

CROCKERY AND GLASSWARE.

NEW DISPLAY SCHEMES.

No line affords more variety of plans for its successful display than that of chinaware and glassware. In itself each piece is usually a piece of art, and the shapes lend themselves so readily to all kinds of stacking and arrangement, that with any thought at all, novel ideas, and ideas that will show the goods to advantage, can be worked out by any merchant. So many of these present themselves that no china department should be without its attractiveness to the customers of a store, no matter how often they enter.

A china table recently had the top arranged in steps of about six inches width ascending from one side to the other, while what might be called the back was divided off into shelves about six inches high, designed to hold cups and saucers. Viewed from one way the cups with their saucers were seen on shelves one above the other, and showing the side pattern of the cups, and from the other side, cups and saucers and other small lines were arranged on the steps. The table was covered with a deep red material.

A good method to adopt in separating goods of one quality or price from another is to use a long table built up in narrow steps from both sides to the centre. At certain points at the edges of the top step, little brass hooks can be screwed in, and, hanging from them by means of a screw-eye, down the steps, strips of a narrow gilt or black picture framing divide the sides into sections, each of which can contain ware of a certain kind or price. This method of subdividing has the great advantage of affording opportunity for sizing the different compartments by inserting the top hook wherever desired.

Cut glass can be displayed to great advantage in a cupboard of shelves ranged against the walls or around a pillar,

the shelves completely covered with black velvet. In a good daylight or artificial light the cut and sparkle show up well against the black material. A choice piece of cut glass is enhanced in appearance by being placed on a sheet of mirror glass, or, if this is not obtainable, a framed mirror with the frame covered with some dark cloth, either red or black, answers the purpose.

When a complete set of dinnerware, or of a certain expensive chinaware, is to be shown, the separate pieces of which are also for sale, it is well to display it all on one table, each kind of plate and as many cups and saucers as possible being stacked by themselves. On the table a loose card can be placed containing the price of each piece and that of the complete set. This does away with much handling and the consequent risk of breakage, and in this way the display retains its original position longer than when each piece has to be turned up to find the price.

Where pillars occur, shelves can be built up around them to almost any height, and the pillar behind covered with some dark material. The smaller articles should be on the bottom shelves and the larger ones higher up if the shelving runs above the head, so that all can be seen without handling.

DOULTON WARES.

THE announcement of Barnard & Holland Co. on another page calls attention to a special line of Doulton ware, which we think should be a very popular one. This ware has reproduced upon it Charles Dana Gibson's clever illustrations. The line is unique and is having an immense sale. In addition, Barnard & Holland Co. carry many other lines of fancy china and glassware, any of which would be good sellers for Christmas trade.

MUSIC DEPARTMENT.

STRINGED INSTRUMENTS.

WHALEY, ROYCE & CO. report excellent business in every department. Their music rolls and bags and the canvas cases for all kinds of stringed instruments are in great demand. The "Imperial" strings are more popular and have a greater sale than ever before. In their music department September was a record month. Many readers of BOOKSELLER AND STATIONER have sent for their new catalogue with a view of taking up this line.

MUSIC NOTES.

Since our last issue the following pieces of music have been published by Toronto music publishers. We give a brief description of each:

MISTRESS VANITY.—Words and music by William Wallace. A charming and dainty little song for soprano. It is bright and pleasing as one could wish. Words, music and cover complete. (Anglo-Canadian Music Publishers' Association, Toronto.)

THE PIRATE BOY.—By Teschemacher and David Dick Slater. This song is one of the best of its kind we have seen this season for bass or baritone. It is almost a humoresque, with mock "agitato" and wondrous effect, which prove most amusing in conjunction with the words. (Whaley, Royce & Co., Limited, Toronto.)

MY DREAM VOICES.—By Anton Sirelski. A rather simple, melodious song by a well-known writer. It has an easy, flowing melody and very pretty accompaniment. (Anglo-Canadian Music Publishers' Association, Toronto.)

THE HEAVENLY KING.—Words and music by Edw. H. Capp. Here is a song for medium voices that should be in quick demand, particularly during the Christmas season. It is easy and melodious, with a refrain in 12/8 time that is strikingly effective. (Whaley, Royce & Co., Limited, Toronto.)

SWEET SALLY.—By Leslie Lyne. A capital ballad by the composer of "Norry." It is bright and taking and is the kind that almost any singer can render satisfactorily. (Anglo-Canadian Music Publishers' Association, Toronto.)

THE OLD GREEN ISLE.—By E. Teschemacher and Gordon Temple. This is a pleasing song (with violin obligato). Published in four keys. It is suitable for any voice, for the range is not wide. Any singer who is interested in Irish songs or songs of an Irish type will want to have this one. (Whaley, Royce & Co., Limited, Toronto.)

WAKEN LADIES AND LADIES GAY!—A splendid setting, by Ernest Newton, of Sir Walter Scott's hunting song. This is an exceptionally good thing for baritone or bass, full of spirit, and affording many opportunities for individuality and effect. (Anglo-Canadian Music Publishers' Association, Toronto.)

GOD'S CHANGELESS GARDEN.—Words by Alison Dene. Music by Hamilton Gray. A pretty song of somewhat conventional type for mezzo or soprano. Published in four keys. It can be recommended to any singer of average ability, and the violin or cello obligato augments the pretty accompaniment very effectively. (Whaley, Royce & Co., Limited, Toronto.)

THE MESSAGE OF HOPE.—By George Aitken. A semi-sacred song with many pleasing qualities. The organ accompaniment adds considerably to the effect. (Anglo-Canadian Music Publishers' Association, Toronto.)

A SONG OF ADORATION.—By Noel Evandre. A fine sacred song (with violin and cello obligato) for mezzo-soprano or baritone. It opens with a short but effective recitative. Afterwards comes a song of uncommon musical interest, to an accompaniment that is no less masterful than the voice part. (Anglo-Canadian Music Publishers' Association, Toronto.)

"EVER-READY" ELECTRICAL NOVELTIES.

THERE is a great demand for the various electrical novelties which are now being placed on this market. This is not a fad or fancy which will soon be satisfied or will go out of fashion, but is based on a practical utility of most of the articles offered, and the sale of these goods is only just commencing.

The American-Electrical Novelty and Mfg. Co. are constantly introducing new specialties at a price that makes them easy sellers for the trade. These goods are not risky stock: there is no chance of them going wrong, as the company guarantee all their products to the trade. We are sure our friends will find theirs a very profitable line to carry.