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POINTERS FOR PROGRESSIVE DEALERS.

DURING the visit of the Duke and Duchess of Cornwall and York to Canada, stationers in the different places that the Royal party visits will have to put in some "patriotic" window or decorations appropriate for the occasion. Pictures of their Royal Highnesses will, of course, abound, but these will be a very common form of decoration. Many stores will have windows crammed full of flags, pictures, etc., but the stationer who provides a new and unique display, getting out of the rut, is going to do a big business with those on the outlook for novelties.

At this season of the year the maple leaf looks its best, and for decoration purposes, either to back up another design or to form one themselves there is nothing that can surpass, if there is anything that can equal, maple leaves. Imitations may do very well, but the real thing will give a freshness and strength to the display that no imitation can produce. However they are worked in with the window design or interior display they will not be out of place and will add much to the beauty of the whole.

Souvenirs of all kinds will be in great demand, and the stationer has as much opportunity to supply these as any other class of merchant. Cheap stuff, like buttons, pins, badges, etc., will be sold greatly by boys on the streets, who can dispose of more of them than the merchant in his store, so the stationer must look to a better quality of goods for his trade. People who want to get something that they can keep

as a remembrance of the occasion are going to take something pretty good. There are many things in fancy goods that can be supplied to the public by stationers, which, as souvenirs, cannot be equalled by the goods carried by merchants in other lines of business. Vases and other china or glass ornaments, booklets, etc., can all be gotten up with designs relating to the Royal visit, and good busts of their Highnesses should also be ready sellers. The stationer, however, can decide best what to push as souvenirs, and if a good article is chosen there is little doubt of its success.

Some stationers have gone in for colored pictures on glass of the Pan-American Exposition buildings, and there is not much sale for them. This is a line of goods that the Canadian stationer can profitably keep out of, as the sale of them is principally limited to those who attend the Exposition. And those who do will probably get the same goods, or any amount of other stock of the kind, in Buffalo at better prices. Besides this, interest in the Pan-American Exposition is likely to be greatly diminished by the visit of the Duke and Duchess of Cornwall and York to the principal cities in Canada.

Now is the time to look around the store and see what improvements can be made in the arrangement of show-cases, or how the window may be put to better use in advertising the goods. Spring is the season for cleaning up and getting into shape for a good year's trade. A change in the disposition of the goods, if it does not require too much changing of other things, is worth bringing about, and will give to the store a clean, new appearance. The windows, too, can be given a coat of paint.

Even if they do not exactly need it the small expenditure required will be more than covered by the result of placing attractive windows before the public. Then a change once or twice a week in the windows, that is, for stores in the country, will add to the brightness of the store. Every week should see a new display. There are many persons in the country who only come to town one day in the week, and if they see the same display twice they are not apt to be much impressed with the up-to-date methods of the store.

CATALOGUES.

The latest of the many handsome catalogues issued by The Joseph Dixon Crucible Co., Jersey City, is the best yet. In it all the Dixon graphite productions are advertised. It is well illustrated with halftone engravings of the different pencils, crayons, lubricants, machinists' and foundrymen's specialties, etc., that are manufactured by this firm. Price lists are furnished with a catalogue on request. It is a book that every retailer should have by him for reference. On receipt of a postcard a copy will be sent to anyone desiring it.

Every imaginable kind of sporting goods is advertised in The Harold A. Wilson Co.'s Spring and Summer catalogue which has recently been published. It contains some fifty pages, profusely illustrated with cuts of all the goods advertised, which include everything that could possibly be needed in games, both outdoor and indoor, sports and pastimes of every kind. Dealers will find this a useful book for reference, particularly at this time of the year. Prices and accurate descriptions are included.