

THE MILLINERY TRADE.

THE COMING SEASON.

CANADIAN wholesale millinery buyers are now in Europe, and later on retail millinery buyers will come into the markets for the late styles. The openings will take place the end of next month—the last Monday of February is the 26th. What New York thinks of coming materials may be gathered from an Economist writer, who says:

A great many fancy braids will be used, but particularly the plain, unbreakable braids which are imported in the grey and are bleached and dyed in America. Whole hats, capotes, and combinations will be produced from these materials. Large Italian fancy braids, and plain lace braids, as well as the smoother Milans, are going to be much favored. Hats of satin and crepe de chine in folds, hats of tulle, maline and many-draped affairs of lace in which combinations of Italian braid and plain tulle form the foundation, will be seen among the earlier, lighter colored goods.

A variety of shadings hitherto not shown will be exhibited in these goods. It is expected that every one of the brilliant tints will sell easily and quickly. The favorites seem to be a range of colors called scarabeus (beetle shades), or rather of the June bug variety, shading from the soft, shimmering green to the dull, rosy tints.

Flowers will be of the typical pompadour style—that is to say, the old fashioned small roses in clusters and some of the striking large varieties more open in style. Many violets, forget me nots, buttercups and other conventional styles of the Dresden order of decoration will be seen in conjunction with striking large effects as a contrast.

Shades will be natural, as a rule, with very little disposition to abandon nature's harmonies in any particular. Of course, nature has been improved on by art even in the natural flowers, so that imitations can be sufficiently striking without being contradictions to facts.

It is in the lace and embroidery ends that the styles will be most remarkable. All overs of every description, from the real duchesse through the Orientals and Arabians, will be utilized in hat production.

Many large draped hats, many lace scarves with flowing ends, many ties, bows, plain and fringed, of silk, will also be used. Strings on large hats will become much favored as the season advances.

MILLINERY LISTS.

E. R. Rogers, Southbridge, Massachusetts, has got out two wholesale millinery directories which the Canadian milliner who wishes to know who are the leading wholesalers in the United States may wish to have. They will be mailed to any reader of this journal for 50c. each; one gives the importing and manufacturing trade (1,600 names), the other gives the millinery jobbing trade of the United States and Canada.

A REVIEW AND A FORECAST.

When THE REVIEW representative called on The John D. Ivey Co., Limited, he found that house busy taking stock and balancing books for the year. One of the directors seen stated that the actual result of the year's business had not

been ascertained, but expressed no doubt that the secretary would have a most gratifying statement to lay before the directors at the annual meeting, as the sales for 1893 were far in excess of previous years. "And," continued he, "I am not aware that the company have been selling goods this year without legitimate profit."

"While a fair part of our increase is due to our paying more attention to Northwestern trade, we are glad to say that the larger portion comes from increased business with our old customers in Ontario."

"We have endeavored to keep our stocks so well-assorted that buyers wanting scarce lines could always depend on getting them from us. It is mainly due to this fact that our business is taking such large proportions. The trade throughout the Dominion know that if goods are right or in great demand they can depend on our having them, and feel that any letter orders they send us will be filled exactly as required."

"We are glad to report having a large number of orders booked for next season. We congratulate all buyers who have had the foresight to place early orders, as prices are materially advanced, and, therefore, goods cannot be duplicated to day for what they were selling at a month ago."

"For Spring we find a very strong feeling for black and white. We think that, while pastel shades may be popular, the leading colors for Spring will be black, white and cream. This is largely because of the fact that, owing to the present war, the popular taste will demand plain colors, the majority favoring black."

"In materials, we are selling a large quantity of chiffons, mousseline de soies, crepe de chine and gauzes. In ribbons, plain taffetas take the lead, while black satin also sell freely. Fancy ribbons are slow and not likely to be much wanted."

"In our hat department, we are selling large quantities of sailors, misses' and tourists' hats."

"Flowers are being sold in abundance, a great variety of colors and designs being shown. The Spring season will undoubtedly be a large flower season. Everything points that way at present."

COMPLETE PREPARATIONS FOR SPRING.

When the warerooms of The D. McCall Co., Limited, were visited by the representative of THE REVIEW, a remarkable change was manifested in every department since his last visit, when everything pertaining to Fall millinery could be seen in lavish supply. Now, the various floors are almost depleted of stock.

"This is the time of the year," explained Mr. McCall, "when we want our warerooms as empty as possible, so as to have sufficient room for large importations for the Spring season. Our warerooms, as you see, are capacious, but we will need all the room we can get, as, from orders already received, we have reason to expect a record-breaking season. The trade are receiving our selection for Spring even more favorably than in past seasons."

"In view of our increasing business, we have been obliged to secure the services of more travelers. This will enable us to cope with the increasing demands of the trade, as we now