

No trader who knows his business needs instructions in the fact that his fancy-goods department provides one of the readiest turn-overs in his business.

It is in this department that the buyer sees "something which catches her eye". In it, too, she very frequently has to find those personal and toilet goods which she needs so regularly; and to it she goes, almost as often, when she is buying presents for husband and family.

Provided that she find in any individual fancy-goods department a constant succession of goods which are novel, really beautiful in styling, and thoroughly practical in use, she will go there very often merely to "look round", and when she looks round she will buy. First class specialities for this department, indeed, are always investments of high trading value.

It is interesting, therefore, to glance at a British house which is providing unusually well just that kind of appeal which brings women into that department, and makes them come again.

Only the very high class buyer of fancy goods is catered for by that very well known British house, The Aberdeen Combworks Co. Ltd., of Aberdeen, Scotland. The work produced by this house, however, has the enormous advantage that, thanks to high class workmanship combined with moderation of price, their specialities make every buyer, automatically, a buyer of high class goods. No buyer can resist that combination of show-room appeal with real value.

For many years, of course, this house has been one of the select few British comb-makers; and that experience is very evident throughout the amazingly attractive range of combs which forms their principal speciality.

Combs are supplied in Huroid, injection moulded thermo-plastic; and in Koronyz, a casein plastic; and both have very high colour possibilities plus extreme strength and great comfort in use. The only difficulty of choice arises from the fact that there are so many colours, so many combs, and so many designs, that it is difficult to decide which is the more delightful.

Combs are produced, too, in real horn; and the Company also offer admirable fancy goods lines in paper cutters, drinking cups, shoehorns and many other articles.