



## *The Millinery Season*

•———*Mantles, Trimmings and Laces.*

### PRESENT AND SPRING STYLES.

WHEN a representative of THE DRY GOODS REVIEW called upon S. F. McKinnon & Co., Limited, with a view to having a chat about trade in general, one of the company said that, generally speaking, they believed the November millinery trade had been satisfactory, and, as a result of careful buying, thought that millinery stocks would be low at the end of the season.

With regard to goods of a heavy Winter character, the conditions are different, the continued mild weather having militated very much against the selling of goods of this class; and, unless we get good sharp weather soon, heavy goods departments are sure to suffer, as, after the first of the year, it is hard to realize a fair profit on Winter weights. But, with the advent of colder weather, much can be done in December towards reducing stocks. You ask what about the millinery for December? Well, as far as the wholesales are concerned, a heavy trade is not usually done after this date, particularly in hats. For the balance of the season we think the big demand will be for mode hats, which, in turn, create a heavy demand for silk velvets, at least, that is what we see from our viewpoint, and have provided liberally in silk velvets and velveteens, taffeta silks, and good plain satins, particularly black, will be in demand. Plain black ribbons and black, white and cream single tips will also be in favor for the December trade.

"You ask if many buyers visit the city in December. Yes, there are a great many. Some want to provide for Christmas trade; also, it is a month when we offer special inducements to clear odd lines or broken lots throughout the house, previous to taking stock. Many buyers embrace the opportunity, and are well paid for their trip."

Having found the representative of this company marking the samples of their foreign purchases for Spring, which had just arrived, THE REVIEW asked what he had to communicate regarding Spring millinery.

"It is just a little too early to speak out even all that we know at this early date, as those who are most deeply interested in this important question are yet busy with the present season. But you can say as coming from us, viewed from our high vantage ground, that it looks as if all the world's centres of millinery fashion had combined in effort to make the first season of the new century a memorable one in millinery circles. From what we have seen of styles and materials, they promise to produce a dash and style in millinery which has not previously been reached. We believe all our Canadian millinery artists require is the proper materials to work with to produce millinery in style and effect equal to any in the world, and they certainly will have their opportunity."

### THE D. McOALL CO.

The velvet trade has been exceedingly good during the past season, and, in consequence, the stock is being fully kept up in velvets and velveteens, in both black and colors. There is a very wide range, including the most popular colorings in cardinals, browns, navys and castors, and the stock in these will be kept up throughout the season. They are having heavy sales on black and colored taffetas at all prices, and on satins in plain, oriental and duchess makes.

A handsome range of staple ribbons in satin and failles, in colors to suit the Christmas trade, is shown. They are now passing into stock, besides the velvets and velveteens, some special values in black bunch tips and demi and  $\frac{3}{4}$  flats. Their travelers, now on the road, are showing the most complete range of goods that they have ever been able to put before the Canadian trade, and, to judge by the orders already received, the prospects for a large Spring trade are very bright.

### THE JOHN D. IVEY CO., LIMITED.

This firm are now very busy in Spring work. Their travelers are on the road with a large variety of samples, and, as there are ten travelers showing nothing but millinery, it means a good deal of work in looking after them.

The past season, although up to expectations, was interfered with by the warm weather to a certain extent. This, however, is likely to be beneficial, as customers have been buying lightly and their stocks are now low.

They have their Spring samples out now, and a big trade is being done in letter orders and repeat orders in velvets, velveteens, black ostrich feathers and gold and steel ornaments, these goods being now used for trimming velvet hats. In colder weather there will probably be a greater demand, and a heavy Winter trade is expected.

### THE VICTOR GARMENTS.

The Victor Manufacturing Co., notice of whose commencement in business was published but a few months ago in this journal, are apparently already on a firm footing and have secured a larger number of regular customers than usually falls to the lot of so young a business house. In their notice to the trade they announce an unusually large assortment of ladies' cloaks and suits and misses' and children's garments in the season's latest styles. Among the offerings are Spring tailored suits for ladies and misses; children's reefer; separate skirts in woollens, crashes, piques, mohairs and lustrés, and Summer and crash suits. These goods have already made a name for themselves among the trade, due, no doubt, to the employment of experience and skill in choosing the cloth and in designing and making up the styles. In anticipation of a Spring season of exceptional activity, the Victor Company have made special preparations and rightly expect a share of every dealer's trade.