



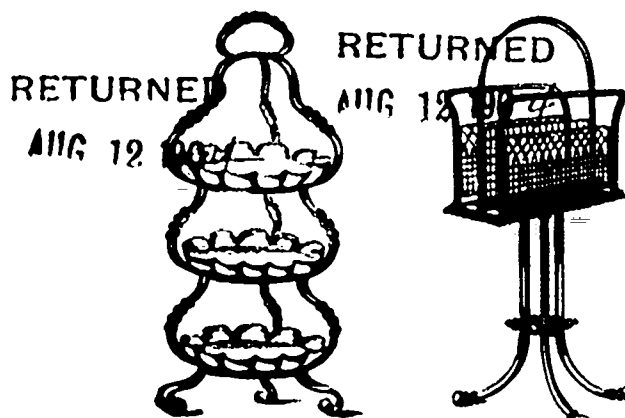
A DEPARTMENT FOR BRASS GOODS



BRASS goods have for years been handled in small quantities by booksellers and fancy good dealers, in connection with their stationery lines. Brass inkstands, brass paper knives, brass blotters, stationery cabinets of brass, brass pen trays, and letter balances, and articles of this nature have all had a place in the best stores.

materials, and let brass be the one and only idea. It will be surprising what an insistence and force the one-idea department will have. A customer will not need to look here and there and everywhere for something made of brass. The whole collection will be massed in one place, and almost at a single glance the customer will be able to grasp just what the stock contains.

There are so many articles made of brass at the present day that this material has come to be one of the utmost importance to the fancy goods dealer. Beyond the regular lines already handled by stationers, there are excellent possibilities in the handling of candelabras, candlesticks, fern pots, jardinières, kettles, flower holders, gongs, brush sets, mirrors, match cases, music stands, photo frames, pipe racks, shaving glasses, ash trays, etc. Some new designs in these goods are to be found on this



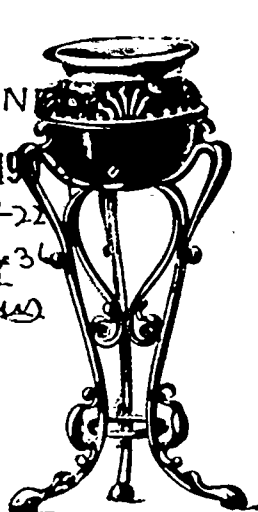
Brass Cake Stand.

Revolving Paper Rack

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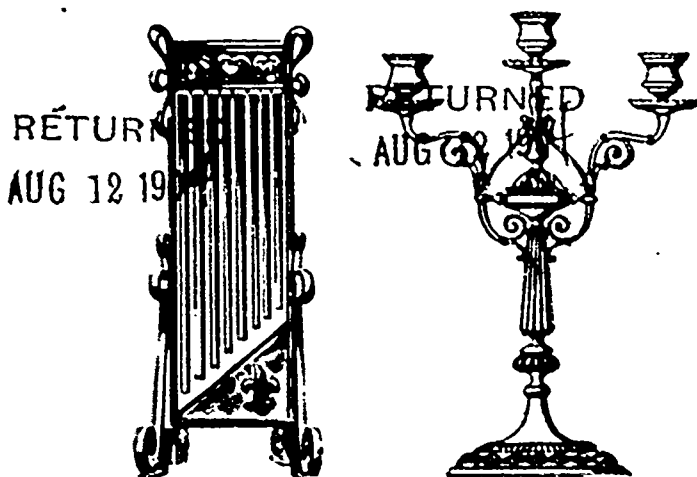
All Brass Jardiniere.



Gong.

Beyond this few dealers have ventured. The majority have held to the principle that there is a limit to the field.

There is a certain amount of truth in this contention, and one can readily understand a dealer's aversion to handling say brass fender suites or brass grates, but the practical difference between handling a brass inkstand and



Royal Home Chimney.

Polished Brass Candelabrum

page, which will give the dealer some idea of their attractive qualities.

A few recommendations might be added. 1st—Arrange to have a brass goods department for the coming holiday season. 2nd—Put in stock as complete a range as possible. 3rd—Group the several articles together, ticketing each with neat price cards. 4th—Draw attention to the department by means of a large show-card. 5th—Insert an announcement of the opening of the department in the local paper. By acting along these or similar lines a profitable trade should be built up.

THE ILLUSTRATIONS.

THROUGH the courtesy of Menzies & Co., Toronto, several illustrations of new designs in brass goods are here inserted. These goods are of English manufacture, coming from the factory of the Townshend Art Metal Co., Limited, of Birmingham. Menzies & Co. are Canadian agents for this company, and they have now on display a complete and attractive line of the Townshend goods. A visit to the Menzies' showrooms opened the eyes of The Bookseller and Stationer representative to the value and utility of brass goods for the fancy goods dealer.

a brass tea-kettle is really so slight as to be scarcely worth attention. In this larger conception of a brass goods department, a splendid field is opened up to the enterprising dealer.

To begin with, strengthen the stock of brass goods already on hand, and let this be a nucleus for a regular brass goods department. Remove all goods made of other