

The Hat and Cap Trade.

LOW PRICES.

REMEMBER that hats sold at a mere advance over cost can yield a gross profit of moment only when disposed of in immense quantity; every jobber and retailer should be able to approximately calculate the probable volume of his sales, and ought, therefore, to be able to determine whether it will be good business to cut prices with the hope of selling more hats than there are heads to cover, or merely to get the cheap trade of some other dealer.—N. Y. Hat Review.

VALUE OF AN ENGLISH BRAND.

And speaking of hats, makes me think that in one of our lesser business streets is a hatter who is exceedingly wise. A man I knew sent a silk hat to him to be reshaped recently. It was a very good hat, a hat of one of the best makes, and it bore its maker's name inside. It came back from the hatter's reshaped into up-to-date newness, but inside the crown, instead of the familiar brand, was the stamp of a famous London hatter. Our humble Washington hatter may be mad, as hatters are, but there's method in his madness, and if you see a London name inside the hat of the next man you meet—well, you must just remember that it is a vain, deceitful world, a world in which many a wedding present in a Tiffany box was bought in a department store.—Washington Post.

THE CONDITION OF THE FUR MARKET.

The October fur sales have shown no particular change in the fur market, particularly as the season up to the present has been mild in the great consuming countries. If this had not been so it is expected that there would have been a decided advance in prices. As mentioned before, the failure of the Australian rabbit crop has affected furs, as the demand for hatters' fur has trespassed on the lower grades of the furriers' stuff, and has sent up the price of hats, as was intimated last month.

The manufacturing furriers report that the demand for better goods keeps up, and the use of fur for millinery purposes is having its effect. Take the case of grebe for example. A couple of seasons ago it was not wanted at all, but now milliners are going around paying good prices for as much as they can get, such is the demand for it for ladies' hats. It is said that one Canadian firm which had the foresight to buy some grebe at the outset of the demand for it made quite a handsome profit by reason of their forethought. The last part of October has also made evident the fact that fur trimming for everything is coming in for this winter. This, too, will affect the fur market, and should cold weather set in there would be a big demand and a good season in furs. A mild winter, of course, would upset these calculations.

As one proof of the tendency for better goods, the case of Astrakan fur may be mentioned. For the last five years there has been a moderate demand for the cheaper kinds of Astrakan, but now there is a lively demand for really good stuff, and fur dealers find that where a retail customer wanted a jacket costing from \$20 to \$27, she is now willing to pay from \$40 to \$45 for a jacket. One wholesale fur house is now opening up some cases of Astrakan of this year's killing and dyeing, which is quite an unusual thing.

CONDITION OF THE HAT TRADE.

The wholesale hat trade report Spring orders as exceptionally good this season, and indicative of a good state of business through-

out the country. The demand for English felt hats is larger this year than usual, and, in consequence of the good trade in these, it is possible that American styles will not be shown to any extent until January. Some of the houses are showing samples of straws in Nova Scotia and Manitoba.

There are some novelties in the Falkirk shape, with leather peaks and matlassa braid. One of these is a striped linen, with a leather peak, and well ventilated. Another linen hat is a neat fedora shape, with a silk zigzag stripe running through the linen. It is intended for very hot weather.

CANADIAN-MADE HATS.

It is extraordinary how little pluck some of the makers of Canadian hats have. They seldom put any sign of Canadian manufacture upon their goods, although in finish and value they are equal, if not superior, to imported lines of the same price. The other day, THE REVIEW examined a Canadian hat of fine, pliable make, done in black and colors, and well suited to the city trade. The wholesale price of the line was \$15 per dozen, and both the trade and the customer would be pleased with the quality and style; but there was no sign of Canada about the hat. The tip inside bore the word "American" and a large eagle, so that the person examining the hat casually would think it was of United States manufacture. THE REVIEW was inclined to think that if the Canadian hatmen would appeal to the national feeling, by putting a good Canadian brand on their best hats, they would meet with some response.

THE OCTOBER FUR SALES.

Details to hand, of the October fur sales, show that of mink there were offered 24,557 skins, and in the finer sorts there was an increase of about 10 per cent., and for common southern skins former prices were realized; of marten, 7,803 skins were offered and an advance of about 10 per cent. was shown. Bear skins tended rather to decline in value. For skunks there was a good demand, but prices have not risen. There was demand for lynx and prices were unaffected. Otter was in fair request and prices a trifle firmer. Beaver was firm at the last sale prices. Regarding thibets, 58,977 skins were offered, and, while the medium and common class skins were coming forward in considerable quantity, there was a scarcity of the higher-class of goods, and prices for these went up about 15 per cent., while the commoner stuff is not wanted. The really great fur sales come off in January and March.

NEW HAT BOX.

The newest thing in men's traveling hat boxes is one made to carry four hats. The old and common style of leather hat box, with flaring sides, made to carry a silk hat, has long been familiar, as has also become what may be described as the two-storey hat box, made to carry a derby as well as a silk hat by adding a narrow, straight-sided section rising above the flaring part of the box. There is also a hat box made for silk hats that is square—cube-shaped. The four-hat box, made to carry a silk hat, a fedora, a derby and a straw hat, is in the form of a deep dress suit case, and fitted with two bowls, as the hat holders are called, one to hold the silk hat and the fedora, and the other the derby and the straw; The bowls are removable, so that on occasion this case may be used for the purpose of a suit case or to carry shirts in. Men's trunks have long been made with suitable apartments for shoes, and there are made also sole leather cases for traveling use, designed especially for the carrying of the traveler's boots and shoes only. There are now made sole leather cases fitted to carry shoes on trees. These are made in two sizes, a four-pair case and an eight-pair.