

windows, but leave room for an effective arrangement of what you do put there. Too much stuff will defeat your purpose, which is to call attention to the items displayed with enough force to make the gazer want to buy. The handsomest and most effective window the writer has seen in a long time was at the same time the simplest. At the season of beautiful window displays—Christmas

this one was easily the best. It was in the window of a shoe store. The back and sides of the window were finished in plain wood of a dark shade, and in the window were three pedestals about fourteen inches high. Over these pedestals were draped three skins, one white, one red and one blue. On the top of each was a single slipper, matching in color the skin under it. In the centre of the window, on a white mat, was placed a single shoe, one of a new pattern. This shoe was marked "Our Marquise Shoe \$3.00." I'll warrant that the display sold that brand of shoes and sold plenty of them.

There is one more point. Do not expect a window display to sell goods indefinitely. Those who pass your place will get tired seeing the same thing day after day. Give them something new to look at once in a while. Let them get into the habit of looking to see what you are going to offer them next. Sooner or later you will catch

the fancy of the regular gazer and sell him, or her, something. If your offerings are made on the basis of attractive prices, make the price a part of the display. In most cases it is well to do this anyway, as the combination of the article and the price together sometimes make an irresistible combination to the vagrant fancy of the window-gazer.

One word more and I am done. Wash your windows. Is this an unnecessary suggestion? Not so much so as it might be, as you will see if you will take a walk along any street you like, for I will warrant that you will find at least half the windows you pass would be all the better for a little attention from the porter. It is a big job to wash windows frequently when other work presses, but do not allow yourself to fall into the habit of letting it go till a more convenient season. Even if you do not do it for the benefit of the window display, do it anyway for the sake of the appearance of the store generally. If nothing better is possible, cover the floor of your window with clean paper of a light color. It looks much better than stained and blotched boards. A little attention to your windows will pay well for all the time and trouble it will cost you, as you will soon find out.

## ONTARIO SCHOOL BOOK SITUATION

The fat is in the fire, and the booksellers are liable to be burnt with the sputterings. A contract has been let by the Ontario Government to the Canada Publishing Company, Toronto, for the publication of public school readers, which are to be retailed at lower prices than they were formerly purchased wholesale by the dealers. This means that the booksellers of Ontario will experience a loss on every reader of the stock carried over from last year. It is to be hoped that the quantities of the old stock carried over are very small, or perhaps they will be a total loss. For although under the new contract the subject matter of the readers will be exactly the same as the old, the cover design will be different. This will probably make it hard to dispose of the old books even at the new prices.

Although every dealer interested will probably be already advised of the new prices, for the benefit of those who are not we give below the new prices compared with the old ones:

First Book	Old price	New price	Difference
Part I .....	10 cents	5 cents	5 cents
First Book			
Part II .....	15 cents	7 cents	8 cents
Second Book .....	20 cents	9 cents	11 cents
Third Book .....	30 cents	13 cents	17 cents
Fourth Book .....	40 cents	15 cents	25 cents

The contract is for eighteen months only. In the meantime a new set of readers will be compiled. Booksellers would, therefore, do well to be very sparing in their orders for the new books.

One provision of the contract calls for a discount of 25 per cent. to any purchaser of one or more books directly from the publishers. It is unlikely that many people will take advantage of this discount, however, so that the loss in trade will be small on that head.

But the aggregate loss to dealers handling the new books will be very serious indeed. It is to be hoped that the parents of school children will be more liberal in their purchase of other supplies now that their outlay on readers will be so reduced.

Many are the invectives launched against the pub-

lishers for charging such high rates for the readers in former times, when they can now come forward and publish the same books at such ridiculously low prices. Certain sections of the press appear to think that even at the new prices the publishers will wax fat. The fact probably is, however, that only the immense stocks of the old readers known to be at present in the warerooms of the publishers, together with the fully equipped plant which they have for turning out the goods, make the new prices at all possible. The Government may find when it comes to asking for tenders for the publication of the new readers, which are to be compiled, that they have bitten off a great deal more than they can chew.

In all probability the cost of turning out the new set when the subject matter has been prepared, will greatly exceed the present cost, and the Government may experience the chagrin of having to allow higher retail prices to be charged. It will be a pretty kettle of fish for them when they have to tell the people that higher prices will be necessary.

They will have one way out of the difficulty which they may take advantage of, and by doing so appear once more as the benefactors of the parents of public school children. That way, if taken, will be a hard knock for the booksellers. It will be free readers. What matters it that the public has to pay for the readers? The public is apt to think that the books cost them nothing. But in reality, all the public will be paying the schoolbook bills of a part of the public. That will not prevent the benefactors (?) of the public, from urging their claim to public commendation.

These are facts the bookselling trade have to face. The school book trade seems to be in a fair way of being taken altogether out of the hands of the booksellers. Premier Whitney is said to have declared that the new contract would save the people \$60,000 a year. Perhaps this annual saving is necessary in view of the fact that the salaries of all members of the Government have been raised without the direct sanction of the people who pay them. That coincidence, however, may pass unobserved by the "people."