

## BOOKSELLER AND STATIONER

### SCRIBNER PICTURES AND OTHERS.

(Continued from page 44.)

touch of distinction not before attained in any series of published pictures of athletes.

The other calendar is made up of four of Harrison Fisher's most notable feminine subjects, "A Tennis Champion," "American Beauties," "Over the Tencup" and "The Winter Girl."

The 12 months of the calendar are divided into three parts, the first picture being left free, and each of the other three having four months printed on the lower part of the mounts. The size of the calendars are 14x22 inches.

Christmas and New Year greeting post cards are shown in many pretty varieties by the Copp, Clark Co. They appear in 12 different designs of holly and mistletoe wreaths, pretty-girl and Santa Claus pictures. The cards are selling at \$1.25 per package, 100 cards to the package. Another line of ordinary Christmas cards appears in two assortments, which retail at 5 cents per package, six cards in a package. They wholesale at \$3.60 per gross. These cards are very nice at the price. The better class of Christmas cards are shown in many beautiful and artistic designs. They are sold assorted in boxes with envelopes at various prices.

Christmas calendars appear in an assortment of new shapes and creations. A line called the Art Calendars are shown in book marks, drop fans and turn overs. Some very pretty and new creations appear in the assortment. Some exquisite embossed designs in the Christmas calendars are also shown. A line of very pretty tags to be attached to Christmas gifts are on display. These are mostly in holly designs. They appear in round and square shape, the round ones being in the neighborhood of an American dollar in size, selling at 75 cents per 100. The square shaped cards have appropriate greetings printed upon them. They measure 4x2 1/2 inches and sell at \$1.00 per 100.

The tissue paper bell is becoming the favorite decoration for Christmas. It is rich in appearance and is inexpensive. The Copp, Clark Co. have a large stock of the bells and anticipate a large sale. They have them in three sizes, the largest bell probably measures 15 inches in depth and the others about 10 and 5 inches

The sale of the bells last year exceeded all others, but it is expected that this season will see them more popular than ever.

### HANDY DESK ACCESSORY.

An exceedingly handy and useful desk accessory is the stamp and envelope moistener, the invention of an Alaska man. Its purpose ostensibly is to obviate the nuisance of moistening stamps and envelopes by the lips. The ease with which stamps and envelopes—especially large quantities—can be moistened for fastening will be apparent. At the top of the device is a reservoir for holding water, the latter reaching the sponge through a small tube. In the tube is a spring which prevents the water escaping except when released. Attached to the reservoir is an extension which supports a blotter, the latter being curved. With the moistener in one hand the operation of applying the stamps and sealing the envelopes is an easy matter.

### A FEW TIMELY HINTS.

An up-to-date stationery department is, first of all, an attraction for customers of the store, and it will lend tone to the store in general. Besides, there is excellent profit in the line for the retailer.

Another point in favor of such a department is that it can be made exceedingly interesting from time to time through an offering of specials. Still another advantage which the department store has in the sale of this line lies in the fact that the greater portion of it is purchased by women.

Some of the best periods for pushing the line through publicity are before and after all holidays, because at such seasons more stationery is generally used than at other periods. In this manner, by planning a timely sale, greater quantities will be disposed of and the department will be more readily popularized.

The manufacturers of the better grades of stationery all put their products up in the most attractive manner possible, and this is quite an aid toward the making of sales. Designs in papeteries and box covers can be had appropriate for all seasons and they figure largely as gifts and as suggestions for the selection of them.

## In the Long Run

the man who sells the high grade satisfactory paper is the man who gets the best results. Imitations, "just as good," etc., may make a stir and answer for a time, but the public recognizes true merit which after all is the only thing that counts. The success of this business is due to the combination of high quality, up-to-date styles, perfect manufacture, quick service and price consistent with these values. In the long run it will pay you best to handle the line with "Hurd's Name on the Box."

Crane's Wedding Papers are perfect in quality and make the finest possible invitations and announcements. Your best trade at least want them.

**GEO. B. HURD & CO.**

**Fine Paper Manufacturers**

**425 and 427 Broome Street, New York, U.S.A.**

