

FANCY GOODS.**PLUSH FANCY GOODS**

The sale of plush goods in Toronto during the week preceding Xmas was phenomenal. Everybody seemed to want something made of plush, from the poorest to the richest in the land. Notwithstanding this great demand however, the supply was far too large. Judging by the record of previous years, the Druggist and Fancy Goods Dealers laid in large and well assorted stocks, expecting to have the bulk of the trade to themselves. In fact many of the storekeepers ordered their goods on the condition that the maker from whom they were buying should not sell to any of the dry goods trade. It will not be difficult, therefore, to judge of their righteous indignation when they discovered about a week after they had priced their goods a fair advance, that all large dry goods houses in the city were filling their windows with enormous displays of plush goods, all ticketed bottom prices, many of which figures were even lower than their smaller competitors had bought the same goods at. On being appealed to we are told the manufacturers said that some wholesale houses had been buying the goods and selling them to the dry goods men. This we do not feel inclined to credit, for the reason that the wholesalers could not make a profit and sell the goods to sell again at such low prices. In more than one notable instance where very large displays were made, the goods were not sold at all, but placed on consignment, an injustice to those who took a risk on their goods too manifest to need comment. There is a demoralization about all this that cannot but injure trade in general, and the plush trade in particular. The only remedy we can see for it is for the retailers to form an association and assert their rights. It will then be in order for the manufacturers to decide whether they can serve two masters.

Notwithstanding the mild weather the Xmas trade throughout the Dominion, from what report we have been able to gather, has been ahead of last year. Toronto was far ahead, Ottawa dealers place it at 50 per cent better, and St. John, N. B. telegrams say it was double any previous year. Winnipeg started its trade a month earlier than any of the eastern cities and seems to have kept it up too. We hear of quite a number of repeat orders from the prairie city. Remittances and collections are reported excellent, and altogether "the goose hangs high."

Xmas cards have had their death-knell tolled. A few cheap ones sold, but when a man spends forty or fifty cents nowadays he wants at least ten pounds avoirdupois in return.

Very few failures of any note are to be chronicled this month. In the jewelry trade, E. M. Trowern, of Yonge Street, Toronto, succumbed to too much real estate, settling at 35¢ on the \$, but no large Druggist, Stationer or Fancy Goods Dealer has met with difficulty. May they keep out of it too.

The report that ladies satchels had gone out of fashion is not borne out by facts, but on the other hand they appear to be more popular than ever. And why should they not be. In this common sense age they are almost indispensable. Speaking on this subject Julian Sale, of Julian Sale & Co., said he had sold nearly double the quantity this season as last. He

JULIAN SALE & CO.

MANUFACTURERS OF

Fancy Leather Goods

TORONTO.

Pocket Books**Purses****Ladies' Satchels****Bill Books****Card Cases****Music Rolls****Folios****Memorandum Books**

etc., etc.

SAMPLE ROOM:

20 I-2 Front Street East

FACTORY—169 Bleeker Street.