

THE HAT TRADE.

SHOULD anyone have the hardihood to suggest on the floor of any hat and cap wholesale house that trade was as good as last year, he would be speedily sat upon. The volume of business is not encouraging, in fact it is quite discouraging. The straw hat trade was fairly good through the hot weather and settlements were not bad. But when dealers were asked for import orders for fall styles there was a decided slowness which all the influences of new styles and all the blandishments of suave travelers were unable to overcome. Fall styles of fedoras are in quiet demand, but have not sold to a corresponding extent with the stiff felts.

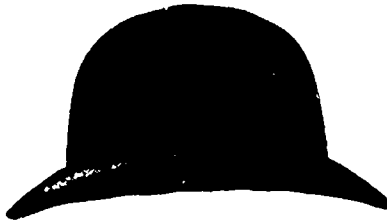
A. A. Allan & Co. show many new styles of soft and stiff felts in blacks and colors.



No. 34.

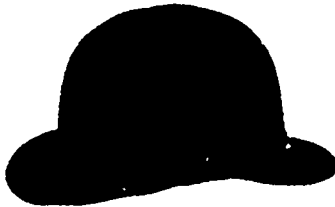
In the latter, the same shades will predominate as found favor last spring. Three of Wakefield's are here illustrated, of which the first is a soft hat of a full shape. The number is 384, and the price \$18 per dozen. Orders placed for this hat foretell great popularity for it.

No. 402 is a stiff hat of an exceedingly pretty and taking style.



No. 402.

The crown tapers very slightly straight from the brim, is quite high and full and bedecked with a heavy open roll brim. Altogether it is a style which is suitable for the general trade, as it avoids the extreme fashion and is yet one of the newest shapes. The price is \$18 per dozen.



No. 409.

No. 409 is a modification of the preceding hat and is even less extreme. The crown is slightly lower and less tapering and the brim is narrower. This is a very pretty hat and of a better quality than 402, being worth \$21 per dozen.

THE UNITED STATES HAT TRADE.

The Hat Review says: "Light and dark browns will be in favor for the fall season; these colors are very generally shown. We are quite confident that a derby with distinct taper crown will find marked favor during the fall and winter; such a shape will prove especially attractive to young men -- and as we have previously remarked, young men determine the styles. Make a note of this pointer. There is a tendency toward fuller crowns, and somewhat wider brims in derbys for the fall season."

The Clothier and Furnisher says: "The fall business so far is an uneven one, some of the manufacturers of stiff hats being overcrowded with orders, others fairly busy, and still others with little or nothing to do. As this applies to manufacturers of similar grades, it is difficult to account for the peculiar state of affairs, but the fact remains. The retailers generally are closing up a fairly good summer season, and, as the straw hat trade is largely cash, collections have somewhat improved. With the

prospects of excellent crops and the absence of any tangible reason for a continuance of dull times, it is difficult to see why business should not improve as the season advances."

The American Hatter speaks thus: "It is extremely difficult, if not absolutely impossible, to prophesy at this time regarding the popular style for fall. By popular we mean medium and cheap grades. The pointed, round crown for fine trade in the large cities is dead, if, in fact, it ever found favor with this class of buyers, but in medium grades of goods it is still a prime favorite in all sections of the country. Large orders have been placed within a week in the New England States for this style, and the West and South have been large buyers since the beginning of the season. Taper square crowns are also selling to quite a considerable extent. The consensus of opinion of those who cater for fine trade is that a very full crown with heavy curl will be the thing. The English styles made for wear by Englishmen are low crowns with wide brims."

A LIVELY WAREHOUSE.

IT didn't seem like dull times when THE REVIEW visited Samson, Kennedy & Co.'s warehouse and learned that they had been busy until 10 o'clock every night for two weeks with fall orders. The endless confusion and profusion of goods coming in and going out showed conclusively that S., K. & Co. were not sleeping while times were dull.

Laces are moving rapidly. They report a great demand for valenciennes, especially the heavy insertions. Their stock is quite extensive, and the colors that predominate are creams and beige, but blacks are also very good.

Sequin laces are much in demand for the fall trade. These are shown with small diamond-like beads, with broad, smooth beads, or with bead ornaments as decorations. Blacks are used principally, but in some cases silver beads or spangles decorate the lace, and in some lines even gilt beads are seen. But the quieter descriptions have the first and principal call.

Irish guipures are as good as ever, while bourdons are even better for fall than for spring.

Some new veilings of very pretty designs are shown. Chenille spots and borders still predominate.

Ribbons are now shown in immense ranges, including some strikingly new styles and colorings. Two-tones are in very large display and promise well. Reversibles in dark colors are also in stock, with blacks of every description.

In dress goods, serges and fancy tweeds of all kinds have sold well and promise to maintain their important position in the season's selections. Armure cloth, with its crepey effect, has done well, while coating cloths have sold in cashmere colors. Satin cloths have taken well also.

In their haberdashery department fancy hair ornaments occupy an important place for the moment. They show good values and extensive ranges in celluloid, bone, metal, aluminum and gilt varieties. Braids are shown, but are overshadowed by jet gimps and beaver edgings. A jet trimming with a sequin effect is taking extra well with the better trade. Tinsels are shown in these as well as blacks.

A special purchase of 120,000 of one line of flannelette shirts, men's sizes, has enabled them to make a drive at \$2.35 per dozen, which is unapproachable. They are selling about 600 dozen a week.