

CATERING TO THE SUMMER TRADE.

IN no country probably is tourist travel developing more rapidly than in Canada. The bookseller and stationer may not be perhaps as directly concerned in catering to this class of trade as merchants in other branches of business that might be mentioned. But he is certainly interested, and to no small extent. How the bookseller and stationer at Summer resorts can reap the greatest benefit from tourists is a question which no doubt occupies the minds of a great many of those in the trade. "Don't," remarked Bookseller, Newsdealer and Stationer, "think that the shopworn goods—the remainders of leftovers of the city store—will do for the Summer trade. The visitors at the Summer colony are probably more particular about their stationery than when at home. Coming from cities where they have had the best opportunities to see the finest goods, they are able to note any inferiority or defect, and they are quicker than ever to resent the offering of such goods as an assumption of their ignorance or an attempt to impose on them. Get fresh, up-to-date goods and show them to the best advantage.

"Don't fail to be posted as to the latest styles and fashions, not to be too insistent about them, but to be ready to understand the customer's wants. Be supplied with the costly papers as well as the cheaper grades. Be equipped with stamp and monogram dies, and stamp paper and envelopes as well and as cheaply as it is done by fashionable stationers in town. If people of social standing are ever careless about the conventional observance of fashion's demands, it is not while they are at the Summer resorts. At home their standing is assured and slips are overlooked; in the Summer colony all that they do is noted by people of other social circles, and their standing may be jeopardized by any departure from fashion's laws. There is another large class who make little or no pretense of being ultra fashionable except while at the Summer resorts.

"Don't fail to be obliging and polite because the visitor is only a temporary customer. He or she is probably used to it at home, and any indifference or negligence on the part of the salesman becomes all the more noticeable. Don't attempt to overcharge because the season is short. Please the patron if possible, for the Summer visitor has plenty of time to gossip, and the good or bad reputation of a store will spread through the colony with wonderful rapidity.

Each purchaser who is pleased is sure to advertise the fact to the advantage of the local dealer, who must never forget that he is for the time in competition with dealers in many cities.

"Give constant attention to the display of goods, and especially to the window display. The Summer visitors have less to distract the attention than in the city, and they will stop to admire a window and note its contents when a display in their home city would be passed without notice.

"Show plenty of novelties. They will find more purchasers here than anywhere else, serving as gifts, and especially as souvenirs of the Summer's visit. People buy most of these goods when away from home. Articles that will serve as temporary decorations of rooms usually find a ready sale at these places, and the pretty trifles that serve to temporarily amuse. The Summer colonists are looking for pleasure, and it should be the care of the Summer stationer to aid them as far as possible.

"Buy judiciously and intelligently. Take a good trade journal, study the catalogues, welcome the travelling salesman, but do not depend entirely upon any or all of these important helps. Visit the showrooms of the jobbers and make your selections. Scores of the best selling articles will be overlooked by the stationer who never goes to market.

"Finally, give careful attention to advertising. If there be a local paper which gives the social news and gossip, use it with seasonable liberality, and with such originality as you can command. Use every device to get the people to visit you, and then make them welcome and comfortable, and they will count these visits as among the pleasures of the Summer."

BEST SELLING MUSIC.

The music that sold best during the month for Whaley, Royce & Co. is as follows:

1. "Manson of Aching Hearts," song, by Von Tilzer
2. "Saturday Afternoon," song, by Von Tilzer.
3. "Way Down Yonder in the Corn Fields," song, by Edwards.
4. "Dreamy Eyes" instrumental, by Lampe.
5. "Lazara" waltz, by Blake.
6. "Mississippi Bubble" instrumental, by Haines.

The Anglo-Canadian Music Publishers' Association, Limited, find the best selling music of the month to be as follows:

1. "Another Little Patch of Red," song, by Denham Harrison.
2. "God Bless the Prince of Wales," song, by Brinsley Richards.
3. "For the King," song, by Theo. Bonheur.
4. "Alvernia Waltz," instrumental, by Harold Macvor.
5. "His Majesty the King," march, by Edward St. Quentin.
6. "Coronation March," by Michael Watson.

DEATH OF A VETERAN PUBLISHER

A veteran publisher in the person of David McAlpine passed away in St. John, N. B., a few weeks ago. He was said to be the oldest directory publisher in Canada. His son, Charles D. McAlpine, still carries on the business under the name of The McAlpine Publishing Co.

The Bookseller and Stationer

President,
JOHN BAYNE McLEAN,
Montreal.

THE MacLEAN PUBLISHING CO. Limited.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, North-West Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

OFFICES

MONTREAL	232 McGill Street	Telephone 1255
TORONTO	10 Front Street East	Telephone 2701
LONDON, ENG.	109 Fleet Street, E.C.	W. H. Will
MANCHESTER, ENG.	18 St. Ann Street	M. S. Ashburner
WINNIPEG	Western Canada Block	J. J. Roberts
VANCOUVER, B.C.	Black Block	J. A. Macdonald
ST. JOHN, N.B.	No. 3 Market Wharf	Hunter White
NEW YORK	Room 443 New York Life Building	

Subscription, Canada and United States, \$1.00.
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Cable Address : Adscript, London.
 : Adscript, Canada.

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