

FANCY GOODS
TOYS
DOLLS

HOLIDAY GOODS

LEATHER GOODS
GAMES

THE HOLIDAY SEASON.

WHEN this issue reaches the trade it is high time to begin planning the details of the holiday season. It is generally conceded nowadays that the last week of November or the first week in December should see the formal holiday opening, and against this adequate preparation must be made. Individuality must characterize every opening, and localism plays a goodly part, but certain broad generalities apply to all, and these should not be overlooked.

In the planning and providing for the handling of Christmas trade undue haste and needless confusion must be avoided. This would lessen and clog the development and steadiness of legitimate Fall trade, and any interference with this is a loss rather than a gain. Preparations must be made early and gradually, and with this in view suggestions are made here somewhat prematurely. The incoming of special holiday goods and the troubles inci-

This is the crux of the situation, and all other plans are mere accessories and entirely subsidiary. However, these general fixtures must not be slighted, as upon their practicability and thoroughness depends the real success. Without them the facilities for quickly handling trade would be impossible. For upon the rapidity with which customers are served depends the success of holiday trade financially. Every store secures a goodly quota of customers, and it is really a question of how to make every hour count.

The Arrangement of Stock.

No matter what plan has been followed in displaying goods, it is imperative that they should be so arranged as to make selection and delivery easy and swift. The ideal in this direction is to make holiday goods sell them-

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A Waltzing Pig.

selves. This can be carried out by having everything placed where inspection is facilitated without the constant attention of a sales person. This is not very easy but is necessary, as salespeople at holiday time often have to look after more than the wants of one customer. This is a debatable question, however.

Inexperienced help is mostly necessarily attendant upon the crush of Christmas crowds, and every retailer knows the annoyance such people cause. With this in view and to further facilitate trade, goods should be marked in



Air Bulb Toys.

plain figures, no matter what the policy of the store in that particular may be.

Avoid Crowding.

Still another move in this direction is the avoidance of crowding displays into aisles and otherwise congesting the store, thus rendering it impossible for people to readily move about. This is a fatal error. Nothing, perhaps, is more detrimental to holiday trade than undue crowding. Plenty of floor space is not only a desideratum, but a necessity. Fixtures placed upon the counters will do much to avoid congestion.



A Doll in Summer Costume

Shown by Nerlich & Co. and retailing at 75c. or less.

A Doll in Ball Dress

dent upon marking and stocking them mean much loss of time and oftentimes undue congestion in the business part of the store. If at all feasible and practicable, goods should be marked and ticketed apart from the hum of trade. A warm well-kept cellar is often useful.

A Special Department.

Perhaps a new attractive holiday department will be a necessity, and proper attention must be paid to its arrangement. Fixtures of various kinds must sometimes be installed and some extra shelving found useful. These matters should be looked after early. With all these accessories carefully planned and followed out, there then comes the general plan for conducting a bright, practical and profitable sale.