

give. In this way many ideas will be picked up that will in his own business prove useful and money-making. By merely taking a choice of the travellers' goods the dealer gets no better stock and much the same lines as his competitors, but an inspection of the wholesale houses and of the goods that the city retailers are showing will reveal many things that the country dealer might profitably place in his store, but which he gets no chance of seeing from the travellers' lines. The country dealer who confines his attention to his own store and neglects to profit as much as possible by observing the methods of his competitors and the larger dealers in the cities is apt to become "rusty," and will be beaten out by a wide-awake fellow dealer. There are many points in showing goods, too, in which the city dealers, having greater opportunities to pick up new ideas in this line, are ahead of stationers in small places; and care bestowed on the display of goods in the store or window is never fruitless.

CAREFUL SHOW OF INVITATION STATIONERY.—A good way of showing calling cards, invitations, etc., is that adopted by a certain bright retailer in Toronto. He had a long, flat case with a glass side made the length of his window, and in this the cards and other goods of the kind are shown. The case is placed at the base of the window, close to the glass, though it could also be placed in other positions and show its contents as well. There is the advantage of using this, that the goods are not spoiled by the dust about the store, as if they were shown openly, and they can be arranged in the case with much greater ease and with better effect than if they were placed in the window separately.

BARGAINS IN STATIONERY.—Unless the retail stationer has a certain day in the week which he advertises as his bargain day, it is better not to bring on special sales too often, or continue them for more than a day or so when they are on. If the dealer has a regular day for bargains, there is the impression that whether he has any particular line to sell out or not, he will put some goods on the bargain counter for the sake of the day. But when bargain sales are announced very frequently and at different times in the week, the public get to think that a store with so many bargain goods is not the place to get good quality when wanted. Nor is it a good plan to run a sale too long. People looking for bargains will go and get what they want as soon as possible after seeing the sale advertised, and an advertisement of a sale which is kept running a couple of weeks not only does little good, but leaves the impression that there is either very little bargain to be had or that a large stock of cheap goods is carried. C. G. H.

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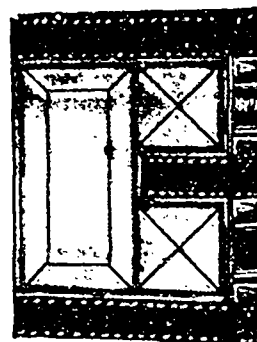
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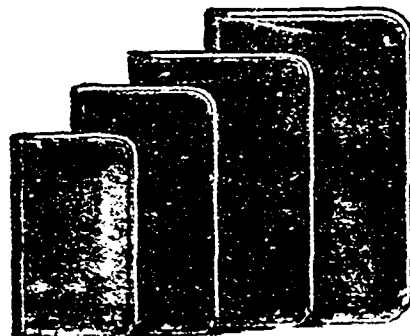
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