

## JUBILEE MILLINERY MONTH.

## THE PROSPECTS FOR PRESENT TRADE.

S. F. McKinnon & Co., reporting on the May trade, say that notwithstanding the fact that the weather was somewhat cold all through this usually warm month, and in spite of the slight murmurings at the slowness of trade from some quarters, their turnover was very satisfactory, showing a substantial increase over the corresponding month of last year. But they claim that they found it harder to sell anything not right up to date, the trade having centred on to a few lines more closely than on previous seasons. "But," they added, "as our ad. in the May number of this valuable journal will show, we named the winners for May and were well provided with these leaders all through the month, as we are now; which, of course, brought large and satisfactory results."

"Having entered upon the long-to-be-remembered Jubilee month, we are almost safe to count on warm weather, and being a loyal, Queen and country-loving people, more gay dressing will be indulged in than usual, and, as there cannot be fine dressing amongst ladies without fine millinery, we may therefore reasonably expect a good Jubilee millinery trade. Hat trimmings and beautifiers will be largely of the same character as used in May millinery, viz.: Flowers, tips, chiffons, mousseline and gauze effects, laces and plain ribbons, at least so say we, and have provided a big stock of these lines."

## SOME SPECIALTIES.

S. F. McKinnon & Co.'s straw department shows large varieties of up-to-date white hats for ladies, misses and children for Jubilee trade.

This house has the proper styles in all qualities of sailors, trimmed and untrimmed, for Jubilee trade.

A full stock is also shown of black, white and cream tips, in their standard makes.

## FASHIONS IN LACES.

In trimming laces, says an English authority, the general demand in the States has, of late, been most pronounced for the narrower widths of neat, dainty sets in about equal proportions of ivory and beige, although importers anticipate that a heavier later business will develop for the former shade. The demand for black laces was larger than expected, with the narrower assortments in light-weight effects the best sellers with buyers for all trades. In addition to these, for better retail selling, were smaller quantities of flouncing patterns. Fancy nets, chiffons, mousselines, and all-overs in plain, figured and prettily-colored designs were big sellers, while such novelties as soleil plaitings, new effects in millinery trimmings and neckwear that have been introduced since initial stocks were made up were liberally sampled.

## INCREASE IN U. S. DUTY.

A decision has been made which will increase the cost of all hats which are trimmed with such ornaments as ostrich plumes or tips, and aigrettes. The Custom house officials have been instructed to collect a duty of 35 per cent. ad valorem on feathers, which were formerly admitted free of duty in the crude state.

## STRAWS SELLING LARGELY IN LONDON.

Straws will be extensively worn in large shapes with open fronts, notwithstanding the obstructiveness of their character for walking, while smaller shapes will be made of railroad, pedal—row and row in alternate colors, speckled English twist, chip—in varied arrangements, and Tuscan; but for toques and fancy bonnets Swiss plats will be generally used; these latter we would recommend to be

worn on all occasions where large congregations meet for sight-seeing. The great bulk of cheap goods will be in Italian, Bernina and ordinary Jap straw.

A cap with peak, for either men or women, called the P. and O., made in Tuscan or pedal, is likely to run the dented-top bowler and sailor shapes very hard this year; being made to fit the head and resist wind it is very useful for cycling, tennis, golf, etc., and looks very becoming for gentlemen and quite piquant for ladies.

A hat made by a Berlin firm of milliners for the Princess Frederick Carl of Prussia last week was of boat shape in olive-green rustic straw. Large upright bows of green and black ribbon were placed on the right side of the front and also at the back; while on the left side was a cluster of beautiful flowers in shaded greens—a kind of fancy anemone. Green is a particularly becoming color to Her Royal Highness, and one she frequently wears.—London Millinery Record.

## HINTS TO MILLINERS.

Of course, the trimming arrangement depends entirely on the angle at which the hat is to be worn.

A straight, both-sides-alike trimming must have the back straight also, but the quantity of garniture placed on the bandeau depends also on the angle the hat is to tilt at. If to be worn straight, very little trimming is put under the back brim; possibly under a cluster of flowers, or a rosette, on each side of the back knot; if the hat is to be worn tilted over the eyes, a very full trimming can be given, and should be brought well round to behind the ears, being graduated from full in the middle to nothing at the sides.

Some hats worn in this way are not trimmed evenly outside—the left being much higher than the right side, even though the front is quite filled in.

Hats having side "bandeau" must, of course, have the outside trimming one-sided. In these the tall effect may be placed nearer the front than in the front tilting hats, where often the height is best placed at the back of the crown, or quite near the back.

On hats that raise in front, the height must be nicely calculated by posing it on the head, and giving it the right angle forward, or it will look as if the hat were all the time falling off backward.

The axiom of the season is "Very full trimmings," but there are some very pretty simple styles that suit small features far better.

Always study the face of the customer; yes, and the figure, height and bulk. A milliner called into the showroom to take an order, saw sitting, a large-looking woman, with a very full lower face, and proceeded to design for her a hat in accordance with the proportions as they appeared. The customer interrupted her with, "Oh, but I know that would not be becoming to me," and rose to go, when the horrified milliner saw her mistake, for the woman was extremely short! Coaxing her back she soon repaired her error, and fitted her with a hat that met all the requirements.

I note that mousseline de soie and the thin French crepes are superseding tulle; they are mostly used kilted, but tulle is now used to veil the Batavia cloth, greatly softening the effect, and sometimes giving a changeable effect that is very pretty. Red is showing very much, but I doubt its finding favor till the fall.

Do milliners know that red shades "blonde" red hair? Just try it. Reds and pinks are being used together.

Blue straws are trimmed with violets. Violet straws are trimmed with red. Handsome hats are shown trimmed only with black ribbon outside, and two or three "sets" of bandeau in various colored flowers for wear with the one hat; for instance, with one hat went a bandeau of cameo-pink crush roses; another of red rosebuds and lots of green foliage, and a third of yellow buttercups and green foliage. They are pinned on with large headed black pins.—Millinery Trade Review.