

THE FALL MILLINERY SEASON.

THE time for the fall millinery openings is drawing near and, from the echo which we hear, preparations are being made for a big trade and it is generally believed that the season will open early. In Toronto it is thought the openings will be arranged for the 30th, and in Montreal a week later. We are informed on sound

FALL STYLES.

authority that the millinery for the coming fall is sure to be well received because of its newness of characters and stylish effects, and although little can be said about any particular shape or style, many entirely new creations are promised; but millinery is one of the things which cannot be described and has to be seen in order to be appreciated or understood; at the same time our authority says that whatever else time may develop, walking hats and sailors will be in big demand for early fall trade.

With regard to trimming or hat garnitures of different kinds to be employed in the manufacture of millinery, fancy feathers will be

From the Trimmed Millinery Department of the D. McCall Co., Limited.

on the top. Wings in straight and standing effects will be very popular. Coque feathers will be well to the front in this class. Ostrich goods in bunch and single tip effects will be more largely used than for a number of years. Jet sprays will be good property. Straw braids and flowers cannot be shaken off and will demand a front place in the hat trimming world. That it will again be a big velvet, chiffon and ribbon season there is no doubt; in fact, it will be a combination season such as will call out the great trimming ability which so many of our present millinery artists possess.

THE JOHN D. IVEY CO., LIMITED.

This house report unusual activity in millinery trade for the fall. So far as the season has gone, it has exceeded their expectations. They are showing an elegant stock of high-class requisites and novelties for the coming season. The pattern hats being so elaborate and artistic, this firm feel the necessity of having a choice assortment of the latest materials used in their manufacture. Consequently they have in stock a magnificent display of the richest and newest goods that could be purchased in the European markets. Among them are beautiful embroidered velvets, satins and laces. These materials are used in various ways, such as crowns, bandeaux, scarfs, and the iridescent effect is very handsome. Gold, silver, steel and metallic threads, combined with chenille, are embroidered on the different shades of velvet, and when the bandeaux are bordered with narrow marabout feather trimming the "turbans" or "toques" made of them have an exceedingly Oriental appearance. Chenille and felt braids promise to be largely used. They make a lighter and softer face trimming than velvet only. "Miroir" is the richest velvet this season, being finer and lighter in weight than ordinary velvet. It forms beautiful soft folds, which keep their position well. Undoubtedly it will be much used, seeing that there are likely to be more millinery hats than trimmed ones for the best trade. Ribbons are as wide as ever, and even handsomer. Among them are reversible satin, two-toned effects, broche, satin

with velvet stripes, moire, satin with velvet embroidery, and rich plain silk, which is so plainly used in dress trimming at present. The garniture for the hats is really a matter for individual taste, for such a varied selection is shown in wings, osprey, velvet, foliage, unmounted roses. Birds and Spanish coque feathers, mounted in different forms, are the correct style for early fall trade. Ostrich tips are used in great profusion; in fact, they are indispensable for the fine trade, particularly as the "Gainsborough" hat is revived in a newer shape, and when made of silk velvet, ostrich feathers give the most effective decoration. The John D. Ivey Co. use one entire flat of their large warehouse to display their untrimmed felt hats, and hundreds of shapes, styles and qualities are shown. This firm have won quite a reputation through their trimmed goods department, and their work rooms, which are the largest in the city, are used by the best trade in the Dominion for the purpose of copying pattern hats.

GREENSHIELDS' DISPLAY.

S. Greenshields, Son & Co. ask us to announce to the trade that they have secured temporary showrooms at 50 Bay street, Toronto, and that during the time of the Toronto Exhibition and the various millinery openings they will have on display there all the latest novelties in general dry goods. Their western representatives will be in charge, and they extend a cordial invitation to all their friends who may be in the city at that time to call and examine their goods.

S. F. M'KINNON & CO.

S. F. McKinnon & Co. announce that they are headquarters for ladies' jackets and capes. "We are busy opening them up by the thousand, a big stock of maids' ulsters."

SHAPES IN HATS AND BONNETS.

There was never a time, says The New York Millinery Trade Review, when it was quite as difficult to define shapes in hats and bonnets, or the trend of shapes in millinery, as now, from what is to be gained from the autumn fashions. Of the hats it may be said, they are large, medium large, and medium small; with those that have been blocked, of medium tall, square crowns—the crowns rather broad, and in some cases pressed in radiating lines from the centre after the idea in a pudding-mold—, while the brims widen and are turned up at the left side nearing the back. The equestrian hat, with the medium low and broad square crown, and the brim widened and curled—curled up at each side—is continued in models for the coming season, and the medium small Oxford hat appears in the new shapes in felt. But so much will the hats depend upon the drapery effects which will have part in them, especially in the fashioning of the crown, and so much will drapery have to do with their general devising, that their original contour will go for nothing in many instances. The turban idea appears frequently in the new models, this lending itself agreeably to the full crown and the puff brim, and certain models borrow both of the turban and the toque in their fashioning, the berette crown prevailing. The bonnets are almost as varied in idea as the models placed under inspection. No two seem to be of exactly the

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