

THE POPULARITY OF BARGAINS.

JOB lines possess a wonderful fascination for many people. The moment they perceive a notice to this effect, people are irresistibly attracted to the spot, and seldom leave without practically testing by way of purchase whether the articles are really as cheap as they profess to be. No matter what the state of trade and the money market may be, there are always plenty of people to buy the job line. In many cases simply because it is described as such. Just like the old lady who made a point of attending sales, and always bought something or other that she could use, simply because it was cheap. They were job lines that she bought on account of the price. That old lady has countless imitators, who are the welcome visitors of the clever tradesman, responding to his invitation to relieve him of goods that he would be better without, and is willing to sacrifice in order to make room for fresh stock. He could not sell them in the regular way at the regular price, but the moment there is any intimation of a sacrifice being made there are not wanting ready purchasers to take advantage of it. Why is it that there seems to exist such a keen delight in getting goods if possible under cost? It is a trait of nineteenth century character, which, if properly understood, and manipulated accordingly, is one of the best allies of the tradesman. And it is perfectly wonderful how the majority of the public implicitly believe in the "job line" and "great sacrifice," so much so that some little time ago a certain class of ornament was being sold readily in the west end "at an enormous sacrifice." The sacrifice (?) being only 25 per cent. higher than the price charged by the importer in the east end. Of course, the shop ought to have realized at least 50 per cent. profit, and we felt sympathy with the sacrifice they were making. This, of course, is the sort of "job line" which really victimizes the customer instead of itself, conscience and the pusher of such a line are never on speaking terms. But there is the legitimate job line, which does good all round, clearing itself out of its master's shop at a price which justifies the purchaser in considering that he or she has really acquired a bargain. Not the kind of bargain which has been defined as a commercial transaction in which each one thinks that he has cheated the other, but a something that the purchaser could not have afforded to buy had not the tradesman, for reasons of his own, marked it down within their reach. There is no doubt that job lines are a distinct boon to a certain and large section of the public, and deserve to be encouraged in the way they are. Everyone deals in job lines nowadays under various names, and the "Great Sale Now On" at Messrs. Fashion-Fitwell & Co.'s, or "Great Clearance of Autumn Stock" by the Universal Enterprise Co., Ltd., is simply a genteel way of announcing "Job Lines on View." The sales of "Remnants" also teach a lesson on the store that is set on job lines by the cream of society. Our monster retail houses have long recognized the value of job lines, and many of the smaller houses in the stationery, fancy and drapery trades will doubtless find it to be an advantage to make a good deal of job lines this coming Christmas season. If trade turns out well, the season be bright, and plenty of people in the streets, the intimation and display of job lines will be followed by the said lines clearing out and in times of depression when stock has accumulated on the shelves, and customers in a general way do not crowd

up the doorway, the display of goods attended by the magic words here and there will have a wonderful effect in attracting trade and clearing the counter. "It is better to have loved and lost than never to have loved at all," and it is better to have lost a little and got rid of one's sometime loves than to watch the dust accumulating on them, and to sadly calculate the amount of room they are occupying. Room which is being paid for at a fixed rate per annum. The season of the Christmas shows it eminently a season for the magic move, and where this is done in a systematic manner the decks will be left much clearer for action next year. This is specially applicable to the middle-sized and smaller shops, who least of all can afford to carry over goods from season to season with only a small working capital. Display your job lines and do not be afraid to let the public know it.—The British and Colonial Stationer and Printer.

A TALK ABOUT WALL PAPER.

The news from across the line with regard to another combination or agreement between the wall paper manufacturers has been very gratifying information to the wall paper men in Montreal. BOOKS AND NOTIONS' Montreal representative had a chat with Mr. Colin MacArthur the other day, the substance of which should prove interesting to our readers.

"The wall paper men in Canada," said Mr. MacArthur, "ever since the pool was broken up in the States some years ago, have had to work on a very narrow margin; indeed, they have found it pretty difficult at times to make ends meet, owing to the fact that American makers came into Canada and were active competitors, despite the 30 per cent. duty. The reason is simply they made it a slaughter market, and of course the fact is a serious drawback to Canadian manufacturers. How they can sell goods at the prices they do I cannot understand, but the fact remains. For instance, they sold some lines of goods on a basis of 31-2 cents, the very paper for which cost them 3 cents. They had to pay for the grounding, printing, cutting, etc., out of the other half cent, and it is a mystery how they can do it. The only possible explanation is in the large market of over sixty millions which they have to cater to; they no doubt get returns from one section which more than offsets the low prices at which they sell their surplus to Canadian purchasers. Our case, however, is entirely different. We have only five millions to supply, and under the same circumstances 51-2 cents would be our very inside figure. Why, our patterns alone cost \$75 a set, so that the simple outlay for the 13 or 15 sets we are compelled to have so as to be up with the mode mean a considerable outlay, and this does not include the \$350 each that it costs for cutting before we are ready to go ahead with the mere manufacture.

"Yes; all things considered, I am glad that the makers across the line have decided to cease cut throat competition and

I hope to derive material benefit from the fact, so that although the year just past was much more satisfactory than 1891, I am expecting still better returns from 1893.

"Now that I am on wall paper, I might also say that I very much favor the system in vogue in Great Britain of handling it. There the business of placing the paper with the actual user is done by the painters and decorators, and not as in Canada by the hardware and other dealers. The consequence of this is that it is to the interest of the decorator to turn out a good job, and we have none of the glaring incongruities that you will see in Canada. The painter and decorator here, as he has no interest in supplying the wall paper, is perfectly indifferent about the matter, and we have one kind of tinting and another kind of wall paper put up by one entirely different person, which does not harmonize at all. Of course, in the small places throughout the country this method might not work, but in the big towns and cities I think a good deal of benefit would result if my suggestion were adopted. In Montreal, for instance, there are only three painters and decorators who absolutely handle wall paper. All the others do not think of it at all, and the result of this is that we have more unpapered houses in Montreal than in any other city anywhere. We may get educated up to this in time, but in the meantime I wish you good day and the compliments of the season."

JOY AND SELIGER.

The fancy goods firm, Joy & Seliger, Newark, N.J., are hustlers. They have decided to secure the Canadian trade more fully than in previous seasons, and for this purpose have established an agency in Toronto. Mr. Geo. H. Evans, a gentleman well known to the trade, will be the manager for Canada, with headquarters at 13 Wellington east, from which office all the business in this country will be controlled. The show rooms will be of first-class character, and will no doubt attract a large number of buyers. This firm are extensive manufacturers of aluminum, white metal, and plated fancy goods, and are well known for the superior character of their wares. They have large offices in New York and Chicago, and believe in controlling trade by being in the midst of it. Their idea of establishing a Canadian agency is a good one, and will shortly be followed by many of the leading foreign firms, who now have no agent in Canada. An agent here will secure a greater bulk of trade than can possibly be secured by visiting salesmen. Orders will be larger and more numerous, while there will be less likelihood of serious losses on account of failures or defaulters.

On the 20th ult. the building occupied by Reid, Craig & Co., paper manufacturers, was totally destroyed by fire. Their loss on stock is estimated at \$15,000, and on building \$10,000, but is fairly well covered by insurance.

KINDERGARTEN AND
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SELBY & CO., 42 Church St., TORONTO.