

HOLIDAY TRADE IS SATISFACTORY

Salt Lake Merchants Furnish Interesting Information Upon Season's Features.

ECONOMY, THE WATCHWORD.

High Priced Mechanical Toy Stands in Salt Lake Unmoved While Clothes Go in Good Shape.

A store to store canvass of Salt Lake business institutions for comments upon Christmas trade results in the knowledge that a peculiar, yet beneficial, condition exists. All merchants report business satisfactory "everywhere considered." The truth of the matter is that while less money than usual is being spent in certain lines more than ever is being exchanged in others. This applies particularly to mechanical toys, which cost \$3.50, stands unmoved on the shelf, while three and one-half dollars of the holiday shopper go for gloves, hats, ties and other useful presents. It can be seen that a lightness noticed in one department is more than met by an activity in another. As Christmas draws closer and closer the irresistible spirit of the season conquers the sworn determination to "buy nothing more than is absolutely necessary" so the Christmas shopper goes forth in quest of bargains. And its bargains that are wanted, too. Extravagance is a "has-been." The trade shows a tendency to limit its purchases to economical giving; a reasonable distribution.

ELASTICITY TESTED.

Looking down upon the floor space of the various institutions from the merchant's office, one sees all alike thronged, all counters crowded and cash registers shooting back and forth. It is a picture of "financial strength," unmet monetary conditions, but other things were unknown. The merchant's office is crowded with the holiday shopper. As long as there are children there will be a demand for toys and this Christmas season is making many thousands of dollars in Salt Lake. Houses carrying the favorite toys, dolls, rocking horses, drums, etc., in Toyland, as well as in the children's trade, are buying the hardware and more reasonable toys.

ECONOMY THROUGHOUT.

A comparison of this season's business with that of last year in most cases would show very handsome figures. One or two clothing stores, dealing in men's and women's furnishings, report business as good. If not better than last year; this being proof of the statement that useful gifts are more demanded than those created for the beauty's sake alone. As long as there are children there will be a demand for toys and this Christmas season is making many thousands of dollars in Salt Lake. Houses carrying the favorite toys, dolls, rocking horses, drums, etc., in Toyland, as well as in the children's trade, are buying the hardware and more reasonable toys.

TO BE QUIET AFTER.

There will be no big "overstocks" this year, or at least not as many as usual. Merchants had plenty of warning of a quiet winter and doubtful holiday run in advance light. There was no trouble with cash shortages and dealers kept time up on their preparations for the holiday trade. Seeing that money would be tight they ordered sensible goods, stock which would attract the prudent buyer. The merchants are preparing for a quiet run after Christmas; the heavy sales in clothing and little activity which go with it give promise of light trade in these lines for a while after the holidays.

CASHIER'S CHECKS HELP.

A little feature of some interest is the issuance of cashier's checks. It is regarded by some merchants as an aid to trade. Persons holding a piece of paper calling for \$10, more or less, in their purse are inclined to buy something for the real money which comes back in the change. The public has implicit confidence in the paper but the desire to have a single in one's pocket or purse is natural. It can be attributed to force of habit, if nothing else. Some of the stores have started keeping open evenings yet and their explanation is significant in itself. They are giving their clerks every favor possible with the idea of having the most efficient of the counters filled and strong when the real rush begins during the coming week. Tomorrow evening, of course will see all stores open and thus four evenings will be left to the holiday shopper. A visit to the express offices resulted in the knowledge that most sending away of presents has been done although considerable activity is still on. Instead of private many persons are sending money to distant relatives.

ALL ARE HOPEFUL.

Dominant in interviews obtained with the managers and heads of the various institutions are hopefulness and cheerfulness. The substance of these little five minute talks could be put in one word—optimism. After careful thought business is altogether satisfactory, all things considered.

WHAT MANAGERS SAY.

Superintendent T. G. Webster of the M. I. voiced the sentiment of other managers when he said, "Trade as a whole is very satisfactory. People are buying carefully but they are buying. That is the point. They are buying the necessities, not extravagance in the week. This is not an unusual thing. It is a financial readjustment. The way the banks conducted themselves last year and the way the people met conditions and the confidence they displayed show how the west stands. Salt Lake is to be congratulated. The same common sense that has been displayed during very recent crucial moments is being used in Christmas buying this year. There is plenty of activity, plenty of business. All around us there are being given upon in good shape."

Both O'Brien report good sales in Christmas articles of the smaller and less expensive variety. In fact this institution believes its sales in useful gifts will exceed those of last year. Walker Bros. are doing a lively business in staple lines. The department store is crowded to the doors. The institution handles small articles, especially in 5, 10, 25 cent lines and other large stores, Parks, Ayson and other jewelry firms are doing a most satisfactory business in reasonable priced trinkets; the costly gifts are not moving as heavily as in that at this season. A noticeable feature in the presence of men in women's clothing stores and women in men's clothing stores is that this has been noticeable for several days. Pious husbands and sweethearts are trusting to the judg-

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Yesterday, according to the registry books kept in the bureau, visitors were entertained from the following states and countries: Minnesota, Iowa, New York, Ohio, California, Montana, Oregon, Kansas, New Hampshire, Michigan, Idaho, Illinois, Colorado, Connecticut, New Jersey, Nebraska, Pennsylvania, Wisconsin, Missouri, the Netherlands and Ottawa, Canada.

The bureau presents a seasonable appearance having been recently decorated with evergreens by C. S. Martin.

SNOW TOMORROW.

Winter has set in with steady pace. The numerous snow storms materialized this morning, with snow falling this afternoon, with no indication of any cessation for the present. The local meteorological situation is rather peculiar today, with a high barometer and a low below. The weather office predicts snow for tomorrow, with a high barometer and a low below. It is growing colder in the north, but as yet it is not particularly cold in this latitude.

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LATE LOCALS.

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Close Inspection

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- Barbary Sheep, by Hichens, author of Garden of Allah.....1.25
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- Cruise of the Shining Light, by Duncanson, author of Doctor Luke of Labrador.....1.50
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- 2. The Shuttle, Burnett.....\$1.50
- 3. The Daughter of Anderson Crow, McCutcheon.....\$1.50
- 4. The Younger Set, Chambers.....\$1.50
- 5. Satan Sanderson, Rives.....\$1.50
- 6. The Lady of the Decoration.....\$1.00

In addition to the above we have a large stock of other popular books of this day.

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- FOR GENTLEMEN: Fobs, Chains, Watches, Pipes, Umbrellas, Lockets, Studs, Cuff Links, Tie Pins, Etc.

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- TIES: New, Neat Designs, 50c, 75c to \$1.75
- FANCY VESTS: Correct Fashions, \$2.50 to \$7.00
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- MUFFLERS: Some of the Newest Ideas, 75c to \$4.00
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- SMOKING JACKETS: Suit Most Any Man, \$7.50 to \$20.00

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Our boys Department is "jammed" with appropriate gifts for sensible boys Suits, overcoats, shirts, ties, Hats, caps, mufflers, sweaters—in fact almost anything that boys wear. Every article is attractively priced from a stand point of quality and fashion.

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