

THE -- DRY -- GOODS -- REVIEW

SPRING MILLINERY OPENINGS.

A FORECAST OF THE FASHIONS TO BE SEEN BY MILLINERS ABOUT TO COME TO TOWN.

It has been finally decided to hold the millinery openings in both Montreal and Toronto on March 1. Some favored a week later, and with a good deal of reason. However, preparations are now being pushed forward in all the big importing houses, and by the time our friends arrive from every part of Canada they will find before them the most brilliant display of millinery that has ever been set before the trade. This sounds like a stereotyped advertisement, but the fashions make it a fact this season. They tend towards many colors. The pattern bonnets are like Joseph's coat. They show many colors at every point. At no opening in recent years has there been such a numerous assortment of colors in the hats themselves, in the trimmings and in the ornaments.

The chief aim of the milliner this season will be to get as much as possible on the hat in the way of flowers, ribbons and some lace ornament. In fact, as one lady who has just returned from Europe very aptly puts it, "we are endeavoring to get a whole millinery shop on each hat." The general effect of the hats will be extreme owing to this overloading with trimmings, and to provide room for further ornamentation the sizes will all be much larger. The popular shape in hats seems to be over the face, turned up very much at the back and caught up with masses of trimmings.

The great craze last season for the stiff taffeta has gone out completely, and in its place we find everything of a soft, pliable chiffon nature.

RIBBONS.

These will continue to be very fashionable for trimmings, and many new and decidedly attractive things are being shown. As much as five or six yards of very wide ribbon will be used on many hats. More wide varieties are shown, and, as last year, the doubled-faced satin will be a leader for trimming dresses as well as hats. In making a tour of the leading houses, as they are opening up their samples, the large number of gauzes being placed on the tables this year is particularly noticeable. They have been out of fashion so long that it is pleasant to see them again, as they make such a pretty, light summer trimming. Most of the fancy ribbons have fancy borders in fancy lace effects or satin stripes. Moire ribbon will also be a great feature this spring for both dress and millinery, particularly the moire antique and the moire soleil, a shot watered ribbon. Plaids are shown in greater variety, in gauze as well as in the ordinary ribbons. Unfortunately they are nearly all fancy designs—and very pretty ones too. In Canada there are so many people with Scottish blood in their veins that they constantly ask for the tartans of their respective clans. They are generally very hard to get, and one retail firm in Toronto has made a specialty of them, and, if the steadily increasing space devoted to them is a criterion, they are doing a large and very profitable business.

The off-shades of green, like volga, euphrate, Nile and russe, promise to be the most popular colors. A new shade in red is being brought prominently forward—branded the Czar, adopted no doubt from the recent visit of the Emperor to the French capital. Brown beiges and navies are being put in the background by most houses, who do not anticipate much demand for them. Satin and velvet ribbons will, as usual, be worn for bonnet ties.

HATS AND BONNETS.

Beyond a doubt we are going to have another very fancy season. A very large number of hats and bonnets will be made up by milliners themselves, on wire frames, out of fancy straws. These fancy braids are shown in the piece in enormous quantities and the variety

and novelty in the designs are simply marvelous. Buyers will have no difficulty in satisfying their tastes in this respect and in securing styles that their competitors have not purchased, as well as enough to give each of their customers something different from her neighbor. The fashion for cardinals in the ribbons is also visible in the straws. Not only are some hats made entirely of this color, but in many of them it is introduced with other shades.

A very marked fashion this year will be the Java hats which are really nothing else but manilla hoods blocked on ladies' shapes. They are chiefly sold in walking and sailor hats. All the buyers who have returned from Europe speak of the large purchases on American account. One buyer alone took \$20,000 worth. The fashion for this style, started in England last year, seems likely to be universal this season, especially in Canada, where so many ladies ride a wheel, for these hats are particularly adapted for cycling. They are a better line for the trade to handle than the ordinary cheap walking-hats as they will be handsomely trimmed by milliners and thus should yield a better profit. Not only are they trimmed with a band, but they can be profusely decorated with light materials like chiffons, gauzes and satin ribbons.

Black and colored chip hats are shown in considerable quantities and will be among the fashionable braids.

Notwithstanding the agitation among theatre goers for smaller hats the size will not be reduced, but on the other hand the crowns will be at least two inches higher than last season's shapes. Some run as much as six inches in height. Even toques and bonnets will be very much larger this spring and will be made almost entirely of fancy straws.

THOMAS MAY & CO.

This extensive millinery house will have its opening at the date fixed, and will show a complete assortment of every imaginable new idea in millinery selected in the best foreign markets. Besides their fine warehouse in Montreal, they have a large, well-lighted showroom at 10 Wellington street west, Toronto, for the convenience of western buyers. Thomas May & Co. for many years have had the reputation of keeping abreast of the day in millinery, and this season are not a whit behind previous years, and their display now being put in order for the approaching openings will attract many visitors.

CHIFFONS.

Chiffons will again be very much in vogue for trimming hats and dresses. Indeed, it looks as if the craze would surpass anything before, for the manufacturers have brought out a very great number of fancy varieties. Plaited chiffons are still as fashionable as ever, but really the most novel article noticed is the chiffon bands, which will be used in the same way as ribbons in trimming hats. A very pretty idea shown in some warehouses is that of putting these light, transparent bands over colored satin ribbons. The color of the ribbon shimmering through the gauze bands produces a very nice effect. These bands are not only brought out in plain chiffons, but also in a variety of fancy designs with little embroidered spots with variegated satin bands at the edges, or with moire or watered effects, which is very pretty and new. Chiffon bands are selling in all widths, from 4-inch to 45-inch.

Velvets will also be employed as a trimming in combination with gauze effects.

LACES.

There will not be as many laces used this season for millinery purposes. Chiffons are taking their place very largely. Still, there