

## BOOKSELLER AND STATIONER

Mr. A. D. Watson entered the office of this firm in 1901 and by close attention and hard work now holds the position of treasurer of this company, a position which he is most ably fitted for.

The warehouse is located in the heart of the whole sale district. It is a handsome building and is equipped with all the modern conveniences and consists of four floors 50x90 and a basement, but it has grown altogether too small and they have had to secure outside storing capacity for heavier lines of goods. The growth of the business has made it necessary to find more commodious quarters and the question of building a new warehouse is under consideration.

Clark Bros. & Co. have over fifty employes and ten travelers covering the three western provinces thoroughly. The progressiveness of the firm has had its reward as is evidenced by the numerous eastern and foreign firms who have given them exclusive handling or made them distributing agents of their lines in the west. Among these perhaps the most important are the Berliet and Victor talking machines, Watson Foster wall



GEO. WILSON

papers, Montrose Paper Mills, and Ritchie & Ramsay's flat papers, Canada Tag and Label Co., Ault & Wiborg's inks, Rolland Paper Co., the Johnston Horthburgh Co., London, Eng., Milan hand made papers, Italy, the Macmillan Co. of Canada's publications, A. & C. Black, Somersetshire, the Morang Educational Co., and A. & C. McClurg, Chicago.

### THE AD. AND THE WINDOW TRIM.

One of the essentials of the really good advertisement is the quality of being remembered whenever any future reference is made to the subject advertised. For instance suppose you are advertising a certain line of boxed paper. You make your newspaper announcement so interesting, and the arguments in favor of the line so convincing, that the very next time a man who has read your ad. sees a box of note paper he remembers the line you are advertising. In view of this, a strong newspaper ad. is made stronger when it is followed up, or supplemented rather, by a window trim of the line advertised. The dominating note of the newspaper ad. should also be the dominating note of the window trim.

The large department stores follow out this theory all the time and succeed well at it. Some advertising would touch the spot, so to speak, without a supplementary window trim, but only in the case of a reader being pressingly in need of the article advertised, or of the article advertised being offered at a cut rate. When the goods offered are advertised for sale on their intrinsic merits with mere price a secondary consideration, a supplementary window trim harmonizing with the newspaper argument is very valuable.

There is a little story of a shoe sale in a recent issue of "System" which well illustrates the value of this kind of co-operation, especially when backed up by genuine salesmanship. In brief, the story is something like this: Smith, when putting on his shoes in the morning, discovers a hole in the sole. Being a very busy man, he forgets about it almost at once. On the way down town to business, hastily glancing through his paper, his eye is attracted by the picture of a skeleton shoe. This reminds him of his need, and he reads the argument which goes with the picture. Reaching his office and plunging into business he soon forgets all about his shoe, and is only reminded of it when, returning from lunch, he sees in the window of a shoe store a young man handling a skeleton shoe just as he had seen in the advertisement. He stops; goes in, and comes out a customer.

Such is on operation, repeated countless times when a window display reminds the passer-by of what he has already seen in the newspaper.

A change of newspaper copy is a necessity in advertising. Lines which follow each other in being made prominent in the newspaper space should follow each other in being the chief feature of a window display. Someone has said that variety is the spice of life. Certainly variety is the spice of retail advertising. A manufacturer making one article only must depend for his advertising variety upon the ingenuity of his ad. writer in presenting his ad. in a new way. This is a difficulty which has not to be faced by a retail merchant, who can get his variety by pushing different lines of goods. That is why the average retailer of the smaller cities rarely needs the assistance of the professional ad. writer.

An advertising policy of variety and strength, supplemented by harmonious window trims, cannot fail to produce results.

### 5,000 FACTS ABOUT CANADA.

A remarkable little booklet has been compiled under the above self-explanatory title by Frank Yeigh of Toronto, the well-known writer and lecturer on themes Canadian. Perhaps no one in the Dominion is better qualified to make such a compilation. Its value is, as claimed, "worth its weight in Yukon gold or Cobalt silver." The idea is a clever one, viz.: a fact in a sentence, giving a wonderful mass of information in the smallest compass on every phase of our commercial and industrial life, and our natural resources. The booklet is sold for twenty-five cents, and may be had from the Canadian Facts Publishing Company, 667 Spadina Avenue, Toronto.

"A Mother's Son," is the title of a novel by the well-known athlete, C. B. Fry, and his wife. Methuen & Co. are the publishers.

According to the Publishers' Circular, 100,000 copies of the first ten volumes of the People's Library, which Cassell & Co. are publishing, have already been sold.