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The bookstore windows have been very attractive throughout the past month, and the dealers might learn a profitable lesson from the success they have had. The memorial numbers of the different papers have been opened up and the large drawings displayed to an appreciative public. Crowds stood around the windows, and the merchants report a good resultant trade. Could not more of this window dressing be done? There is nothing that will arrest the gaze of a passer-by more successfully than a picture—a good picture. The drawings in the London periodicals are always interesting, and a display of two or three of these drawings every week cannot but produce a big subscription list. But the end is not yet. In the same window are books whose titles will come before the readers' eyes, and it would be folly to suppose that trade in books would not result. A window of books is the best advertisement a bookseller can have, and the more it is read the more valuable it will be to him. Pictures out of periodicals or others that are that are creations of a higher art will suffice to draw attention to this advertisement. F. E. Grafton & Sons have grasped the situation. Last Fall, they had a beautiful

picture of Ruth in the window. During the last two weeks, they have shown some original sketches of their collection of Life's drawings.

E.H.C.

STATIONERS IN SOCIAL MEETING.

A VERY pleasing event took place on Saturday evening, March 2, in Webb's restaurant, Toronto, when the staff of Warwick Bros. & Rutter met together at a banquet tendered to the accountant of the firm, Mr. Geo. R. Austin, who this year completes a term of 30 years' service in that house.

About 30 were present, most of them being members of Warwick Bros. & Rutter's staff. A few outsiders were also invited.

The occasion was all the more enjoyed since Mr. Austin was not aware that he was the guest of the evening, until Mr. Bryant presented him, on behalf of the staff with a gold watch, and, in a few words, explained to him the reason of the presentation, the good feeling and esteem which all members of the staff held for him.

Mr. Austin, in a happy reply, spoke of his 30 years' service in the company, and referred to many who had been associated with him in the past, who were now well

known in the trade. Among those he mentioned were: D. W. Bixbee, St. Catharines; E. L. Christie, Brandon, Man.; James Linton, Calgary; Jas. Thomson, Vancouver; W. P. Ryrie, of The Ryrie Paper Co., and Sam Lowery, Petrolea.

Speeches were also made by Messrs. A. O. Hurst, who was chairman of the evening, N. A. Sinclair, W. Mowat, E. T. Wingate, C. C. Pearson, the Montreal representative of the firm, and E. J. Hathaway, the last mentioned of whom gave a brief but interesting review of the history of the house, which had now reached its 50th anniversary.

The evening was made still more enjoyable by several vocal selections by Mr. T. S. Cockburn, of Chas. Goodall & Sons. Others who entertained the company by music or humorous stories were: Mr. Harry Lloyd, of the Imperial Bank; Mr. W. Woods, the firm's Western Ontario traveller; Mr. Blackburn, and Mr. Scott, of of The National Cash Register Co.

R. D. Richardson & Co., wholesale and retail stationers, Winnipeg, have moved to larger premises, and the name of W. A. Bishop, who has been with the firm, is now incorporated in its name, the style being Richardson & Bishop.