

BOOKS AND NOTIONS

ORGAN OF THE

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HOW TO SELL NOTE PAPER.

HOW to sell note paper is a most important question with every stationer. Every man has his own ideas, his own methods—excepting always those who have neither ideas or methods. An interchange of ideas is sometimes helpful, bringing new ideas to both, or increasing the value of old methods and plans.

Perhaps the most difficult thing in selling note paper is to buy properly. Most dealers buy too many kinds, and change the brand every time they buy. A well assorted stock should contain from eight to twelve varieties according to the class and importance of the trade. The lesser number will be enough in most cases. If eight is the number decided upon, always keep eight, never nine or seven. Some dealers carry 15 to 20 kinds, lose money, waste time, and never suit their customers.

The second point is to keep the stock in selling shape. It should be put in boxes, one kind in each box, and neatly and plainly labelled. One box will not contain all the stock, but the reserve should be put on top of the shelves in the same way, each kind by itself. Then when the box becomes nearly empty, the reserve can be drawn on in a moment. When the reserve goes down to the half-ream limit it is time to order.

This is what faddists call "system"; it is a good medicine for a sickly business.

Then sell your goods. A customer comes in to buy a new novel and a bottle of ink. The parcel is being tied up, when the bright clerk asks her if she needs any note paper. She hesitates, thinks, and finally decides that her stock does need replenishing. This is not necessary in every case, yet a clerk often succeeds in enlarging a sale by asking if there isn't something else, such as note paper, envelopes, etc.

Size up your customer. A clerk should never ask a string of questions, such as "Large or small octavo?" "Plain or ruled?" "Cream or white?" "Vellum or smooth?" etc. If the customer is a refined looking lady, he will at once show her a box of choice, cream, small octavo note, and while showing it glean further particulars, if any are necessary. He will often have to show two boxes, but seldom more. If the customer is a farmer's wife, she will likely want plenty for her money and want it ruled. The hands that milk the cow or guide the plow, need lines to guide the trembling pen. If the wife of a well-to-do mechanic, she will want cream plain, with envelopes to match, but at a moderate price. If a wealthy lady, she will want your finest quality, the best you have in stock—which must be shown first, or her vanity may be touched.

To sell note paper successfully and quickly you must therefore know your customer; or in other words, know your business. The stationer who brings out note paper at 25c. per quire, for a mechanic's wife who finances the household expenses on \$300 a year, would find that she would ever after consider him extravagant in his charge.

The customer who comes in for five cents worth of paper should be fooled. A smart clerk can do this by saying, "Here is a nice paper at 10 cents a quire," and in two cases out of three, the customer takes the quire. But it takes a sharp and discerning salesman to work this scheme on all his customers.

Papetries, tablets, and loose note paper come into close competition these days, and every retailer should know where there is most money in the business. That is, he must know which sale gives most profit; 25 cents worth of note paper, a 25-cent tablet or a 25-cent papetrie. The class of goods that gives most profit should receive most attention, and should be most pressed—wisely and prudently—on the customer.

Never hesitate to show new goods. It leaves the impression that the stock is well-assorted, and contains the latest designs, qualities, and novelties. It may not sell, but it leaves an impression.

Avoid bargains in note paper. People don't want job lots. They write few letters, and they want those letters to be indicative of their own tastes. Business men may buy commercial note, but ladies will have nothing to do with trashy goods of this class. The same remark applies to envelopes.

OUR CATALOGUE.

THIS issue contains a revised catalogue of the books published in or concerning Canada. It was published for the first time in May, 1893. By nearly a year of careful watching we have been enabled to make the list nearly double the size of that published last year and twice as valuable. Many titles of which only an occasional copy is obtainable have been omitted, and most of the books in the list can be procured through the regular dealers. Educational and law books are omitted, as are music books. Many "general" books of minor importance have been left out, but no good book has been intentionally omitted. As the list is not yet complete, publishers and dealers would confer a great favor on us by sending us, immediately, a note of all omissions noticed.

The catalogue will be useful to every bookseller in Canada, because it is the only catalogue of Canadian books in existence. It will be of extreme importance to mechanics' institutes, public, private, and college libraries. Any dealer wishing copies for the library in his town can secure them by writing.

TRADE RETURNS FOR 1893.

CANADA'S trade returns for 1893 ought to make every Canadian merchant proud. The trade of the United States declined nearly 25 per cent. Australian trade declined. British trade declined. But Canada's trade increased 2½ per cent., in spite of financial depression, which was felt over the whole civilized world. The volume of trade in 1892 was \$241,369,443; in 1893 it increased to \$247,638,620. This is the largest in the history of the Dominion.

The value of the imports amounted to \$129,074,268, and of exports to \$118,564,352, coin and bullion being included in both cases. There was in 1893, as compared with 1892, an increase in exports of home produce of \$6,459,344, in imports of \$1,668,200, and a decrease in exports of foreign produce of \$1,858,367. The imports for home consumption in 1893 amounted to \$121,705,030, as against \$116,978,943 in the preceding year, an increase of \$4,726,087. The total imports have been exceeded but once since Confederation, viz., in 1883, while those for consumption have been exceeded three times, viz., in 1883, 1874 and 1873. The duty collected, which is now derived entirely from import duties, amounted to \$21,161,712, as against \$20,550,582 in 1892, an increase of \$611,129. There was an advance in the values per head of the estimated population of both imports and exports, as well as in the aggregate trade.

Foreign merchants and manufacturers will thus rest easy if they have a good Canadian trade. Those who have not are losing their share of the honey. Canada stands