

AN EXPANDING PORT ARTHUR BUSINESS.

THERE is just being added to Mr. J. L. Meikle's extensive retail book, stationery and fancy goods business in Port Arthur, Ont., a wholesale department, and an illustration of the building is given in this issue of BOOKSELLER AND STATIONER.

The history of Mr. Meikle's business is interesting and instructive. In 1882 he started a book, stationery and fancy goods

portions that it became necessary to double the store accommodation by taking in another flat. Mr. Meikle, watching the gradual growth of the Algoma District, as well as its contiguity to Manitoba, the Northwest and British Columbia, the number of steamships and railways centering considerable of their business in Port Arthur, decided that the time had come to start a wholesale branch. Having secured satisfactory freight rates, he at once started to build a large four storey, solid brick and stone warehouse, which he intends to stock

a hardworking, respected and honorable man. He has filled prominent positions in the Port Arthur town council, high school board, park commission, etc., has a beautiful home overlooking Thunder Bay, and is noted for his benevolence to the poor and liberality of view toward all Christian denominations.

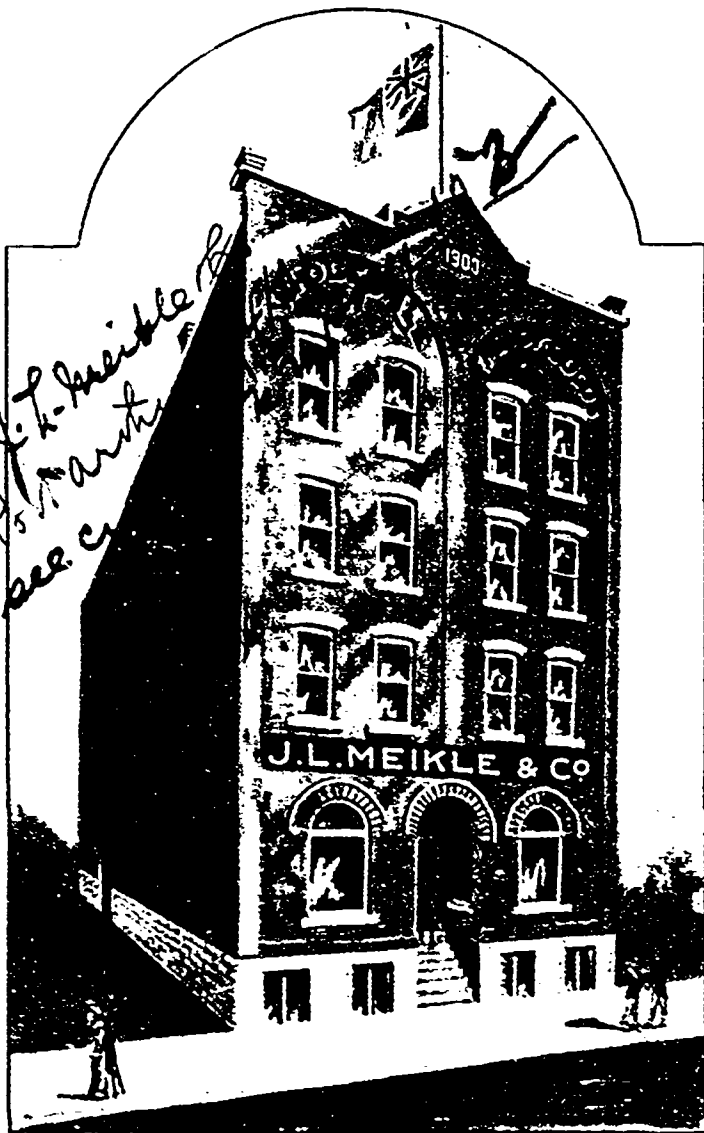
POINTERS FOR PROGRESSIVE DEALERS.

IT is a very necessary part of building up a good business that the store windows should be neat and attractive, but dealers should not rest here. The interior of the store also demands great care, and if it is true, as some stationers say, that "whatever is placed in the window sells," it follows that goods displayed well inside the store will also effect sales by themselves, for a customer is always more in the buying mood inside the store than outside.

No stock is more suitable for the decoration of a store than that carried by the dealer in stationery, who is also, in nine cases out of ten, a dealer in fancy goods in a large or small way. He may not be able to drape his windows like the dry goods merchant, or fill them as easily as the grocer, for the stationer's class of goods does not lend itself toward this kind of display so well, but his fancy goods will make his counters and showcases more attractive, and his books, pictures, etc., will decorate his shelves and walls better than any other kind of stock.

Such fancy goods as statuettes, vases, etc., are best displayed on small fancy stands, separately, instead of together on one table. The most attractive of them should be picked out and displayed in this way, a method that has the advantage of frequently selling the stands as well as what is shown on them. In this way, too, the sides of the store may be filled up without the necessity of strewing goods along the floor, where they are often in danger of being broken. Care must be taken, however, in using these separate stands that they are not placed in the way of customers, or the double disadvantage of inconveniencing the buyer and placing the stands where they are liable to be knocked over will occur.

Again, if it is intended to exhibit both stand and contents, a proper regard should be shown in suiting the stands to the goods and the reverse. Bronze statuettes look out of place on white fluted stands, and white casts on wooden stands lose much of the



J. L. Meikle & Co.'s New Wholesale Warehouse, Port Arthur, Ont.

and musical instrument business in a small way on South Water street. It was the first store of its kind in the district.

After conducting this store for some time he removed to Cumberland street, and not long after he built the store now known as the Bazaar, which is the largest book, stationery, fancy goods and musical instrument house in Western Canada. Three years ago his trade had grown to such pro

with full lines of fine china, smallwares, high-class fancy goods and musical instruments. This business will be opened and travellers on the road about May 15 next. In the middle of February Mr. Meikle left Port Arthur for Europe to visit the different foreign markets and purchase stock for the new warehouse.

Mr. Meikle's career has been remarkably successful, and he is regarded as the type of