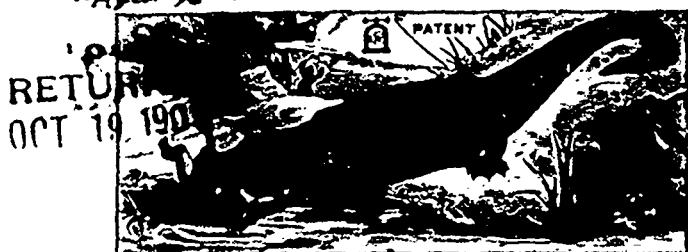


# FANCY GOODS

## A PAYING DEPARTMENT.

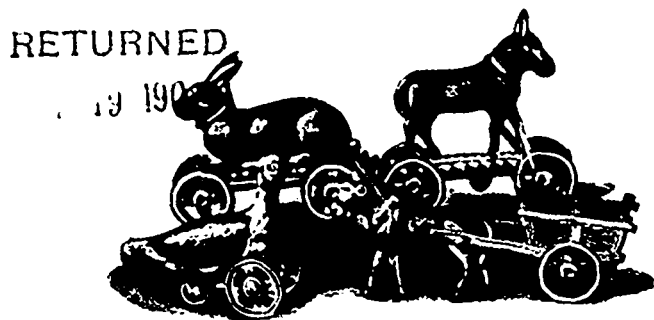
It is in the realm of fancy goods, including toys, games, etc., that more new things are produced each year than in any other line. The children soon tire of a toy or a game and a new doll is a delight, however many more there may be around. The knick-knacks of the fancy goods department form the chief resort of the holiday buyer. Presents can be purchased here by everyone for everyone and at almost any limit of price, and no matter what it is it is always acceptable.

That is why it pays to have an attractive department



A walking alligator that can be sold for 25c.

for the handling of these goods. A good corner of the store which is distinctly separate from the other departments will be found to pay and too much attention cannot be devoted to the arrangement of it. It is not so important that this line should have the benefit of daylight, as fancy goods are, in the majority of cases, improved by artificial light. A bank of shelves up the wall will hold any amount of goods in little space and display them to advantage. If artificial lighting is used a background of dark cloth is advisable. For toys there should be an unoccupied table for the display of the workings of mechanical toys, as these make up 90 per cent of the toy



A group of 5c toys shown by Nerlich & Co.

stock. Hunting around for a clear space or using the floor loses many a sale. Dolls can be set up on shelves, laid in glass show cases or enclosed in upright glass wall cases, the latter two keeping the dust off the delicate finery of the model doll. Fancy work must be shown in

glass cases. Leather goods are usually displayed on tables.

## IN TOYLAND.

THE mechanical toy occupies the centre and all sides of the field. Other lines are merely auxiliaries to this, and for this reason a wonderful development has taken place in the ideas included in cheap and dear toys that twist and turn, swim, jump, climb, tumble and do everything else we see in life. Musical toys are strong features and will amuse the smallest youngster. Some of the cuts show a few of the newest offerings. Masks must be laid in for Hallowe'en. They include negroes, Chinamen, animal faces, clowns, and all the other weird effects. Among the useful toys is a typewriter that can be bought for a few cents and produces very creditable work.

And combined with all these novel ideas and interesting manoeuvres of the mechanical toy is a cheapness that



A musical rabbit.

A ladder climber.

makes one wonder how it can be done. No one is too poor to be able to afford a toy for the boy that will keep him in ecstasies for a long time. For five cents he can have performing animals, jumping figures, etc., and for a quarter of a dollar the most complicated motions are at one's command.

## HOLIDAY SPECIALS.

FANCY goods for the holidays are becoming of more and more interest to the general trade. Samples of the most attractive and novel goods contain striking creations from the Japanese and Chinese markets.

Lines of china, cups and saucers in multitudinous designs are featured. The general line of these goods is so varied that an adequate impression is impossible and only an