

## THE MILLINERY TRADE.

MILLINERY in Toronto opened up briskly on August 29th, the 28th being Civic Holiday. Buyers were present in large numbers and everybody bought, but somewhat sparingly. The ranges shown by each house were ahead of previous seasons, and it was no fault of the display that dealers did not buy heavily. It was due to the prevailing impression that heavy loads are not the proper things for merchants



DAR. SE. - Reid, Taylor &amp; Bayne.

when the financial atmosphere is foggy. Nevertheless, the prospects for the sorting season are good, as the trade will be quite general and special things will not be much in demand.

As everybody expected, this is a velvet season. Silk velvets have been very active, as have the velveteens. Blacks were bought freely, while the colors which received most attention were tan-browns, brown (one and two), tabacs, bronzes, myrtles and navys.

In ribbons the satins and velvets and combinations of these sold very well. There was a special demand for black and colored satin-backed velvet ribbons in numbers five and nine. All classes of ribbons received more or less attention.

In shapes the plaques lead, closely followed by the flops. Sailors sold very well. Felt hats are almost exclusive. The medium hat is out of it, the large hat and the small one sharing the honors.

In ornaments steel sprays and steel and black combinations were good. Buckles were also active. Fur mounts received a share of attention, as did also black and white birds and the same colors in plumes.

## COLLECTIONS IN THIS TRADE.

Most of the houses report very poor collections for this season but all are hopeful. J. D. Ivy & Co. report extra good collections, but this may be an exceptional case, as the firm have

been looking after their accounts very closely. A week or more is expected to show a considerable change in this matter.

## WHAT THE WHOLESALERS SAY.

Reid, Taylor & Bayne say that the volume of their business for July, August and the first week of September shows a substantial increase. They do not deny the cautiousness and hand to mouth tendency of buyers, yet claim that the greater number of buyers have kept up the average trade. They are receiving good orders from their traveler in the Maritime Provinces--A. R. Purland. Joseph MacKay, who represents them in the North-West, is also sending in an excellent array of orders. Their representative in Montreal and Quebec is J. P. A. des Trois Maisons. Mr. Taylor of this firm says that he looks forward with a great deal of confidence to an excellent sorting season in millinery and mantles.

Mr. J. D. Ivy reports that his house has enjoyed an increased trade for the fall season. He remarked that buyers had displayed unusual caution in all their buying, and as a result parcels were not so large as usual, nevertheless owing to the fortunate selections secured for this season, his firm had succeeded in increasing the volume of business for this season of the year. Looking ahead Mr. Ivy anticipates a good sorting season this fall. His house is just receiving ten cases of scarce goods, being early repeats which were cabled for as soon as the tendency of



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the season was manifest. This shipment includes scarce shades of velvets, plaques, ribbons and ostrich goods. These with other repeats will make their stock in as good, if not better, condition than at the beginning of the opening.

There is no doubt now existing in the minds of those who have watched the progress and growth of the millinery trade in Toronto that it has become the centre of fashion for the Do-