

THE MILLINERY OPENINGS.

MILLINERY houses were beehives of industry for the two weeks preceding the openings, which took place on the week beginning August 29th. But the two weeks from that date found the same houses busier than ever. The elevator boys got tired and even dazed by the influx and outflux of pretty milliners, while the salesmen and the travellers never tired talking of hats, ribbons, mantles and other merchandise at least no milliner ever heard them say they were tired. The proprietors and managers, the men who never do any work, the men who read letters and talk big they got down early in the morning and stayed until 11 and 12 o'clock at night. The entry clerks fumed and sweated, and the hammers made a continual hideous noise, heard above the cries of the poor, hoarse caller in. But the bulk of the house trade is done, and the jolly milliners have hid themselves away one by one to their respective posts, there to open up the sample hats they have purchased and show them to the admiring gaze of the three-months-for-nothing apprentices, after which the same hats or their duplicates will be shown to the throng of customers, to be admired and bought. Each milliner bought from two to fifty sample hats, the latter number being the limit. The great hat of the season is the made hat; that is, a frame of wire or buckram covered entirely with velvet, satin or cloth—the former predominating—and on the under side faced completely to the crown, the facing sometimes but not always of a different color. The numberless beautiful things shown will be described below, under the name of the particular house showing it.

S. F. McKINNON & CO.

The throngs in this house on the six different flats showed that the novelties and staples shown were pleasing. The orders were numerous, business during August and early September surpassing all expectations. Most of their fourteen travellers were in the house and all were needed to attend to the wants of the crowd of customers. The entry clerks worked until 1 o'clock every night and were still behind. Their pattern hats were numerous and were rapidly picked, as many as fifty of a single pattern being sold. They showed all the latest styles in shapes and trimmings, the velvet trimming being prominent everywhere. The hats were not large, but the mephisto and osprey ornaments and high loops gave them a somewhat tall appearance. Their stock of ribbons is indescribable on account of the diversity of pattern and color. They claim to carry the largest stock of ribbons in Canada, and appearances seem to justify the claim. Wide fancy ribbons are shown in great variety of design, shade and quality. Two-tone satins were in great favor. In dress trimmings much variety is shown in silk, mohair and feather ruchings, steel and jet passementeries and other staple lines. In silk trimmings, glaze or rustling silks is shown in stripes and plain; striped moiré, taffeta raze silks, and broche tinsel silks are leading varieties. Shot effects are holding strong in favor. Their stock of hat shapes was very large, the leading style being the small, tapering crown and the rolling

brim. The fast selling shapes included the Colossian, Astelle, Ascot, Neva, Vantasia, Grenada, Ottoman, St. Joe, St. Cloud and St. Helens. In mantle cloth the leading lines are spiral, cloth, beavers, matelassés, serges and astrachans, which rank in this order are judged by the demand. The greatest fad in ornaments is the fancy buckle in numerous shapes and sizes. They are shown in gilt, jet, steel, oxidized silver, old silver, and pearl effects, and combinations of these. Other kinds of ornaments are selling fairly well, but the buckles have a great lead. Pins of all kinds are always in demand. Besides the mephisto and osprey feather ornamentations, which are the leading lines and which are shown in great variety, the other leading lines are bat wings and ostriches in flats, tips and mounts. Jet ornaments are seen on many of these decorations. Their stock of mantles is huge and well-assorted, and the import sale reached away up on the road to the triple-figured thousands. The stock sale is continuing good. The leading thing in jackets are the three-quarter lengths in spiral cloth, a new thing this season. Most of these spiral cloth jackets are trimmed with beaver and look exceedingly natty, comfortable and handsome. Plain beavers have been in good demand, as have also tweed effects in ulsters and pale-tots. All these are shown in children's, misses' and ladies' sizes. In the better class of jackets, silk plush, or a combination of silk and plush with feather trimmings and fancy collars are the leading varieties.

REID, TAYLOR & BAYNE.

