, Glenboro'; Miss Hardy, Brandon; Miss Hornibrook, Carberry; Miss Macleod, Roland; Miss Breckenridge, Carman; E. King, Killarney; Mrs. M. A. Lindsay, Wawanesa; Miss Leeson, Souris; Miss Harrington, Dauphin; Mrs. Laurie, Morris; Miss Swingford, Morris; Miss Madill, Russell; Mrs. McCauley, Carman; Miss B. Malcolm, Portage la Prairie; Miss Parkins, Morden; Mrs. S. McAdams, Treherne; Miss McBrowne, Pilot Mound; Miss R. Munroe, Minnedosa; Miss Partlett, Selkirk; Miss Murray, Miss Vanzant and Miss Seibert, Holland; Miss Curl, Wawanesa; Miss M. Thomas, Deloraine; Mrs. J. T. Wilson, Shoal Lake; Miss C. L. Anderson, Manitou; Miss Scott, Manitou; Miss Waugh, Baldur.

Messrs Bryce & Co. and Strachan & Co., manufacturers' agents, showed full lines of ready-to-wear goods, straw shapes, trimmings and flowers, and all report a very satisfactory business.

Retail millinery openings were the order during the middle of the month and were largely attended and well patronized. Among those of special note were Furner & Co., Hudson's Bay Company, Preston & Co. and J. Robinson & Co. The last named opened very handsome new showrooms, the company having found it necessary to utilize a large portion of the second floor of their building which was formerly devoted to offices.

CLOTHING.

This is rather between seasons so far as Summer goods are concerned as all Spring orders have been shipped and sorting orders have not begun to arrive except in very limited numbers, but with the first few days of Spring this trade will be brisk, especially in lines of bicycle goods and the like.

With regard to orders for Fall, clothing men are feeling the result of the large carried-over stocks from last Fall, perhaps, more than any other class of merchants. The prolonged mild Fall and then the unusually mild Winter, coupled with the low price of wheat and bad roads, left country merchants with tons of stuff on hand which should by right have been sold last Fall. The clothing men are realizing this more and more as they look for Fall trade, and the most sanguine are not cheerful about the prospect. The country is all right and sound and business is good, but collections have been slow and the carried-over stock has been a nightmare to many a country merchant.

Myron McBride & Co. are showing a very fine line of Canadian-made, mercerized, fleece-lined underwear for Fall and Winter. These goods compare favorably with the best products of the Old Country and are good sellers.

HOUSE FITTINGS AND FURNISHING.

Where Winter is as long as in Manitoba, the advent of Spring and Spring cleaning is hailed with delight by the