



The fancy goods trade has been quite brisk during the past two weeks, and will continue so for some time. Travellers are on the road and orders are fairly bulky, not due, however, to large quantities of any one line, but to the fact that small quantities and great variety seem to be preferred by most buyers. The coming holiday trade promises to be the best that has been seen for several years, and dealers are quite confident. Careful buying has been the rule, but while cheap goods have had their share of attention, the better class of fancy goods have also been carefully stocked by the majority of retailers. The novelties presented to the trade this year have been quite fresh in design, and also have included many new versions of old attractions. Plush and leather goods have been improved in ornamentation and varied in design, and promise to have a fair share of the holiday trade. In fancy goods materials several new things are being shown, and quite attractive they are, too.

The new fancy goods firm of Boyd, Bower and Brunell at 3 Wellington street west are keeping up with the times in fancy goods. The latest thing they are showing is roccoco yarn work. This produces a very handsome effect, besides being fairly simple in execution. The roccoco yarn is worked either on felt or camilla canvas. The patterns are worked with the aid of paper moulds of different shapes; these are placed on the canvas, and the yarn worked over them; then the interior of the pattern is cut out and spider web patterns worked across the apertures with finer materials. Thus the patterns have a raised and peculiarly rich effect. Many other tasty things are shown, such as shaded plush cushion tops with floral designs; scrim tidles with raised rose bud and butterfly patterns; tinted table covers, sideboard scarfs and doilies in new water-lily designs; double silk head rests in terra cotta, gold and electric figured silk, with and without bolting-cloth cover; plain silk headrests with hand-painted decorations; hand-painted, bolting-cloth tidles; and a nice line of enamelled goods. This last line is something new and promises to be very fashionable. It includes towel racks, sponge holders, rattles, catch-alls, key racks, etc., and must be seen to be appreciated.

One of the latest novelties is a cigar cabinet shown by H. A. Nelson & Sons. These cabinets are made of oak, and decorated on the exterior with bronze, brass, or silver ornamentations. But the peculiarity of the cabinet is that it is lined throughout with electroplate metal, and is furnished with a removable pad for raising moisture. These two features combine to make this a perfect cigar case, serving to keep the cigars moist and fresh and with their original flavor. This is a very suitable and useful present for a smoker, and the firm carry a full range of sizes.

WINDOW DRESSING.

With the great abundance of materials the dry goods merchant possesses, he should have no trouble in keeping his windows well and showily dressed. To be sure it requires time, trouble and taste, but there must be a cause before a result. There must be an expenditure to bring in a return which includes a gain. City merchants generally keep their windows in proper shape, changing them sufficiently often; but town merchants are the people who lose by careless window work. Windows must be attended to regularly and carefully. Slipshod, post-haste work never pays. The fillings must be new. Always put new wine into old bottles—if the latter are clean.

The fall dress goods can be used for attractive windows by arranging them to represent a skirt, around the top of which are two or three folds or puffs of the material. This method of showing dress goods is the best, and is very much used. The skill of the dresser will vary each window in matter of arrangement, while still retaining the principle involved. On each sample so arranged there should be a card either stating the price or giving the name of the cloth, such as: Dumfries, Scotch, Domestic, etc. These cards, if neat and clear, draw attention to each one as being different from its neighbors; whereas if they are absent the onlooker will look more at the window as a whole, with a less inclination to examine details. It is often well to affix price cards, especially when showing low lines, or whenever good value is offered. Whenever there is the slightest reduction below the normal price, figured cards should be attached. In certain lines of dress goods a window is attractive which contains say a dozen different kinds of cloth, which are sold at a certain price. In such a case the dozen pieces, or two of each, should be used to fill the whole window, and in the centre, or perhaps near the front, a large card two feet square should be used to announce the price and the qualities, kinds, etc. This gives the window but one idea, and even the most hurried observer catches this. It is a mistake to have a window too complex. It is not necessary to show a sample of every line of your stock in every window you dress. Window displays should be used rather to advertise new goods, low lines, special drives, etc. In this way it can be made attractive at all times. Something startling and fresh is what takes the eye—and the cake.

POINTS FOR THE TRAVELING MEN.

The upright travelling representative will be open and above board with the house, and will not conceal the slightest detail of his intercourse with the trade. The house should encourage this confidence, and to that end it should be chary of criticism of such items of expense that may not be specially provided for, but may be shown to be expended for the house's benefit. I can imagine no valid excuse for the slightest prevarication in the matter of itemizing expenses; with

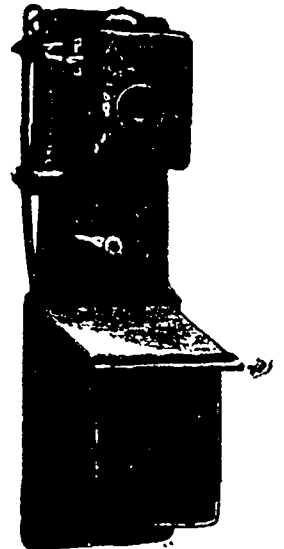
the proper mutual confidence between the traveller and the house it can never be necessary. When it occurs the blame is not altogether on one side. To illustrate the how and why of this small piece of deception, I give a synopsis of a conversation to which I was recently a listener. One of the party was asked if his house was liberal in the matter of allowance for "miscellany." "No," was his reply, "they will not even allow for a cigar for a customer, and it's bad policy. Why, only last evening I had worked a man my level best for an order, but without success. So giving up hope for the present, I determined to make an impression for the future. As he was closing up his store I asked him over to have a game of billiards. We grew quite friendly, and after finishing the game I said: 'See here; my samples are in the next room, and while I do not expect to sell you a dollar's worth of goods, I would like you to look over what I've got. Perhaps you may see something you may want later on.' The result was that I sold him a nice little bill right on the spot. Now, if I should enter that game of billiards as an item of expense, there would come back the biggest kind of a howl." "Well, how did you get even? Didn't go down in your pocket to pay for the game, did you?" "Not much; charged it up bus and baggage. But I don't like to do that sort of thing."

The traveller will probably be frequently advised by a fellow-traveller how he should approach particular dealers. He will make a mistake, however, should he attempt to follow this advice. A special method which may be successfully worked by one may prove a dismal failure when attempted by another. The traveller must have his own individuality, and the attempt to be somebody else will never succeed. And right here I may say it is not wise for travellers to discuss in public or on the train the peculiarities of their customers. Aside from the questionable taste of the practice, one never knows who may be listening.—*St. Louis Grocer.*

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