The house of Reid, Taylor & Bayne was much visited during the opening week. On the first floor are untrimmed hats, mantle cloths, and frillings, and a large trade was done in these, especially in the shapes. All shapes sold and no decided preference was noticeable. On the second floor are the velvets, ribbons, lace silks and crape goods. In velvets the most notable thing selling was the bronche for mantles. In fancy ribbons blacks, two-tone satins in wide widths with narrow to match had the greatest attention. Of mourning goods the house makes a specialty. On this floor were the pattern bonnets. These were numerous, but quickly picked up. The French styles show green to be prevailing, but browns and navys are more popular here. Small bonnets and large hats both sold well, but the tendency in winterhats is to small sizes. On the third floor were the fancy leathers. Among the leaders were the osprey effects, mephistos, beaver mounts and quills. No particular color was bought, but reddish combinations seemed to be in favor. On this floor also were the mantles, in which this firm do a large trade. The three-quarter length was the leader, in black and navy. Braided and fur-trimmed cloaks were in favor, some having an additional attraction in the way of a beaded collar.

Children's mantles were also in good demand, especially in knicker effects. The firm carry a good stock and seem to command the respect and a fair share of the custom of the retail trade.

D. McCALL & CO.

This firm report a strong increase in the volume of trade during the past four weeks. August trade was excellent and the millinery opening

trade was good. Their pattern hats were much admired by the visitors, while trimmed hats sold well and more bonnets than ever were ordered. All sizes of hats sold, but the broad front trimmings with osprey or mephisto upright ornaments were the strongest in public favor. No particular color sold, but a new combination—cardinal and brown with steel ornaments—was the newest thing to attract attention, while fawns and castors sold well. One of the newest trimmings is the galon. Its combination of colors and its motley patterns give it a bright appearance and a suitability for hat bands. It shows remarkably well on the small high-crowned hats which are much used this season. It is also used as a sort of trimming on the velvet loops of some of the season's dainty hats. Another novelty is the felt glimps, which are used to match the felts of the made hats. Black and Balze Irish polka lace is used in trimming hats for older ladies, while beaver hats are to be worn by children. Among the newest things of the season are the Princess of Wales feather, the Duchess of Sutherland flower, the eagle quill and the heron feather. Fish scale toques are a new thing, which has been largely picked up for the best trade. Fine jets in crowns, bands and aligrettes are selling well. Among the hat shapes, a walking hat with tapering crown and turned brim, a broad-leaved sailor, the Dora, the Ottoman and the Alpine are the favorites. Their sale of velvets has been enormous, and their range of velveteens is quite extensive, containing many beautiful shades and colors. Among other lines of their stock which have received special attention from buyers are, Feather boas, glaze silks, shot surahs and pongees, hat and dress laces, flouncings and demi-flouncings, plushes, veillings, Windsor scarfs, plaid ribbons, silk fur trimmings for both hats and dresses, dress trimmings in leathers and astrachans. Their stock of mantles is quite varied, despite the large sale of these goods. Berlin and French patterns predominate, and the latest styles are all shown.

COMING MILLINERY.

Among the feathers there are novelties in the way of tips simulating an Alsatian bow, to be placed in front. Ostrich tips appear in soft bunches of three, as pompoms and stiffly mounted, with a close curl. Aligrettes are gracefully flexible, as of old; may be cut off stiffly or show a leaf or whip mounted upon wire stems.

Wings are shaded and plain and quills are also worn, though they do not wear as well as wings; still it cannot be denied that they have an air of style about them.

Winds are mounted on the side of a head to imitate the shape of Alsatian bows, and the lovely pheasant feathers are arranged on a band made into a similar bow.

Among the fancies in feathers we find bunches of short quills tipped with jet scales and spread three on each side, after the coming bow model. Black and colored scales are combined with breast leathers to form the Mephisto plume, and a curving whip and heads of birds finished with aligrettes, or