

MILLINERY—Continued.

sales have been especially large and gratifying—a condition anticipated in these columns early in the season.

A PRACTICAL TALK ON STYLES.

"We presume you want to know more about styles than you do about trade," was said to our representative when he called at S. F. McKinnon & Company's. "There is so much to say about both that one must take refuge in hesitancy. The trade this year has been beyond all expectancy, and everything points to an almost abnormal season in Summer goods."

"A deal of this is due to the general prosperity of Canada, but a deal, still, is due to the great variety that is justified in millinery. There seems to be no one prevailing style in millinery. In either shape or trimming, but we have managed it so far, though we have had to carry at times over 300 styles of hats—don't mean 300 colors, but 300 styles, and of each style a full range in colors."

"Women, this year, have the rare opportunity of selecting exactly the kind of hat that is most becoming, and finding themselves quite in style."

"The milan and leghorn and chip and the tuscan straws are all popular, but the best-liked seems to run to the rough, satin-braid, light-weight and flexible."

"Then, again, come in those hats of tucked or corded or accordion-plaited stuffs, of satin, chiffon, silk muslin, maline (silk illusion) and brussels net. You will find them made over wire frames, in toques, turbans or picture hats, and trimmed with all sorts of things—flowers, fruits, lace, feathers."

"You will even find the sailor trimmed with tucked taffeta. All-white hats will be seen on young faces, but you will find that the more artistic hats will be in the delicate pastel shades. As a rule, these pale-hued confections will be trimmed with gauzy stuffs and flowers that are an exact match in color."

"There is much more in this than you will be apt to take note of in the mere hearing. Take a white or black gown, or a Summer silk or lawn, have the hat and parasol to match, and, where the color is carefully selected, imagine the effect gained by surrounding the face in a mass of one color."

"Truly, the wholesaler has much to think of, and little chance for dreaming; he must have what daily whims call for and have it daily and in constant readiness."

"Readiness—that's our point, and ready we are and ready daily for daily needs, even in the case of goods. Look around

THE D. McCALL CO., LIMITED.

"Since you were here last," said Mr. D. McCall, president of The D. McCall Co., Limited, to THE REVIEW representative, when asked for the latest millinery news, "there has not been much change in the way of materials. A greater demand for chiffons and mechlins is noted, particularly in black, white and cream, while there is the usual strong demand for all the leading shades. We have found an unusually good demand for gauzes, the more so, probably, on account of the exclusive patterns and novelties we have been able to secure in these lines. Black velvet and satin ribbons have also been very much to the front in the past few weeks, there being dashes of this material shown in knots, bows and various ways on the greater number of hats trimmed for present use. Oriental satins are still in strong demand. We have also done a good business in taffeta ribbons in wide widths, and, no doubt, the run

of these goods will continue as the season advances. All-over laces have also been selling exceptionally well, necessitating the placing of large repeat orders which are coming to hand this week. There has also been a decided feeling for all-over nets for millinery trimmings. We are having, too, a considerable call for national ribbons, the demand for which is due, without doubt, to the patriotic feeling in the country."

"In our flower and feather department the popularity of foliage in all the newest tints has been increasing daily, while roses and violets hold their places as favorites among the flowers used this season."

"Turbans and dress hats have been exceptionally good sellers all season, a condition which we have not experienced for some years, and which has likely been caused by the coolness of the weather. However, we are still running the Amarita, Troubadour, Coliseum and Vernon (turbans) and the Rehan, Talford, Fairmont and Tabor (dress hats). We are now getting considerable call from the trade for sailor hats, which demand will doubtless in the course of a week be at its height, and will continue to run through the balance of the season. We have laid in an exceptionally large and varied stock of these goods, which we think will meet the requirements of all classes. At present we are running the Kearsage and the Regatta in white rustic straw, which makes a very desirable everyday hat. For a better hat we are offering the Navahoe and Knox in fine split straw. In ready-to-wear hats we have an excellent range, as you may see, and are meeting with considerable success in placing them."

SUMMER MODELS IN ENGLISH FASHIONS.

The new models, says The London Millinery Record, are very Summerlike in effect and show much use of soft Italian plait and crin, used in conjunction with folded tulle, crepe de chine, taffetas metallic and some chiffon, but there are other materials now to share the favor so long shown this latter trimming. The colors affected beyond white, creme, and tuscan, which are a long way in the ascendancy, are pastel tints of light blue, pink, mauve, and dead-leaf tones."

In the feather departments, shaded ostrich tips and flats are once more favored, as are also black, white, and creme three-quarter flats. Fancy wings, mounts, and quills of net, straw, and spangle, in white, tuscan, and black, with black jet, gold or steel beads, and edges of fancy straw, are the favorites of the moment, but these in their turn may be displaced as the season advances. Flowers are in great demand, and, curious to say, here, as in other things, the "old order changeth." The flower departments have begun at the other end of the season, and are experiencing a demand for Autumnal tints and foliage, while Autumn berries, velvet cherries in black, red, or red and white, full-blown poppies and large roses are amongst the first favorites of the hour. Exquisitely delicate-hued muslin blossoms and foliage in pastel tints are much used in the West End trade, and a new idea is a toque composed principally of large begonia leaves."

There is some considerable use made of ribbons in the Summer models, but one great thing against the interests of the ribbon trade is the persistent use by the Paris milliners of piece-silks, taffetas, brillantes, mousseline, chiffons and various gauzes; and where Paris leads London must follow. The lace departments are evidently going to do big business with Cluny, Luxiel and Chantilly laces in black, white, creme and a greyish tone of creme color. Fringe is applied to some of the new pattern Chantillys, also to some of the more exclusive patterns in wide all-overs."