

SUMMER MILLINERY.

THE millinery season is fulfilling the promise of early expectations, and prevailing styles conduce to a good trade. The payments on May 4th were, up to the time THE REVIEW went to press, reported good, and milliners seemed to be satisfied with the prospects.

J. D. IVEY & CO.

In conversation with Mr. Ivey, THE REVIEW learned that the present has been the best season in the history of the house. A fine summer opening was held, and, encouraged by the result, the firm will have a midsummer opening on May 12 and 13, when the latest ideas will be shown, thus enabling the trade to get the maximum of good out of the present season by having the very newest styles to show their customers. While this house, like all sensible concerns, does not wish the trade to over-buy, it is felt to be wise advice for milliners to keep abreast of the season by adding the newer novelties. Believing that trade can best be got by this policy, J. D. Ivey & Co. are giving special attention to letter orders. The stock of sailors is large and varied, and weekly shipments from New York and England are being received. Sailors are good property this season. In trimmings, tulle, lace and flowers continue to lead in style, and a full range is shown.

OVER-PUSHING FALL BUYING.

The policy of rushing forward fall samples is being pretty generally discussed by Toronto houses. Mr. Ivey and others believe in the present season being thoroughly worked by both wholesale and retail trade, instead of going forward too soon into autumn. The new fashions, he thinks, cannot properly be seen until later on, and as the best profit can be realized by milliners with the latest novelties, a little judicious waiting until those are known is considered good policy.

A SATISFACTORY BUSINESS.

S. F. McKinnon & Co. say that notwithstanding the murmurings heard in some quarters at the slowness of trade, their April sales were very satisfactory, and, like the preceding spring months, shows a substantial increase over the corresponding month of last year. "We have made preparations for, and expect, a big trade this month. We had a large number of buyers present at our summer millinery opening on April 28th. All were in high spirits, and bought freely, anticipating a big May trade. Our trimmed patterns on that occasion, as usual, were picked up quick. They set forth the correct styles and trimming effects for summer, which will be light and stylish. As trimmings, chiffons, nets, ribbons and flowers will rule in harmony. We have such faith in the summer trade, and knowing that it is sometimes difficult for buyers to take the time necessary to visit the market at this busy season, we have added extra travelers to our staff, so that in urgent cases we

can have our samples brought before any of our patrons within a very short time of hearing from them."

NEW WATERPROOFS.

Caverhill, Kissock & Co., St. Peter street, Montreal, will show one of the largest assortments of ladies' waterproofs this season that they have ever offered. The three accompanying cuts illustrate some of the leading styles, but others are legion. In fact, as it would take more space than is available to describe them in full, THE DRY GOODS REVIEW's readers are referred to the firm, who will only be too happy to supply any particulars desired. The cuts indicate that the treble cape is the one a lady must wear this fall if she wishes to be in the fashion.

SHOWING MILLINERY WELL.

Unquestionably the sale of millinery goods can be accelerated through the medium of tastily dressed windows.

We are all willing to admit that most women are exacting in the matter of dress; so much the better for business. Women who are careless of their appearance are seldom good buyers.

It is the tasty ones, the fashionable dames, who want the correct thing, and are willing to pay for it, that keep the wolf from the store door. Such women are exacting in everything they wear, but doubly so in the matter of hats.

It makes a difference then under what conditions they see the goods. "Show me your company and I'll tell you what you are," fits the millinery show to a nicety. Seen under favorable conditions in correct surroundings, and the first impression is favorable, the battle is half won then, says The Dry Goods Reporter. "Goods well bought are half sold," has long been a saving axiom in the dry goods store, but "goods well shown are more than half sold" as aptly fits the case in millinery.



OXFORD.

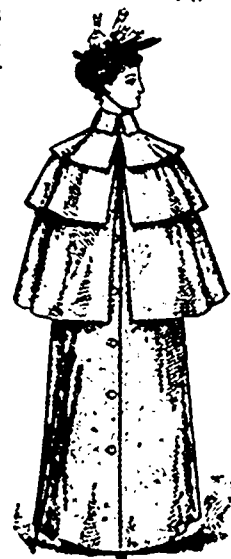
The Distingue Waterproof.

CAVERHILL, KISSOCK & CO.

The display, while not unduly showy, should be in a single tint that favors the goods shown; the addition of a few ribbons might be effective, but in a window trim of millinery the one thing to be considered is the welfare of the finished hat. The raw materials are simply auxiliaries, and their mission in this case is to provide good background and proper company for hats.

A PRESENTATION.

Mr. W. P. Clancy was presented with a handsome diamond ring by the employees of Thomas May & Co., on the occasion of his severing his connection with that firm, where he has been employed for the last sixteen years. Mr. Clancy leaves to fill a more responsible position with the firm of J. R. B. Smith & Co., St. Helen street Montreal,



VICTORIA

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