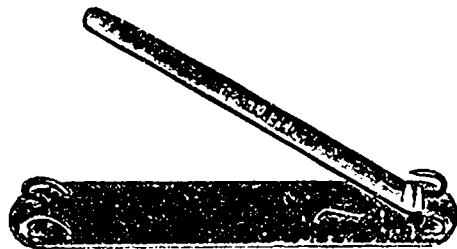


SPRING MILLINERY.

TRAVELERS will be out again next week with spring goods. The orders thus far promise a favorable season. Ribbons are good stock, prices having appreciated 15 to 20 per cent. within the last few months.

D. McCall & Co. have issued a very prettily gotten up circular to their customers anent the spring season of 1896, in which the trade are wished a Happy Christmas and New Year, and treated to some sensible, candid remarks on present conditions and the future outlook. The firm announce for '96 the largest selection of straw goods from New York, London and Italy the house has ever shown. In ribbons shot and chine effects are correct,



Without. With.
THE AUTOMATIC SKIRT HOLDER.



THE SEQUIN TRIMMINGS.

and in flowers and feathers there will be over 1,000 different styles to select from. Other attractive lines are the latest novelties in parasols, laces, velvets, silks, ladies' underwear, mantles, trimmings and gloves. The firm's travelers will be on their respective routes early in January.

S. F. McKinnon & Co.'s travelers will go out to the trade next week with a full range of new spring goods. The firm are further embellishing and improving their Bay street warehouse, where they intend to remain.

The "dustalayer" is a new invention of practical value to milliners and others whose goods are liable to suffer from dust. It is a compound for painting the floors, so that the dust never rises from the floor and can be swept off without dispersing. A leading house said to THE REVIEW, "I consider it worth \$5,000 a year to us."

Printed art velvets and printed plush of fine Lister make, for millinery purposes, are taking in England, and are likely to do well here. Printed velveteens and printed velvets are both high in English favor just now.

Caverhill & Kiscock, of Montreal, are now showing on the road a very complete and large range of samples of millinery and fancy dry goods for spring 1896.

Mr. J. D. Ivey has just returned from the European markets, and reports trade much improved abroad. The coming season promises to be one of the largest in the history of the millinery trade in fancy ribbons. There are striking features in chine patterns, and ribbons for dress bows and for the neck

are in variety. The ombra shades in ribbons are shown in many lovely patterns. Flowers will be used in quantities, and roses are much seen abroad. Mr. Ivey says that merchants carrying big stocks need not feel uneasy, as prices in goods continue stiff.

The steady advance in price of ribbons lately has played havoc with the market. Messrs. Caverhill & Kiscock having purchased heavily in this line before the rise, are showing a large range at old prices, and in some cases less.

Caverhill & Kiscock are showing a very large assortment of children's headwear for the coming season. This firm make a specialty of this department, and buyers will do well to inspect their samples before purchasing.

Scotch advices say that the Ayrshire lace trade is healthy. Several Canadian houses were there last month and placed fair orders.

A leading feature in dress trimmings this year are sequins, and Kyle, Cheesbrough & Co. are showing a large range in colors and black. The fashionable ornaments are made of beads and sequins, both in colors and black. Foragers for dress fronts are seen in these combined materials and produce a handsome effect. This house is also showing a large variety of lace collars in the most stylish modes. These goods are made in Plouen and Paris and are being largely worn abroad.

The brilliant button ornaments to be much used for millinery purposes this year are exceedingly pretty and turned out in great variety of design and coloring. They will be employed on the fronts of blouses as well as in millinery trimming, giving a striking effect to the dress.

All merchants should seek to maintain and elevate as much as possible the character of business. This should be particularly kept in view by the younger houses, for they will find a good name even better than capital. It is pleasant to notice that these firms are composed of men who have been trained in the best school of commercial honor and enterprise, and that the business interests with which they are now connected have already gained in strength through their character and efforts.—Am. Exchange.



THE HAT FASTENER.