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PROMINENT DEALERS DISCUSS THE POST CARD TRADE.

A FEW dealers here and there throughout the more important trade centres of Canada have favored Bookseller and Stationer with their views of the picture post card business. They one and all agree that the trade has had a phenomenal growth. Some consider that it has reached its limit. Others hold that it will still grow. Their varied experiences, their selling schemes and their difficulties will be of interest and value to our readers.

Cloke & Son, Hamilton.

Last year we sold more post cards than ever before, but we don't find any of the phenomenal sales we hear about. Our best sellers are local view cards and comics and our equipment consists of three large revolving stands. We expect the sale to continue for some time longer.

We think our trade should keep the better cards, keep up prices, sell none less than 3c. or 2 for 5c., even though the cost is small. We think the cards that are put up in envelopes, 6 in a set, should be sold only in sets. This rule seems to prevail in most places, and works well, and means a 15c. sale instead of a smaller one, and the poorer sellers are not left on hand. A little courteous firmness is all that's needed.

R. A. J. Little, Oshawa.

The post card business had been booming for some time in other parts before we could work up any great demand for souvenir cards in our town. At last we decided to get a big variety and advertise and show them well, and try and create a good demand, which we did. Among other lines we got a close price from W. G. MacFarlane on 3,000 colored cards of one view. We had the following advertisement printed on the address side of about 2,000 of these cards (A) and had them delivered to every house in town. It seemed to give the post card business a start.

We kept the cards well displayed on poultry netting up the sides of the windows, also on large sheets of colored matting suspended from the ceiling of the windows. In making a post card window we had two large post card racks and an automatic display machine. These made a good background. On the bottom of the window we showed cards laid flat in boxes. We think more of these boxes for showing cards than we do of the display racks. When we have the boxes and the racks side

by side on a table in the store customers will look the cards over in the boxes and not seem to notice the racks. These boxes are the ordinary stock boxes that Warwick Bros. & Rutter ship their cards in. Each box holds one hundred cards. And in using them for display purposes we use the lids as well, as each lid will hold as many as the box. We bought a few dozen extra boxes from them at a very low cost.

The style of card we have had the best success with is a sepia with egg-shell roughening, which we got from W. G. MacFarlane. It is not an expensive card, but a ready seller, as it has a good appearance and the picture is very clear. We had souvenir books of the town published by this firm, and had them use the same cuts in making cards. In this way we got a very close price

IT IS SOMETHING AWFUL

The way we are selling

POST CARDS

We have just received a lot of new ones of Churches, Streets, Hotels, Private Residences, Park and Lake Scenes. Also a pretty little book of Oshawa Views to sell at 25 Cents.

We also have a nice assortment of Xmas Post Cards. Some pretty designs.

LITTLE'S.

and a large variety of cards without having to take too many. Another way we took of getting a good variety of views without much outlay was to visit the local printers and get a collection of cuts of town scenes which they had used in one way and another. Of these we had only a few hundred of each printed, merely to have the variety.

We have boomed the post card business because there is money in it. We advertise the new cards as we get them. We keep a good assortment of comic, colored and leather cards, with the souvenir ones, as they brighten up the display and, of course, are easily sold. Occasionally we have customers who want these comics with the name of the town on them. We sometimes have the words "From Oshawa" printed on a number of cards to fill this demand.

By means of advertising we have worked up a great