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**WHEN WRITING ADVERTISERS
PLEASE MENTION THAT YOU SAW
THEIR ADVERTISEMENT IN THIS PAPER**

**CHRISTMAS TRADE AND WINDOW
DISPLAYS.**

THE next two weeks are the stationer's harvest time. From the orders being received by the wholesale houses, it is evident the trade anticipate a good harvest, too.

Now it is, also, that the window display is possibly the chief feature of the store. The public have grown to expect something special in the way of Christmas display, and largely patronize the merchant who most successfully aims at satisfying this expectation.

The stationer who handles toys, dolls, etc., as well as Christmas cards, calendars,

has in these all the requisites needed for a good display.

A specially fetching display can be made in a wide, oblong window by building a stand with about four steps, to run, like a theatre gallery, around in a semicircle from one side to the other, both ends coming to within six inches of the front. On these steps dolls should be arranged, the larger ones to the back. They should all be placed, if possible, so as to face some object in the centre of the space enclosed, or on a low stage close to the glass. The best objects to have would be two animated window dolls facing each other. If these two dolls are good ones, and if the dolls in the seats are well arranged, the effect will be satisfactory. A curtain behind this stand, made of Christmas cards, calendars, etc., will improve it; a collection of toys, especially of animals, in the pit, will complete it. A display similar to this can be made in a corner window by making the stage at the outside corner and having the gallery best arranged to face it.

This display, of course, is designed to attract the attention of those purchasing toys for children. To sell goods suitable for presentation to older people, an altogether different style of exhibit is advisable. There was a good one in The Bain Book and Stationery Co.'s store to-day. About six feet from the floor, a couple of lines of picture wire running from corner to corner crossed at the centre of the window. From these wires were hung brightly colored calendars. On the floor space a semicircle of notepaper boxes made a stand on which

calendars with delicately colored or copper-plate sketches were shown. At the back of the window, high enough not to be hidden by these, were a number of large, fine-art calendars, mostly of the steel-engraving variety. Along the floor quite a number of fancy calendars of the cheaper class were strewn about.

THE BOOKSELLER AND COPYRIGHT.

An interview, in another column, with Mr. Jas. Bain, of Toronto, on copyright should be read attentively. It is a valuable opinion from a practical man. We do not believe that the book trade of this country will ever be in a satisfactory condition until the cost of advertising and pushing of new books is taken up extensively by the publishers. It will never pay them to do this until the law gives them control of the Canadian market for certain books. Then the regular book trade will be able to force the publisher not to sell to departmental stores which cut prices. By this means we can see some faint chance for the bookseller. As things stand now, he puts more energy, character and ability into his business than any other merchant, with less profit to himself.

The secretary of The English Copyright Association writes to The London Times an appeal to the United States to drop those clauses of the Anglo-American copyright deal by which books must be printed in the United States and says: "It would be a valuable proof of the sincerity of the goodwill the United States now displays towards England." We think we see the Americans giving up a good thing when they have it!