

MILLINERY—Continued.

vious season, dress shapes having had to take a second place up to this date, and even now the ready-to wear goods have a good grip on popular taste and favor. But we believe that dress shapes and made hats will show up better in October, and further believe that we voice the feelings of the millinery trade when we express the hope that they may.

In the manufacture of high-class millinery, velvets will be argely employed. Some say that panne effects are in greatest favor. Our experience is that, although panne velvets have been and are likely to be in fair demand, plain silk velvets bid fair to surpass them, and are likely to be in big demand. Taffeta silk and plain ribbons are being much used and growing in favor as the season advances. Black satins and velvet are also high up on the favored list.

Such goods as we have mentioned go a long way towards making up stylish millinery, but adornments of different kinds are required before such hats as disturb the sleep can be produced. Of these, leading features are large birds, grey gulls, sea pigeons, white doves, pheasant breasts, grebe breasts, quill breasts, bird of paradise plumes, ostrich tips and buckles.

"As we have already said, we believe that it is going to be a big millinery season, and, in these days of sudden decided changes, heavy stocks are not carried, so that a large assorting trade has yet to be done. And that is what we are now looking after, and, with our resident European buyer at the other end of the cable, the trade can depend upon our stock to meet their requirements as the season advances. You ask if we have any information to impart to the cloak world. Well, by the time your valuable paper has been sent out, McKinnon-made jackets will be speaking for themselves, having found distributing centres in almost every city, town and village in the Dominion, and, even now, every mail brings repeat orders, showing that on their merits they have found a fame that is wide and still spreading. We were speaking about jackets, costumes and skirts for next Spring. For some weeks we have been giving much time and study to the selecting of materials and perfecting of styles for Spring, 1901, and you may add that, by October 15, we will be out with a range of McKinnon-made jackets, costumes and skirts, such as it has not previously been our pleasure to show, and feel confident they will merit and win favor with the trade."

—

THE D. McCALL CO.

There is a heavy demand at present for taffeta silks and satins and in velveteens in all the staple shades. Black velvet and satin ribbon, and velvets with cotton backs are still going well, being used for trimming dresses and for ties. In colors, velvet and saun ribbon is selling best in cardinal, castor, navy, grey and myrtle. The outlook for the sorting season appears to be entirely on plain goods, particularly in velvets, which will, no doubt, run through the season.

The consignments being received twice a week from the European markets show mostly large quill effects, fancy mounts and birds, for feather trimming. The latter are chiefly in black and greys. There is also a good demand for large gulls and gull wings for ready-to-wear hats, which make a very effective trimming. Steel buckles in 4 to 6-inch lengths continue popular. They are obliged to keep up their stock in black tips, demi-plumes and flats on account of the ready sale of these goods.

Ready-to-wear hats are selling better than ever before, polka dot trimming being the most popular. The wide-leaf

effect has been called for principally, though the slight cold weather has brought an increased demand for smaller fedoras, which will sell even better later in the season. Turbans are also being brought forward by the cold weather, mostly in castors and pearl greys, though navies are going well also. The stitched turban is the most popular. A new hat on the market is a patent felt turban, made with reeds sewn around in a circle, so that it can be crushed in the hand but resume its proper shape. It is a very desirable hat for tourists, and will likely soon take a leading place. It is made in shades of brown, and is called the "Flamant."

Plain felting is being greatly used now in making up toques and for small effects, in fine French furs and wools.

—

AN INSIGHT INTO THE NEW STYLES.

The John D. Ivey Co., Limited, again have every department replete with materials and millinery requisites necessary for the manufacture of Winter millinery. The shapes, though different from those shown at the general opening, are on the lines established for this season. The flat toques still rest on a head band, which gives the height necessary to a becoming hat, while the outward appearance is flat. The picture, or large hats, have decidedly large crown, the brims of which roll a la Gainsborough, or have multipile brims, but, in every case, the brims are bent flat to the hair at the back, giving a very graceful droop.

The majority of the large hats have the brims raised on a crescent band placed nearer the front than in former seasons. Besides making a more becoming hat, it encourages the artist to design pretty underfacings for the brim. Turban and turban toques on the newer shapes are much in vogue. Many of them are shown with a dome crown, or medium low Beefeater crown, and the walking hat with the softly draped brim is very popular. The materials employed in the construction of the fine hats shown by this firm are very dainty and elegant. Ostrich velvet is the newest of velvets, its lightness in weight, brilliance in finish, and pliability in using account for its immense sale. Next in order are the miroir velvets, panne velvets, panne satins, and the delicate crimped tissue, known as fleur de velour, or plisse velour. In addition to these plain colored goods, there is the endless variety of embroidered velvets, satins, felts, laces, and chenille, which combine so effectively with the plain colored fabrics. One of the most chic combinations is plain velvet of the darkest shade and felt draped for the crown of the lightest shade of the same color. Embroidered felts in castor color, draped with chestnut brown velvet and mink fur, make an elegant creation.

Gold braid thread and spangles are freely used, while sequin and jet are as popular as ever. Furs are much in evidence, chinchilla, mink and sable being the favorites, and, instead of entire crowns of furs (as last season), a band of fur is intertwined with the drapery of velvet for brim trimming. Almost invariably where fur is used, there is the introduction of real lace, either renaissance, Battenburg or Cluny, this latter being the newest revival of the old-fashioned laces. Ribbons, though not used in large quantities, are still a necessity; in many instances they are the only thing to give a smart finish to a pretty hat, and velvet ribbons are simply indispensable, particularly in black.

In "untrimmed felt hats," the satin finished are the most popular. Perhaps the newest effects are felt crown and camel's hair brim. In ready-to-wear hats, "Camel's hair" goods are the vogue, though plain and satin finish are having splendid sales at present.