

## THE MILLINERY AND CLOAK TRADE.

**N**O doubt exists in the minds of the jobbers that the coming fall trade will be an excellent one in every respect, in millinery, silks, readymade cloaks and mantlings. Every indication of a heavy trade exists, and jobbers stocks are in excellent condition to meet a varied and a strong demand.

Silk goods are held at slightly increased prices, but the highest point has been reached and there will be no further advance for some time.

It is too early to say what will predominate in hat shapes. The accompanying illustrations show two felt hats of the probable shape. Brims will be mediums.

In hat ornaments there are decided tendencies. One of the newest and most popular decorations will be the "Mercury"



FELT HAT WITH MERCURY WINGS.

wings in plain or colored feathers or in ornamented combinations of feathers and fur or jet and fur.

Beaver fur mounts are shown in profusion and are a decided innovation which are bound to take. Mink, seal, otter and squirrel mounts are also shown. These ornaments are in some cases made with neat little weasel-like heads and tails attached, the whole having a strikingly original effect. Osprey mounts are also running strong, as also are combination osprey and fur.

Ombre effects are shown in wings and osprey mounts. But it is in ribbons and veilings that this effect predominates. The ombre effect is produced by combining several colors side by side so that one shades gradually into the other. The majority of the season's ribbons show a tendency to this effect, and this has also given an impetus to the wider numbers of ribbons. Double-faced ribbons in satins and velvets are also shown strongly. Greens and purples are the leading colors in all the

various shades. A full list of colorings for the season is given elsewhere.

The accompanying hat illustrations show two of the leading French styles, both of which indicate very fairly new tendencies which will be shown in the trimmed hats of both Toronto and Montreal houses.

## S. F. MCKINNON &amp; CO.

S. F. McKinnon & Co. will have their fall opening on Tuesday, Wednesday and Thursday, August 29th, 30th and 31st. In extending a cordial invitation to the whole trade to be present on this occasion they promise to make the largest and most convincing display of millinery, mantles and other lines in their class, ever made by them. This firm claim to have the largest stock of silks, silk velvets and ribbons, of any house in Canada, and at prices which will meet any competition. They predicted a heavy demand for the above lines this fall, and feel that their claim is strengthened by the large quantities of these goods which have been sold on the placing trips. Every department is now busy passing into stock fall importations, and from present appearances all former efforts will be eclipsed by their fall display of millinery and millinery novelties. The mantle stock also proves from its general characters that special attention has been directed towards the selecting of goods for this department, where they are showing an endless variety of ladies', misses' and children's garments in high class perfect fitting goods of German manufacture.

## D. McCall &amp; Co.

This firm, as usual, have made special preparations for the fall millinery trade. Their Montreal branch has done well, and this gives them special facilities and advantages over their competitors. Their announcement on another page gives full parti-



FELT HAT WITH PLUMES.