

## THE ART DEPARTMENT

**A**s the Christmas season draws rapidly near the art department in every Canadian bookstore demands strengthening. Pictures always have been and always will be a staple line during the vacation period; and the dealer's success rests almost entirely on his own ability to select a popular stock. The same may be said of kindred art goods, such as statuary, vases and the like.

Each season as it comes brings forward some new favorite picture or series of pictures. Last year the Christy pictures and the Gibson pictures, and goods of that class, were all the rage. This year the same ideas appear to permeate the public mind and but slight variation in the demand is noticeable. A dealer who grasps the popular ideal and lays in a stock of popular fancies need have no fear of dead stock on December 26.

Last Christmas, the lament of more than one Toronto dealer, was that his supply was exhausted long before the demand was over. Empty shelves and stands marked the truth of his statement—and that was days before the rush was over.

This year a reflex of the city's demand will reach the country districts and it may be taken for granted that in the smaller towns and villages in Canada, there will be no inconsiderable demand for these beautiful pictures.

To attempt to advise as to which artist or which picture will have the run this year is impossible. One can only recommend that the dealer keep his eyes open, watch the advertisements in the trade papers and keep in touch with the popular taste.

### COSMOS PICTURES.

**C**OSMOS pictures have made a great hit. Everyone who sees them buys. For the decoration of the home or for art study, in the schools and the literary circles, and for gifts, nothing better could be made. They are the very highest grade of workmanship. They are coming into Canada, and one agent in Toronto has just ordered 2,500 copies. These pictures have a great educational value, and are exactly suited to the trade of the bookseller and stationer. Over 400 such stores handle them already and report that the demand grows steadily larger. These pictures are wonderfully good—unexpectedly so—and we are not surprised at the enthusiasm they create. They deserve the reputation they have won, and all who see them will cordially agree to this.



### ART CALENDARS.

**T**HIS year will show a highwater mark in the sales of calendars, if indications are true. Never before have the designs been so exquisite and varied, and never have such high grade goods been available at such low prices. It is to be wondered at how the manufacturers can turn them out so cheaply. Goods, which BOOKSELLER AND STATIONER has seen, surpass anything heretofore shown. They are of entirely new conception and quite at variance with the stereotyped old

styles. The artists' fancies have carried them to points never before reached.

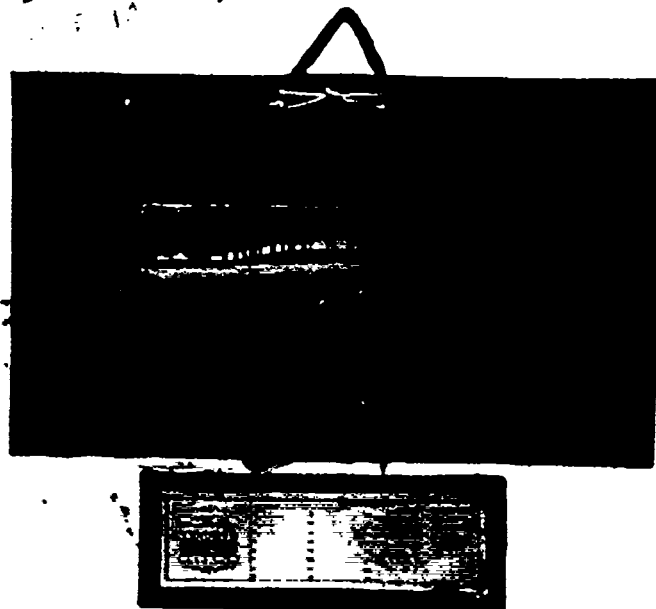
It will be a wise move on the part of booksellers to stock up with large-sized calendars, for which there seems every reason to believe there will be no inconsiderable demand.

### GOODS OF ARTISTIC MERIT.

The Brown Bros., Limited, Toronto, have just received into stock, and are about shipping their import orders for, Woodbury E. Hunt's art calendars, cards and art studies. This firm report that their demand for these goods is increasing annually, and it is not to be wondered at when their



artistic excellence is compared with the many old style colored lines that are still being offered. It is quite easy to understand why a line such as this is fast displacing the old styles, as of course, the artistic taste of the Canadian people



will now accept practically nothing but the best—they having become surfeited with the many cheap colored publications that have been on the market for so many years.