



## CHRISTMAS ADVERTISING.

Editor BOOKS AND NOTIONS:

SIR,—Your remarks anent my humble efforts in the way of a special advertisement made me blush all over. I fear you are something of a flatterer. The advertisement I find, however, is going to bring returns beyond my expectations, as well as being the means of producing any amount of good feeling and home amusement for whole families. Several parents have spoken to me of the benefit already, and speak of the great fun all have in trying to make things rhyme. Some of the compositions sent in are cleverly conceived and others are more than amusing and funny and will make good advertising matter.

I have in mind and on the way a taking and excellent medium for the holiday season trade this year. I will have Santa Claus in all his glory and holiday outfit; a decorated horse and sleigh fitted up with holiday goods will drive through town and country and visit schools for ten or fifteen miles round during the month of December with advertising matter. But what I have that is new, and which is to be the completement of the Santa Claus outfit as a means of reaching parents and children effectively and securing sales, I don't feel like giving away for no thing altogether. If you care to announce that on the receipt of \$1 from anyone who would like to be put in possession of the scheme for holiday advertising (a scheme which I shall adopt myself in connection with the other this year), I will send particulars to anyone sending the \$1, which I am sure will be money well invested and returns will be some forty, sixty and hundred-fold if adopted and worked properly.

Enclosed you will find \$1, for which please send me as many copies of BOOKS AND NOTIONS November number as you can spare. I enclose \$1 also for renewal subscription.

Yours, J. K. CRANSTON.

P. S.—I am fitting up my basement, 14 x 50, as a white cabin for Santa Claus goods and advertising a grand opening of the white cabin for Dec. 1st. People are on the quiver to know what kind of a thing the white cabin will be. Lots are enquiring. I tell them to come and see on Dec. 1st or after, with lots of money and a big heart. They will find the white cabin is the cellar or basement of my store, all neatly painted and whitewashed; ceiling and floor, shelves, etc., are full to overflowing with all kinds of toys and holiday novelties and goods.

## IMPORTANT DON'T'S.

(By an Old Clerk.)

In offering a few suggestions and noting a few don'ts that strike me as important in the calling of the booksellers, allow me in the first place to thank the editor of BOOKS AND NOTIONS for many helpful suggestions that have come to my notice through the medium of its columns. My first piece of advice is, let every one from the master down read and ponder and learn all about everything that is told about in our excellent trade magazine, as well as the several other magazines and papers published in the interests of the trade. It will pay. Merchants should take an interest in their clerks' reading and see that they get the trade magazines to read. It won't do any harm to question them a little on what they have read or noticed that was new and worth remembering in the last issue. Occasionally speak of something you noticed yourself, and ask what they thought of it, etc.

Don't let us forget that our clerks, if they are ever to become efficient money makers for ourselves or themselves must be thoroughly acquainted with the ins and outs of the whole trade and get a good book knowledge. It strikes me that too little attention is paid by employers to getting their clerks to become acquainted in a general way with the names of authors and the names of the books they have written, bindings, sizes of paper, etc., etc.

2nd.—Boys and girls—Don't be easily discouraged. There is much to try the patience and perseverance in the book business. It is not all learned in a week or even in half a life time. The more one knows, the more there is to know brought to view. Be determined when you enter a store as clerk to master its details one by one by patient perseverance and plodding. You can't learn things wholesale, though you may sell goods wholesale every day. One by one is the sure way to success and usefulness in the world.

3rd.—Don't stay down-hearted and neglect duty. Boys that go from home to learn storekeeping are apt to get homesick. It is not a bad sign, boys, that the love of the old home and father and mother remains. Such boys are the kind we like to get into our store. Only don't let the homesick feeling interfere with your duties. Be brave and manly. Write home often, every week at least, and have them write to you often, but don't wait for a letter in answer to yours before you write again. Thoughts of home and father and mother will help you to brave the world's temptations and keep you out of the snares and traps of the devil. Keep good company and live to please God.

Live for those that love,  
For those that know you true,  
For the future in the distance,  
For the good that you can do.

4th.—Don't half do things. Some boys' and girls too, only half do things, and it's always to do over again. What you do do

well or leave it alone. Sweeping is a thing that boys usually have to do in starting life as clerks. It is not an easy job and one can make an awful botch of it. See that the floor is evenly sprinkled with water so that the dust will be kept down, and don't throw your broom up in the air to make more dust than you can't help. Dust ruins goods and soils are expensive, and please don't sprinkle water on goods that set on or near the floor. Lift them out of the way first. Fix and fill up your stove or furnace and make things comfortable before you sweep.

5th.—After sweeping comes dusting. The first thing to do is get two clean cloths, one a little damp and the other dry and your elbow-joints well greased, so that you won't tire too soon and only half do the dusting. Always dust and clean off the window and doorway and goods put outside first thing, and see that all the goods, papers, etc., that are used for display at the front are properly and neatly hung up and cleaned. Don't put the same goods outside for display too often. Change them about once a week at least, and see that they don't get wet if it comes rain or snow. See that they are put up so that the wind don't blow them away or tear and damage them. Have your sidewalk and part of the curbing on the street always nicely swept and clean in front of the store. Then do your dusting and arranging inside, commencing with the glass cases, counters, shelves, and storeroom, etc. It's important to pay good attention to the back yard and don't let waste paper or rubbish accumulate and muss it all up. Some yards look like a rubbish heap. Either put your sweepings into a box or into a heap and burn them up every day. If you do so you will get the name of being a tidy boy, and don't forget that that's the kind that get the best wages and places.

6th.—Don't have any idle time on your hands. After fixing store, sweeping, dusting and cleaning up a bit (or even while busy with your chores) be ready for business, and do what you can with a right good will and don't go about dawdling and half sleeping requiring to be wakened up every ten minutes. If you don't know what to do go to your employer or the clerk in charge and get something to do, and immediately that's done get at something else. Keep going, keep going and doing. There's no time for idleness in a bookstore. No not for five minutes in the day. Better to arrange what you arranged yesterday, even if it don't need it than be idle. Have a place for everything and keep it there. When you are sent a message or with a parcel, remember that your time is bought and paid for by your employer, and unless you want to be dishonest and steal your wages by idling and loitering on the way, don't do it. Go right about your business and pass by the game of ball or marbles and say to yourself after duty comes play. Nothing makes a boy more invaluable to an employer than correct-