

was the incorporation of profitable side lines to off-set the decline in sales of the book department. For instance, by cultivation of the tourist trade, his store has established a reputation for being the headquarters in this line.

This establishment is not only known as a bookstore and a printing one, but Mr. Walsh may also be classed as a publisher. A recent success of his is "The New Brief History of Canada." Another text book which is well known in many schools, published by this firm, is "Principles of Book-keeping, with Numerous Exercises."

A BOOSTERS' CLUB.

NEW YORK CITY boasts of an organization named the "Boost" Club. The club had its inception at a noon-time meeting of four men drawn together by a community of thought and interest, who pledged each other to allow no opportunity to pass by which could be used to help "boost" one another. The club has for its aim the noble purpose of instilling into its members that fraternal feeling that arises above petty jealousies and controversies engendered by business competition. It pledges its members to help one another, and teaches the true business value of a kind word and helping hand. The membership is limited to manufacturing and wholesale stationers, and is more of a social than a business organization.

Since its organization the Boost Club has grown very fast. Several of the large cities in the west are about to organize under the same plan, and one will be organized in Montreal shortly. Mr. E. J. Kastner, of the Waterman Pen Co., one of the officers of the club, has taken a charter to that city.

GOOD BOOK STORE ADVERTISING.

BOOKSELLERS often neglect the possibilities of newspaper advertising. The interesting experience of Mr. A. T. Chapman, Montreal, in the midst of strenuous competition, is an object lesson. The Montreal Chapman stores have been built up, largely by publicity and the right lines to back up the assertions. From a newspaper interview lately and afterwards confirmed to a representative of Bookseller and Stationer, the following is chosen:

"Advertising has been of great benefit to me," said Mr. A. T. Chapman. "Two or three departments have been developed entirely through advertising. I consider that the continuous advertising, even small advertising, has the best effect."

"We have made the store name known right through Canada as evinced by correspondence and by the fact that so many people coming to town come to our stores because they know the name."

"One thing we have aimed to do in our advertising, and that is to have our announcement worded a little different from the usual way. A good deal is due to our repeating the same phrase, 'You can always get the latest in books and stationery at Chapman's.'"

"Keeping out of the rut we consider indispensable."

"I have been using all papers in our advertising, but the most marked increase in business is consequent upon our regular advertising in the Montreal Star."

CONDENSED OR "WANT" ADVERTISEMENTS.

BUSINESS CHANCES.

FOR SALE—Stock of books and stationery, good condition, about \$750 at 75c. on dollar. Apply Box 243, BOOKSELLER AND STATIONER. (5)

FOR SALE.

FIFTEEN hundred rolls wall papers and matched borders stopped in transit. Will retail from 5 to 30c. Will take forty-five dollars for lot—cash. DICKENSON & Co., 607 Sherbourne St., Toronto. (5)

SITUATIONS VACANT.

WANTED—A young man who has had 4 or 5 years' experience in the book, stationery, and wall paper business, one who is a good stock keeper and understands window dressing, also experienced sales-lady. Apply immediately A. H. STRATTON & Co., Peterboro. References required. (5)

To our Customers

We beg to introduce **MR. H. L. EDWARDS** who in future will call on those formerly visited by **Mr. H. O. Horno**.

Our travellers are showing some new lines and will be pleased to have you look at their samples.

Fifteen new cover designs in Scribblers.
Don't fail to see them.

G. A. Weese & Son, 44 Yonge St., Toronto

If you want good pencils, buy the **KOH-I-NOOR** and **MEPHISTO** pencils; they give the best of satisfaction and save your time.

FOR SALE BY

Clark Bros. & Co.,
LIMITED

WHOLESALE STATIONERS,

Winnipeg

Manitoba

The most popular pens are

ESTERBROOKS'

MADE IN ALL STYLES

Fine Points, A1, 128, 333

Business, 048, 14, 130.

Broad Points, 312, 313, 314.

Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:

THE BROWN BROS., LIMITED
TORONTO.