

Similarly, a letter may be written on a new shade, or size, or style of society stationery, stating that the paper on which the letter is written is a sample; also the price. If the stationer has no typewriter, he can at very small expense get some young girl or woman who is a good writer to prepare and address these letters. The profit and influence of such an advertisement admits of no doubt.

Letters or circulars addressed to the members of baseball, lacrosse, cricket, football and hockey clubs at the proper season will pay many times over. The same is true of periodical appeals to bank managers, business principals, lawyers, clergymen, school trustees, for such stationery trade as they can give or influence.

Some one may feel like saying: "That's all very fine but we have something more to do than writing letters." There's a time for everything and when the writing of letters or the preparation of good advertisements, is part of wise plans for business-getting, the time will be forthcoming. The merchant who shirks work and trouble has no right to complain if business slips past him. A man's business isn't an easy chair.

Energy in the store, short, pointed, seasonable advertising in the local paper; and the personal, legitimate, acceptable appeal through the mails will greatly enlarge a stationer's business. The mere having of a store and stock, no matter how excellent both may be, is not a sufficient reason for expecting the full trade of the community. To get business one must ask for it; the better the asking the better the returns.

DISPLAYING STATIONERY.

A STATIONER has probably more to fall back on in the way of material for window dressing than many other traders, but it is frequently very difficult to manipulate, remarks an exchange. The great number of small things and the number of fragile things work against the window trimmer. It becomes constantly a problem how to differentiate and separate the small articles so that they will be seen individually as well as collectively.

When small articles are put into the window, it is desirable that the window trim should be what may be called thin; that is, there should be no attempt at crowding. The object should not be to utilize every square inch of surface available, and thus have the articles inserted lose their individuality, but to so dispose the contents as to direct attention to each particular group.

Take, for instance, the case of pens, pencils, and such like small ware. Usually these goods are used to fill up the spaces left between larger articles. This is a great mistake. To show these articles properly there should be a background of some brightly colored material, in sharp contrast to the color of the articles, on which the pencils and pens should be disposed at intervals, and not crowded together.

Not only does the window look better as a result but people see the contents. Only a small stock is required to accomplish successful results. Many merchants refrain from showing small articles except as fill-ins, because they feel they have not enough material to fill the window. This is an erroneous idea. Only a little material is required to give the best results.

WALL PAPER

NURSERY PAPERS.

ALTHOUGH there is no purely nursery wall paper made in Canada, the larger stores in the cities and large towns are including it in their wall paper stock, and finding a demand for it among their higher class trade. The Canadian business is not of sufficient volume to induce our manufacturers to incur the additional expense of such papers, and it is accordingly im-



"The Mulberry Bush"

ported from the United States or France. The latter country leads in the manufacture of nursery papers and exports large quantities to the United States.

These papers are considered of great value in the children's rooms by those who can afford to purchase them. Representing as they do animals, games and scenes in great variety, they assist more or less in the



"Buttercups and Daisies"

education of the young child. Sometimes the entire paper is patterned, and often it is only the border. The cuts show a few of the most popular borders, and give a good idea of the form the papers take. Some represent games of battledore and shuttlecock, tennis and football, others show sheep, cattle, cats, dogs, etc., and all quite natural in their appearance.

THE BAINBRIDGE LINES.

A BOOKSELLER AND STATIONER representative recently had the pleasure of looking over the samples of Messrs. Chas. T. Bainbridge's Sons, of Brooklyn, N.Y., productions. Their line of crepe tissue paper is a particularly complete one, the floral series are exquisite in design and of great variety, whilst the body colors of the paper are of beautiful tint. Messrs. Bainbridge's Sons manufacture Passe Partout paper, which has become a regular line with all first-class stationers, in 12 different colors to match their famous Mat Boards. Messrs. Bainbridge's Sons are represented in Canada by Mr. A. J. McCrae, of Toronto.