

## THE MILLINERY TRADE.

WHILE the retailers throughout the country are busy selling hats and bonnets, and the head milliner and her unpaid apprentices are working fifteen hours a day, the wholesale houses are visited by few buyers. But down in the entry rooms the work goes steadily on and a large number of packages are sent out each day.

Plaques are still on top as regards shapes, the demand having continued strong all month. Leghorns are coming to the front, and the trade in these will be large in June. The trade in wire and buckram shapes has been very small this month. This is partly due to the fact that many of the milliners are making their own shapes, simply buying the wire in coils. Flowers are still running, although ostrich goods will come in more as the season advances.

## DESCRIPTION OF SUMMER BONNET.

The summery looking bonnet illustrated here has a frame of thin wire covered lightly with flowers, blossoms forming a wreath, with foliage, stems and smaller blossoms loosely over the centre;



A Summer Bonnet.

high loops of satin or velvet ribbon of a dark color, black, green, purple, etc., are placed in front with a bunch of flowers, and narrow strings of the same finish the back.

REID, TAYLOR & BAYNE.

This house has been doing a steady trade all month. They report an extra demand for their flower novelties and for laces, such as the gophered or fluted lace, and white cream and fawn cotton laces. They are well prepared for the trade in leghorn hats, which is now at hand. In fact they carry a complete stock at all times. Mr. Taylor has again left for England and the continent to pick up new novelties.

D. MCALL & CO.

The manager of this house reports a cable on 11th inst., announcing another advance of 10 per cent. in ribbons. This will be a guide mark to buyers. They report a strong demand for

check surahs and tartans, and find it difficult to keep up with the demand. Brown is now a favorite color in silks and velvets; and all shades of greens in velveteens are in strong demand. This firm made a very lucky hit in placing an order last fall for velveteens. In this way they have saved the advance in this class of goods, which now runs between 15 and 25 per cent. They are giving their customers the benefit of this. A novelty they are showing is a pleating lace with chenille spots used for facing the lower part of hat brims.

J. D. IVEY & CO.

A leading novelty in flowers shown by this house is a monture with a dragon fly affixed in a very natural manner. Variations of this with moths, etc., is shown both in flower and heather montures. They report a strong trade in both extremes of laces—the heavy Irish pointe and the delicate pointe D'Angleterre. Gophered lace is also running. They are well prepared for the expected trade in leghorns and ostrich goods. In ostrich feathers the favorite is a Prince of Wales form or a long three-quarter tip. Plain and shaded are the two fashions. Osprey mounts in shaded colors are very attractive, while novelties of mixed osprey and flowers are neat and striking. Unmounted roses and heather are shown in excellent range.

S. F. MCKINNON & CO.

The firm of S. F. McKinnon & Co. report favorably on the season's business thus far, their turnover being much larger than for the corresponding time in 1892. While many murmurs of discontent were heard from some quarters in April owing to the backward state of the weather, this firm was forging ahead, and even that month passed out with a handsome balance over the same month of last year. From the first early lookout into spring they had great hopes of a big millinery season, and are still confident that their predictions will be fully realized when the end of June has been reached. In speaking of the assorting trade having been so good with them, one reason advanced for this was the fact of their having a resident buyer in Europe, which not only enables them to be first in showing new goods which appears in the foreign markets as the season advances, but also gives them great advantage in the matter of cabling for scarce goods, which they do almost daily. This, they claim, necessitates a big expense, but, as they have stated before, they are in business to serve the trade faithfully and well, and look upon their increased turnover as an evidence that the trade in general appreciate their effort in this direction. As will be seen by their advertisement on another page, this firm have made large provision for the balance of the summer trade.

They further report that their representatives have just finished taking import orders for fall mantles, and they are highly pleased with the trade done in this important article of ladies' wear. The gross amount sold is largely in excess of any previous season. Not only have they sold all their old customers but also many new ones who have heretofore been buying from other sources, and after being prevailed upon to look through their offering were satisfied that they had not been buying in the right market. This fact was so clear and convincing to many large buyers that in some cases the temptation was too great and they soon cancelled orders previously placed in other quarters. High compliments have been paid to their range, and in many instances they were characterized as the finest assortment of ladies', misses, and children's jackets ever offered to the Canadian trade.

A NEAT SHIRT WAIST.

The accompanying cut represents a shirt waist suitable for percale, silk, Madras, etc., which is worn with a belt of the same,