

LEADING CANADIAN STORES

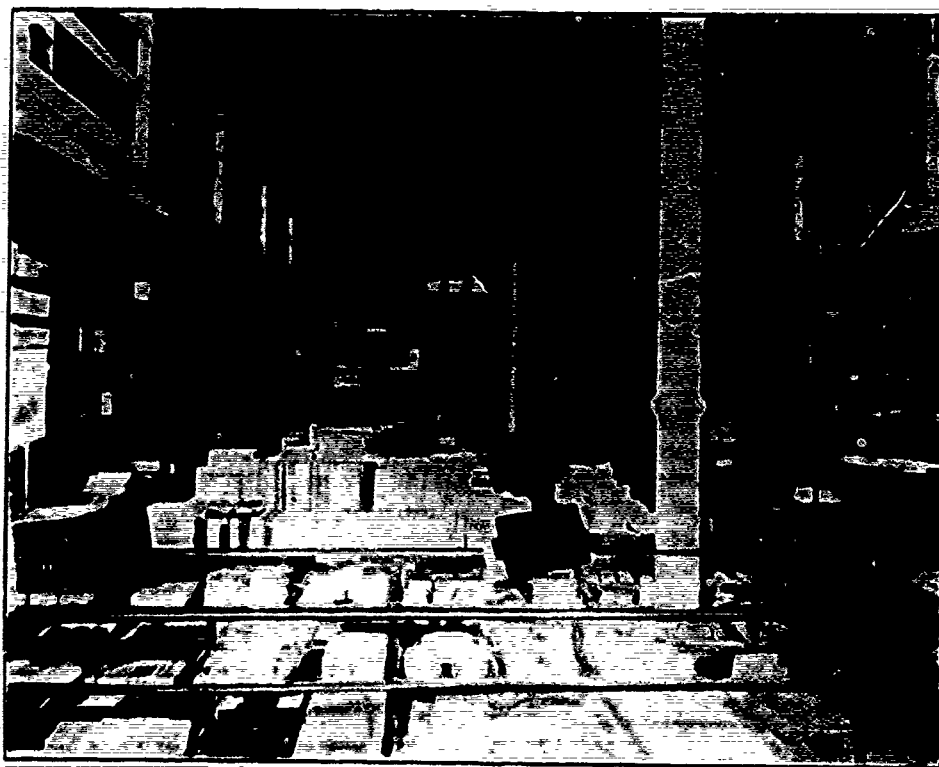
MONTREAL SETS THE PACE.

F. E. PHELAN'S store, St. Catherine street, Montreal, is a good illustration of the idea that if the book and stationery store is to prosper it must be alert to the possibilities of expansion. Further than this, a store so modern in detail serves to minimize the inroads of large departmental stores' competition. Modern in every way, with up-to-date methods of merchandising, this store is a revelation of book store pos-

sibilities. The general store, confronting the customer on entering in the form of a showcase with a line of confectionery. The situation is peculiarly apt and cannot be overlooked.

This store thoroughly believes in showing the goods. The shelving at the right in the front contains the lines of office accessories. Immediately back of this is the enormous stock of society and commercial stationery. The school books and supplies find a place in the rear of the stationery, while the shelving at the back is filled with standard sets, which run around the entire end of the store. On the two galleries a reserve stock of stationery and games is kept.

The entire left-hand side of the store is given over to the stock of bound books, with the standard and classic in boxes at the very front. Bound fiction, divided according to praiseworthy methods, extends to the rear. In the centre of the store some seventeen tables are



Luxurious and Elegant Store of F. E. Phelan.

sibilities. The present site has been occupied by Mr. Phelan for a period extending over twenty years, but it was only three years ago that renovations were felt to be a necessity, and the capacity was doubled by extending to the rear.

Three main lines are carried in stock—books, stationery and fancy goods—and the division is such as to raise each to the dignity of a separate store. Each department is featured and recognized as such. Nine showcases are ranged down the entire right of the store upon entering, and these contain the various complete lines of fancy and leather goods, as well as papeteries and playing cards. Wisely, such knick-knacks as combs, brushes, etc., are in the front cases. Two cases at the rear show a range of hand and wrist bags; the two last cases containing a display of prayer and hymn books. An innovation which has proved successful and is an eye-opener to

filled with all classes of paper-bound books. Current popular fiction is at the very front, while lines ranging in price from ten to twenty-five cents are scattered over tables at the rear. Display cards are judiciously used in an explanatory manner. Picture post cards have a place, as will be noticed in the illustration, near the centre of the store. They are shown on revolving display racks.

No easy-going principles find a place in this store. The methods of progressive retailing introduced in this business woke up the city some three years ago, and progress is ever the watchword. Business is systematized, and a complete National Cash Register aids materially. This gives a record of every clerk, and gives an absolute insight into the weak points of any salesperson. Each department, too, is registered, and affords Mr. Phelan an opportunity to see just what is being done in the various branches of the business.