

**FANCY GOODS.****MAKE HAY WHILE THE SUN SHINES.**

To our friends in Fancy Goods we would say: Make hay while the sun shines. Work night and day from now till January, and then take your rest. Sort up all your stock, keep it well dusted, mark the cost and selling prices. Never lose a sale if it is possible to make it. Don't get independent because your store is full all day. This is your harvest, and if you don't work hard and house your grain to-day, the frost or rain will come and do its work to-morrow. It's only for one month in the year that you have such a rush, so make the best of it while it is with you. Above all, dress your window carefully, and keep it clean and free from dust. It is of no use spending money by advertising if you frighten people away by a slovenly window, uncivil attendance, or an untidy stock. But above all, remember that it is not sales you are working for, but profits. There is no honor to the salesman that lets his goods do all the work. The art of selling is to talk the goods up to your price, and the only way to do this is to understand the goods. In advertising, a little "catch" is often better than a whole column—something that pleases the people and brings you into prominence. But the best advertisement is straight dealings and prompt delivery. If you work strictly on the cash basis you will offend no one. On the credit system you cannot avoid trouble. May your Xmas trade be a case of "40 bushels to the acre, at \$1.10 a bushel!"

The wholesale trade are not complaining of having too much to do.

Collections in the smaller towns are being met fairly well. With cold, seasonable weather a first-class Christmas trade is expected.

There is an unexpected demand for Xmas cards, owing principally to the small import orders given by the trade last spring.

English sole leather goods are selling better than ever. A more sensible present for a gentleman could not be bought than a travelling case that will last a lifetime.

Opera glasses are being imported largely. One of the advantages in carrying a stock of them is that they are not likely to depreciate in value with the incoming year.

Plush goods are having an enormous sale. Every one is selling as many goods as ever, and there are nearly double the number in the trade than there were eighteen months ago. The demand however has been for a cheap grade of goods until lately. Now the trade appear to want some better lines to sort up with.

Vulcanite combs have taken their jump. Stocks are very low and no more can be imported at the old price. Those who have bought in good quantity are fortunate. We would advise the trade to stiffen their prices.

**B. MARCUSE, MONTREAL****M  
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HEADQUARTERS FOR

**CHRISTMAS CARDS  
FINE ART NOVELTIES****Chromos and Oleographs****PLUSH AND LEATHER GOODS**

LATEST NOVELTIES FROM

**Paris, Berlin, Vienna, London, etc.****THE EXHIBITION SHOW CASE COMP'Y**

ERIE, PA., U.S.A.

The Exclusive Manufacturers of

**Henrich's Patent Upright Swinging Sectional  
SHOW CASES AND CABINETS**

The most successful and important invention ever made in Show Cases.



FOR DEALERS IN

Fancy Goods, Notions, Toys, Stationery, Druggists' Goods, Jewelry, Silverware, Cutlery, Fancy Hardware And in fact for everything for which Show Cases can be used.

PRESSCOTT, Ont., April 13, 1886.

Exhibition Show Case Co., Erie.

GENTS.—Find enclosed draft for \$68.00, being amount to balance account. Show Cases to hand in good order, and they are perfection. Have given your address to two parties who want similar ones. Yours respectfully,

CARMAN &amp; MACDONALD.

Agents in Canada: Geo. Fenwick, Guelph; Parsons Bell &amp; Co., Quebec; Lyman Bros. &amp; Co., Toronto. Of whom or of the manufacturers full information may be had. Can be seen in the Permanent Exhibition, Toronto.

**J. S. RUSSELL**

IMPORTER OF

**FINE FANCY GOODS**

ALL THE NEWEST LINES IN

**Plush, Brass and Leather Novelties****Walking Sticks of Every Description**

Gold, Silver, and Steel Laces, Fringes, etc., for Regalia and Dress Trimmings.

**Natural Indian Goods, Moccasins, Snowshoes, Tobogans, Etc.**

120 and 122 Bay Street, Toronto.