

WINDOW AND INTERIOR DISPLAYS.

By "Onlooker."

ONE'S popularity soon wanes. The splendor of a reputation is soon eclipsed. The feverish fickleness of the human race will change its favorites. Only a few of the master productions of ages stand forth in grandeur, grand, but grand with a grandeur not less lonely than immortal.

To the bookseller and stationer this is of vital import. Staples abide, but the novel of the moment passes away and the world knows it no more. Current literature is like a gun. If properly handled it is a means of defence, a bulwark and an opportunity for aggrandizement. But if allowed to rust, to grow old — well, it doesn't pay. To dispose of any stock requires pains and tact. To push the article whose favor with the people is essentially fleeing, use every effort. The fad is what people will have. Get your share of what's going. If you do not attract them by displays, neat, bright, advertising, your competitor gets the business, and you can take your holidays — if you have any money.

Have you ever read in the Holy Book, "Dead flies cause the ointment of the apothecary to send forth a stinking odor?" That applies to books, and displays of stationery. Flies are repulsive, and dead flies are worse. They look bad. No, I would not use any sort of tanglefoot or fly poison, or mosquito net. The former are disagreeable. The latter, if used in the window, obstructs the view of your store which should invite customers.

Do not allow circus cards in your window. Space is too valuable, anyhow. They are too cheap, too flashy, and that is not the impression you want to give of your wares. Yes, it is right and proper to allow an occasional Sunday-school excursion notice or an announcement for an amateur opera, with which the town is interested. Do not let the impression get out that you are selfish or unpatriotic. It will hurt you. Don't be imposed upon by monstrous bills or daily posters. A neat card will not take up too much space, but remember space, and above all window space, is valuable, and you owe a duty to yourself as well as to other people.

Do you carry maps in stock? You should. But be sure and hang straight those which are not kept rolled up. A topsy-turvy arrangement of maps may make

all the difference that exists between selling and keeping. Trustees, school boards, individuals generally, like to see things neat, especially when the responsibility of keeping them so rests with others.

"Lest we forget," on a show-card, presumably was to sell some books beneath bearing that title. The abundant supply of dust on "Lest we forget" suggested that in the irony of fate it had been forgotten, and was old and behind the times. Remedy — a feather duster.

I noticed in a window last week an article marked: "Worth 25c, reduced to 5c." I did not believe it. Neither would anybody else. Do not be extravagant in statements. I do not doubt it was a bargain, but yet a lurking suspicion that the man was not to be trusted kept me from purchasing.

Keep abreast of the times. Know the times and the seasons. A patriotic window on Dominion Day, a Santa Claus window at Christmas, means money to the dealer. In a "King Edward VII." window last week I saw some children's books with a picture of His Majesty. Underneath were the words: "For his little subjects." It was an excellent idea. Children are a great factor in the homes. Let me have the children's patronage and my competitor other people's. Before very long I will have his custom. He will simply close shop.

"How do you arrange your books?" asks the dealer in distress. "Suit yourself," replies the man who has had success. In the close competition with your rival the little individuality and originality which you possess may make all the difference between success and failure. While there is only one way to stand a book on a shelf, yet there is more than one way to spoil appearances. Paper covers become torn and present a haggled appearance. Feather dusters are every bit as good preservatives. Counters are apt to prove barriers. Have departments specially devoted to boys and girls. Let the little tots reach the bright covers and pretty pictures. Slight damage occasioned by soiling will be more than repaid by additional sales.

In a display only three views of a book are necessary, the back edge, the front side and the top end. In showing more, valuable window space may be lost. It is essen-

tial often to show the print. The likelihood of soiling or fading must be obviated by occasionally turning the leaves.

Books neatly arranged in compact form in bookcases sell both themselves and cases. Unless tightly arranged the bindings become racked and they present a generally sloppy appearance. Book props, either covered bricks or bent metals, could be utilized to advantage in a display and could be carried as a profitable side line.

Premiums on special occasions pay. During the first two weeks after vacation, a school bag with every \$5 or \$10 worth of books will attract enough custom to make you never regret the experiment. Boys and girls are the best of advertisements.

A monthly list of latest books with prices neatly printed will acquaint people with their needs and your stock.

Stationery requires no end of care. Clean tasteful displays of white and tinted envelopes and paper with patriotic post cards present a fine appearance. In the displays of stationery in several of the large retail stores of Toronto I noticed last week that all persisted in displaying the back of the envelope. Rather show the front, with an address and stamp on one or two. I noticed in a large stationery establishment a box of envelopes tied up with a piece of binder twine. To say the least it was more rustic than artistic.

Robinson Crusoes and other five and ten-cent holiday books should not be placed on end without support. The most of them can't stand the strain and become bent most pitifully.

Good side lines are sheet music, baseballs, globes, brushes, souvenirs of the town and of special occasions.

An effective display to suit special occasions might be arranged for not more than a day's time at once. Thus, when the King was announced to be suffering with perityphlitis, a dealer might have mounted a dictionary on a handy office desk or frame, opening it at the proper page. Underneath might have been printed, neatly: "A dictionary for busy people; see what 'perityphlitis' means."

I saw a series of four volumes arranged thus: "4, 1, 3, 2." The idea may have been original. I believe, however, it was more carelessness than cleverness. I would prefer the numerical order. It may be a little old-fashioned, but it's safe.

I noticed "McLure" in a window display the other day. Of all men, a book-dealer should spell correctly. This is a small point, but little things count.