

GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.

* This department is conducted and prepared by Mr. J. C. Kirkwood, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," BOOKSELLER AND STATIONER, Toronto.

HOW WHYTE INCREASED HIS BUSINESS

By John C. Kirkwood.

YOUNG WHYTE believed in having a first-class store—that meant a first-class stock. He sold books, stationery, sporting and fancy goods. He displayed these to the best advantage, was thoroughly attentive to his customers, and was always on the alert for new things that would sell in his town. People said of him: "Whyte is a hustler!"

But Whyte had ambitions. He was not content with his prosperity. He dreamed bigger things. To be just an ordinary, everyday bookseller and stationer, even though he was doing nicely, was not enough for him. For one thing, he wanted to do a bigger business in a bigger way. For another, he was young, and youth, we all know, acknowledges no lord, no limitations, no impossible mountains. This thing of waiting for people to come to him fretted him. He wanted to compel business. He argued that people had the money to spend, were spending it, were willing to spend. All that was wanted was the right temptation. So his great concern was how to divert the expenditures of the public in his direction.

There was his book trade, for example. It was an indifferent source of revenue; the turnover was comparatively small, and while the reading habit of his community was pronounced yet people didn't buy much—they depended upon the newspapers, magazines and the public library for their literature. All this didn't make much money for Whyte. He believed that people ought to have books, to own books, and that he ought to sell them. How could he develop a book trade that would be steady and profitable? This was a question that could not be answered off-hand; but one thing Whyte did: he wrote to several publishers and jobbers and said: "I want to put on sale in May a line of miscellaneous books, which I can retail at 25c. What can you furnish for this purpose?" The result was that Whyte was able to offer on a given date about 500 books of all sorts—juvenile, religious, art, fiction, poetry. These books sold originally for from 50c to \$1.50 retail, and were first-class value at his advertised price—25c. They were displayed in his window for a week, from Monday to Friday, with a big card, stating:

He also advertised the sale in the local paper, giving a few titles, and emphasizing the unusual chance afforded to add to one's library, or to provide good Summer reading. He suggested, too, that among the books were many suitable for birthday gifts, and hinted that it might be a good thing for some to anticipate the needs of next Christmas.

The sale was successful. His 500 books had cost him 12½c. each, or \$62.50. He had sold by noon 412 books,

which at 25c amounted to \$78. Thus he had not only recovered his outlay of \$62.50, but had made a profit by 12 o'clock of \$15.50, and had 188 books to the good. By night there were only 73 books left, so that his day's book sale figured out after this manner.

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| Sold: | | |
| 427 books at 25c..... | | \$106.75 |
| Bought: | | |
| 500 books at 12½c..... | | 62.50 |
| 75 books on hand. Profit..... | | 44.25 |

In June another sale was held, and the 73 odd books were mixed in with the fresh lot. The sale was not so

ON SALE

SATURDAY

AT 8 O'CLOCK

AT

25c

Come early.

brisk as the former one, but was very profitable notwithstanding. Then a week later all the unsold books were offered at 10c. per volume, and were grabbed up in short order.

Of course, Whyte's ordinary book trade suffered because of these bargain sales, but when everything was added up the sales in the book department of his business had been handsomely increased, and the profits highly satisfactory.

Whyte learned who were the book-buyers of his community through these sales, and made a note of their names and addresses for future use. It surprised him to find out the host of people ready to buy bargain books. He determined to make good use of his new-found knowledge for future book-selling, and the subsequent history of his book trade goes to show that he succeeded beyond his hopes.