

FANCY GOODS.

Trade shows signs of steady improvement.

Fancy goods—the trade weathercock—follow the times.

More brass and more plush seems to be the direction demand is taking.

Both brass and plush have risen in price, so reductions can scarcely be looked for.

Beware of trash because it is cheap; as times improve people want better goods.

American autograph and scrap have followed the American photograph albums, and have retired in favour of German goods, which are almost as well made and are much cheaper.

Lylonite toilet goods and stationers' novelties are very popular across the line. Lylonite is a superior kind of celluloid.

Silver-headed canes and umbrellas are having an enormous run in the States. Crooks and handles are being made to order with the name of the owner embossed upon them. They sell at all prices.

When foreign goods are offered for import order, the trade should not be afraid of them. Competition is keen enough to make the prices right, and after being once shown there will not be another opportunity of selecting from complete sets of samples. Jobs bought in the fall are principally leavings and cancels. We refer to Christmas cards, albums, autographs, scraps, etc., in particular, which are manufactured in Germany only after receipt of order.

Jubilee cards, medals and mementos are selling largely. Perhaps there is no investment in this direction so sure of a ready sale as the "Jubilee Flag," for decorative purposes. The pole is about two feet long, and the flag about 15x10 inches, with a portrait of the Queen, dates of her reign, etc., upon a red background. H. A. Nelson & Sons, Toronto, sell them.

It is very probable that the Dominion Government at the coming session will bring forward an Insolvency Act. We believe the step to be in the true interests of trade, and hope that, while it will relieve the honest but unfortunate business man, that it will bear very heavily upon those schemers who not only ruin themselves and their competitors, but bring dishonour upon the credit of the whole country.

The Acme Silver Company are bringing out a very elaborate show-card, handsomely mounted. Their Colonial and Indian Exhibition medal has just arrived, and President Parker is justly proud of it.

Toronto has too many dabbling in fancy goods. There should be room for at least one such store as Haines' Bazaar, of Detroit. A large capital would be required, but good money should be made in such an enterprise under vigorous management.

In the event of a war between France and Germany, imported fancy goods might be stopped altogether, or seriously delayed. If a crisis should come about it would be as well for the trade to have an understanding with the importers, so that they should not be left at the last moment without their Christmas goods.

HOLD ON THERE!!

The tendency on the part of the TRADE to BUY their fall stock LATER IN THE SEASON, coupled with the fact that a short delay will enable us to ENLARGE OUR LINES OF SAMPLES, has confirmed us in the determination NOT to show our goods AS EARLY this year as last.

But when we do exhibit our different lines we intend that our representatives will have the charge of nothing short of TRAVELLING BAZAARS, which—even if he does not wish to buy—it will amply repay the time of any dealer to inspect.

WAIT FOR US, we say, for we intend to create a revolution with NEW GOODS! NEW STYLES!! NEW PRICES!!!

XMAS CARDS. Those of the Trade who have not yet been visited by one of our travellers—every one will be in time—will find it to their advantage to wait. We are showing such an enormous assortment at such low figures that almost every one called upon so far has given us an order.

The Hemming Bro's Comp'y

(LIMITED),

MANUFACTURERS & IMPORTERS

—OF—

Fancy Goods, Plush Toilet, Odor Cases, Novelties, &c.,

29 ADELAIDE STREET EAST,

TORONTO.