

certainly might find pleasure and profit by searching the world as he goes about for the things that are needed or that can be improved. Another man has a turn for mathematics; if he has, he possesses a gift that, worked constantly and to its utmost, may at any time bring forth fruit to his great advantage.

There are still other men who are travelers who have in them, perhaps in an undeveloped state, the gift of writing for the press. The leisure of such may be well employed by writing of their interesting or unusual experiences for the newspapers or magazines, or preparing material for a book, a story, a novel, or a volume on business or on their particular kind of work. Many writers would think they had a gold mine if they were in possession of the impressions and experiences of such commercial travelers as have long made their rounds over a great scope of country.

Reading for relaxation has its fit place and seasons

and the commercial traveler requires, at least at times, to get away from the actual world into the realm of romance and of poetry and he does well to permit himself the privilege within reason. He surely ought besides to equip himself with some of the vital books that impress the principles of sound faith and wise living. He cannot afford to be without a strong grasp on the truth and his spiritual relations and duties. Otherwise, the spare moments will be the seasons of depression and of darkness. The man who is brave in the actual contact with men and with business is apt to feel unnerved and cheerless in the idle hours.

In the lonely times, in the lull of the battle, we need anchorage and hope and faith. He is wise who, at such times, has in his grip a book that will rekindle his soul and show him the great truths that remain and are the same both when we are glad and busy and when we are listless and solitary.

A Plea for Collective Advertising at Christmas

By Arthur Conrad

The fact that books are coming more and more into favor each year for gift purposes should prompt booksellers to make the most of their opportunities in this direction. The slogan, "Books for Christmas," should sound forth loud and strong on every hand, so that the great public may, consciously or unconsciously, be led to the conclusion that books are a suitable and correct Christmas gift. Persistent and consistent reiteration of this fact will make an impression and will undoubtedly lead to increased sales of the booksellers' wares.

To attract the attention of the public, no better or more satisfactory means can be found than the newspaper advertisement. Other methods may have their good points, but none possess the universality and general utility of the former. There is the widest publicity at the smallest cost and the newspaper's influence is to-day paramount in the home.

So few booksellers, however, make use of newspaper publicity that the public scarcely hears of "Books for Christmas." What wonder, then, that "Silverware for Christmas," "Jewelry for Christmas," or "China for Christmas" usurp the place that books may well take? Examine any newspaper during the weeks preceding Christmas and scores of advertisements of everything but books will be found in its columns.

Booksellers will have to wake up and bestir themselves. If individual advertising is possible, so much the better. But what is advocated here is collective advertising, either in place of or over and beyond individual advertising. The combined publicity of all the booksellers of a locality centred on "Books for Christmas" will mean a lot. It will cost the individual dealer very little and it will create a wide publicity. Here and there it will frequently serve to suggest ideas to bewildered Christmas shoppers, and the bookstore will become a more popular centre for people in search of holiday gifts.

The form that this collective advertising is to take may well be left open for discussion. No hard or fast rules can be set down, as what may produce successful results in one locality and through one medium, may be unsuccessful elsewhere. But the central idea must be "Books for Christmas," and the advertisers should endeavor to make this idea as alluring as possible.

In some instances it has been found that the simple expression "Why not books for Christmas?" set in a border and run in different parts of a paper, produced good results. For instance, suppose a twelve-inch space were purchased from the local publisher and twelve of these little ads. prepared. These might be placed in twelve different positions, thereby guaranteeing that the reader's attention will be caught by the expression several times.

Or the advertisement may be a little larger and more pretentious, in which case good position in the paper will be necessary. Or the advertising may take the form of readers, praising up books, emphasizing their worth and their cheapness and skilfully hinting at their usefulness for Christmas gifts. All these methods have been tried with success in different places.

Booksellers must get together. The sooner petty jealousies and suspicions are obliterated, the better, and here is an opportunity to show the value of combination. The advertising can be impersonal, in which case no complaints that one bookseller is profiting at the expense of another, are possible. If any dealer is impressed, after reading this article, by the common sense notions which it aims to instil, let him speak to his neighbor about it and ask him if he has read the article. Attention having been directed to it, the desire to follow out some of the suggestions contained in it, may follow, to the general advantage of the bookselling trade.

At an early hour in the morning of Saturday, September 28th, fire broke out in the building occupied by the Carter-Crume Company, and the Morton Company, check-book manufacturers, Toronto. The loss to the Carter-Crume Company is said to aggregate \$15,000, and the Morton Company, \$6,000, both covered by insurance. Ninety people are thrown out of work for a short period. The cause of the fire, it is thought, was through defective electric wiring. The flames were mostly confined to the upper storey, the damage below being done by water. The building is owned by James Brown, and was damaged to the extent of about \$5,000.