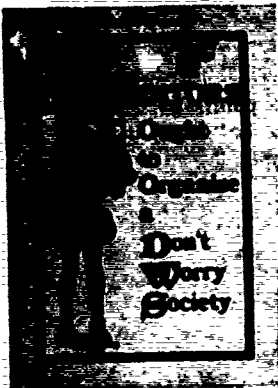


PICTURES AS TRADE BRINGERS.

Up-to-date stationery stores all over the country are beginning to realize that attractive windows and show cases are becoming more and more important factors in fighting competition. It is generally admitted now that

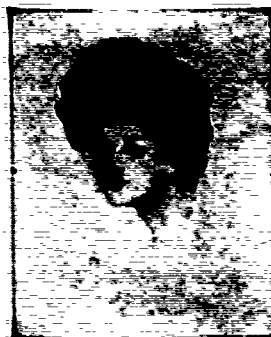


a dealer who cannot get people to look at his show windows is losing the cream of the trade. Ink bottles, blank books, etc., have been found very poor mediums for arousing the curiosity of the passer-by. As the main line of the stationer they are, of course, necessary as a background, but they will be seen only when something more novel is displayed to arrest the attention of the people in the streets.

For this purpose novelty pictures have been found the best medium. Everybody will stop to look at pictures and as a result they represent advertising that literally pays for itself. Every time a passer-by goes into a store to inquire about a picture he has seen in the window the chances for a sale from the rest of the stock of that store are increased. Blank books, ink bottles, pencils and stationery are forced upon his attention. If he does not buy at that time he remembers that store when he wants stationer's goods.

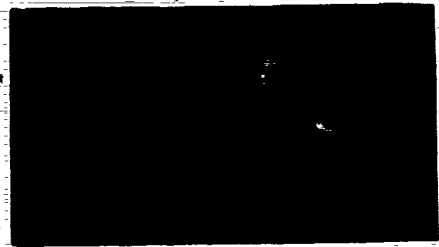
Of course, the pictures handled need not be high-priced goods. Only the catchy, popular-priced pictures will serve the purpose. The pictures accompanying this article, for example, belong to the W. H. Gallagher line, New York, and retail at from 10 cents to \$1 apiece.

Most people are willing to pay 50 cents or a dollar for a catchy and artistic picture "The Crisis," shown in the accompanying illustration, and retailing at 30



cents, is an example of this class. It is a product of the Teddy Bear Craze, which is sure to last until March, 1909, at least—some say longer.

For decorations "Batterup," the bull-dog picture



We advertise to help you and the People Buy Because our advertising shows them how they can help themselves.

Berliner Gram-o-Phones

and Victor Talking Machines

are known wherever music is known.

THERE'S THE FIRST FILE OF SELLING ASSISTANCE FOR YOU.

Berliner Gram-o-Phones

and Victor Talking Machines

are found wherever a live Bookseller is found.

THERE'S THE FIRST FILE OF BUYING EVIDENCE FOR YOU.

DISTRIBUTORS FOR CANADA:

J. & A. McMillan,	St. John's, N. B.
Clark Bros. Co.,	Winnipeg, Man.
Dyle, Evans & Callaghan,	Vancouver, B. C.
R. S. Williams & Sons, Limited,	Toronto, Ont.
Nordheimer Piano and Music Co.,	Toronto, Ont.
Royal Stores, Limited,	St. John's, Nfld.
Cordingley Bros.,	Brackville, Ont.

Write your nearest distributor.

THE BERLINER GRAM-O-PHONE CO.
OF CANADA, LIMITED, MONTREAL

shown in the cut, is one of a large variety retailing for about a quarter apiece.

With the girl as a subject, about the best new thing on the market this fall is a set of (6) heads in color drawn by Duncan, and published by the W. H. Gallagher

When a Girl

refuses a fellow and
he doesn't go to the
bad it is a bitter
blow to her pride.



**NO Woman on
Her Way to
Buy a New
Hat Was Ever Known
to Commit Suicide**

Company, New York. One of them is shown above. They are 11 x 14-in. in size. The best thing about a girl head from a dealer's point of view, is the fact that it is staple stock. Nobody ever tires of looking at a pretty girl, and this applies equally well to the picture of a pretty girl.

The mottoes shown in the illustrations, will give an idea of 150 subjects put up on artistic cards. The style is rich and effective, and very appropriate for home or office decorations. The subjects range from the "God Bless our Home" variety to a large number of witty up-to-date sayings. They also retail at 10 cents.

The miniature pictures and the mottoes are especially well adapted to the stationery trade, and are well displayed in small reasonable-priced racks.