

# Bookseller and Stationer

and Canadian Newsdealer

A monthly journal devoted to the interests  
of the Bookselling and Stationery Trades

Subscription: One Dollar a Year  
Single copies : : Ten Cents

Vol. XXIV.

MONTREAL AND TORONTO, CANADA, JANUARY, 1908.

No. 1.

## Hints for February Business

February, like January, is an off-month with the bookseller and stationer, but the dealer must not forget that he is one month nearer the spring season. It is a good month to build upon. If retailing is slow, that is no reason why the bookseller should sit down, fold his hands and go to sleep. He can at least lay plans and make preparations. There is his magazine table. Let him ask himself how he can stimulate magazine sales. There is the wallpaper department, which will soon become a centre of interest to housekeepers and prospective June brides. Let him think over plans for making it more attractive and convenient for customers. In fact, it is a good month to inspect the entire retailing machinery and put everything ship-shape.

### Buying.

The first essential in February is the valentine stock. The wise merchant will have his regular supply ready by the first of the month, but he will also be open to make late purchases, whenever he sees or hears of something novel. The approach of Easter should make him hasten the purchases of Easter cards and novelties. February is also none too early to look into spring and summer goods, notably sporting goods, flags, fireworks, decorations for summer homes, and similar lines. The dealer in picture post cards should begin to look around for attractive novelties. He has probably ordered his local view cards last fall, but his supplementary stock of comies, general views and novelty cards is as yet unsecured. A perusal of the many post card ads in *Bookseller and Stationer* will show him where he can buy to advantage.

### St. Valentine's Day.

The eventful day during February is, of course, St. Valentine's Day, which falls on February 14. The business done only extends over two or three days before this date and consequently the dealer must have his plans carefully laid so that everything will go off with a rush. The window must be utilized at least a week beforehand and pains taken to give it a very attractive dressing. The 1908 novelties should be brought to the front as, of course, the young people want something fresh, and will buy a new valentine when they would turn up their noses at the conventional, old-style affair. A valentine advertisement in the local paper, emphasizing

ing the unusual and novel features of the stock, will help, and, if the publisher of the paper can be prevailed upon to run an article about St. Valentine's Day and its meaning, so much the better. A popular feature in the store would be a writing table, with pen, ink, envelopes, stamps and a post-box in connection, for the convenience of purchasers.

### How to Move Books.

It is a good plan to make up a list of the book buyers in your town, including the names of people who are known to be heavy readers. The professional men, doctors, lawyers and clergymen, are usually fond of books and make occasional purchases. Whenever you secure a batch of new books or get in a promising new novel, this list should be circularized. Keep these people posted on the new publications, whether you put the books in stock or not, and don't let them forget that you can secure any volume for them expeditiously and conveniently. When they discover that you are progressive and persistent, they will come to you regularly. For instance, take the case of the People's Library. You would be surprised how few people know of this astonishing undertaking. Let the people on your list know about it,—know that during 1908 they can secure many works in it at fifty cents a volume—and surely some results will follow. It is this supplying of information about books that is going to help you to make sales.

### The February Window.

Too many merchants relax their efforts at window-dressing during the short month of February, consoling themselves with the belief that it is no use and won't pay to make frequent changes. But this is a mistake. The wise merchant endeavors to create a demand for his goods by attractive and novel displays. Before Christmas the goods pretty nearly sold themselves, as the public needed and wanted to buy. In February, the demand is at a low ebb and needs to be stimulated. By suggestion, by alluring offers, the merchant seeks to build up business and by keeping everlastingly at it, he will succeed. The point is that, despite apparently unfavorable circumstances, efforts should not be relaxed. The window display is a cheap form of advertising and it should be utilized to the greatest extent possible.