

MILLINERY—Continued.

brim of tulle veiled with a lace flounce, has the crown banded in with folded bias white taffeta, and trimming of couples of blush crushed roses set at equal spaces around the crown, and a flat of No. 40 velvet ribbon set on a bandeau under the brim at the left side.

A toque of fibre braid in deep coral red, formed of a drooping plaque, and the brim, disposed in a triple roll, lifted high at the back by a knot and loops of miroir velvet in coral red, is trimmed with a garland of shaded red velvet cherries and green leaves, laid over the top within the innermost roll of the brim. A large carriage hat with tall, bell crown, of white fibre braid, banded half the depth of the crown with black velvet and then veiled with a flounce of a very delicate novelty lace, is lifted high at the front and faced with gathered white tulle, leaving a narrow ruffle at the edge. A bandeau of black velvet ribbons runs under the brim at the front, the bow resting against, and serving to hold three white ostrich tips, which are laid flat against the brim and curl forward.—*Millinery Trade Review.*

THE MCKINNON CO. IN NEW QUARTERS.

When a representative of THE DRY GOODS REVIEW called on S. F. McKinnon & Co., Limited, with a view to having a chat on the millinery situation, he was met by one of the company. Being the first time our representative had had an opportunity of looking through their new warehouse, he was escorted through the building, which is a model warehouse in every respect. It was erected for the company by Mr. S. F. McKinnon, the president.

The situation is first-class, being directly on the corner of Wellington and York streets, one block south and adjoining the warehouse which Mr. S. F. McKinnon erected two years ago, but which proved inadequate to the requirements of the business. The new building is an imposing structure, being nine storeys high, including the basement, thoroughly equipped and admirably adapted for the purposes for which it is being used.

The first four storeys are devoted to millinery. The four top storeys of the warehouse east on Wellington street are devoted to their manufacturing interests. One thing that must strike buyers very forcibly in going through this large building is the abundance of light in every corner, from the basement up, enabling every part of it to be used to good advantage.

Having returned to our starting point, we turned our attention towards the millinery situation as viewed by this large firm. Their mouthpiece said: "We would sum up the season drawing to its close as being in the main a satisfactory one. May, it is true, usually the best millinery month of the year, did not produce its usual results, a disappointment entirely due to the cold weather experienced almost from the beginning to the end of the month. Notwithstanding this slight drawback, we believe that the season will show good results, and at the close find millinery stocks low—the great point to be aimed at in these days when the character of goods changes so much from season to season.

"You appear a little surprised when I tell you that at this date a large proportion of our Fall importations have been sold. We have 16 representatives scattered over the different Provinces at this moment, and, from the orders coming in and experience generally, we are encouraged to say that in the main the business pulse is healthy and the outlook good. At the same time we would not be honest towards THE DRY

GOODS REVIEW, the trade, or ourselves, if we were to say that, in our opinion, the outlook was bright in all parts of the Dominion. In fact, reports from some sections have been and still are gloomy, and the caution signal has already been raised in those sections. Facts are facts and cannot be pushed aside, but, in a country so large and so varied in climate and interests, we could hardly expect encouraging reports from every part of it in one season.

"We, therefore, do not think that there is any cause for alarm, but rather, to the contrary, think that in the main there is sufficient encouragement for liberal buying, at the same time feeling sure that where a little caution is necessary it will be exercised.

"You ask about the new Fall goods. They are particularly new in character, and give assurance that millinery will not be wanting in richness and stylish effect. You have neither time nor space to give a detailed account of all that is new and novel in the Fall importations, so that we must be satisfied just to add a few special pointers.

"One feature of the trade will again be ready-to-wear hats. This may not be with best interests of the millinery trade, but popular favor demands them, and we believe that they will be sold in large quantities as early as July and August.

"Another feature will be silk velvets; not necessarily all plain goods, but also in panne, beaded and broche effects.

"Still another pointer, and I would like you to make a note of this and see how it comes to pass. Black and white will, in our opinion, have a big inning this Fall.

"We also think that velvet and satin ribbons will meet with much favor for early Fall. These and chiffon are prime favorites with the trade at the present time, and will likely continue to be for the July trade. We have grand faith in both and provided accordingly."

"Have you anything to say with regard to the manufacturing interests?" was asked. "Nothing beyond the fact that McKinnon-made jackets, costumes and skirts for Fall are meeting with great success. Even with the doubled factory space, which our new warehouse affords, every hour will be required to get our orders out in due time. As conclusive evidence that McKinnon-made jackets are correct in every particular, they have met with favor in all districts from the Atlantic to the Pacific, not only giving proof as to their merit, but proving that the domestic goods are driving the English and German-made jackets out of this market."

THE BUSINESS OUTLOOK.

The big importing houses are laying the basis for the Autumn trade. When THE REVIEW called upon The John D. Ivey Co., Limited, it was found that they were busy stock-taking, bringing everything from the shelves and corners into the middle of the floor, so that they could see just where they stood in every department. Said a director of the company, "It is the only way both for the wholesale and retail trade. If everybody went into the stock twice a year that would be a great factor in keeping buying in its proper proportions.

"We find business very good generally. It may be a little lighter in Manitoba than heretofore, but we have not yet felt it, as our orders to date are fully as good as last year. While there are several small failures, at present trade is in the most healthy condition in the history of the country. The weak are gradually being weeded out, so that those left are well established firms with ample capital for their requirements. We find business harder and harder to get, but now when an order is booked we can generally count upon its being accepted