

ART DEPARTMENT

PICTURES A FEATURE.

JUDGING from the attention a show-window full of pictures attracts from the passers-by, the love of art is strong in the public mind. Up to a few years ago this taste could only be gratified by the expenditure of large sums of money. But, thanks to the advances in the art of engraving and printing, works of art can now be placed within reach of the poorest man at a mere song.

Each class of humanity has its own tastes. Children are attracted by almost any brightly colored picture. The young person's fancy turns to the fairer creations of Gibson or Christy. Their elders are gratified by pictures of a more sombre hue.

All these tastes can be gratified by the manufacturers of these art goods, who provide a wide range of subjects and designs, at remarkably low prices. During the holi-

days means familiar with the merits and attractions of these cards, an introduction is necessary. Let the clerk arm himself with sample books and become for the time being a traveling salesman. He could visit the homes of likely customers, and show the goods in person, and the chances are that he would do a paying business. By selling the cards in Summer, ample time would be available for having the names printed and the cards in the hands of purchasers at a sufficiently early date for the Christmas mails.

The manufacturers of the cards prepare serviceable sample books, filled with large assortments of cards in varied designs. These books are furnished to dealers, enabling them to exhibit the cards in a convenient and profitable manner. The number of Canadian dealers who have taken up private greeting cards as a feature of their business is comparatively small. More should go

RETURNED

AUG 12 1904

W. B. L. 22

Paul B. L. 22



A Beautiful Art Creation by Savory.

day season, the purchase of pictures for presents is becoming a feature. They are considered by a large proportion of Christmas shoppers. It consequently behooves dealers to lay in an attractive stock and make a feature of pictures for the holiday trade. Pictures are extremely useful for window-displays, and they are an ornament to any store at any time.

WORK FOR THE DULL SEASON.

DURING July and August, it is often a problem with both employer and employee to find something to do to fill in the time. A suggestion is offered for the benefit of both. The Summer months are an excellent time for securing orders for private greeting cards for Christmas. As Canadian families are by no

into the business, since there are few localities in which there are not some families who would not purchase the cards.

THE SAVORY PICTURES.

AMONG the best class of art productions are to be numbered those manufactured by E. W. Savory, Limited, of Bristol, England. Sporting pictures are a feature in this collection, and the work of several famous artists has been contributed. In addition to their pictures, the Savory lines of Christmas cards and private greeting cards are extremely attractive. For Christmas, 1904, they are profuse in their beauty and variety. Sample books of greeting cards are now ready, each containing a large number of cards. The lines are handled in Canada by Menzies & Co., of Toronto.