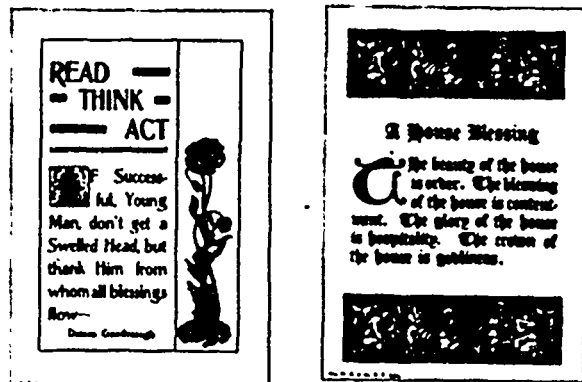


## BOOKSELLER AND STATIONER

### PICTURES TO DRAW TRADE.

Pictures are a line that take up no room, draw trade, and lend a warmth and attractiveness to the store, unattainable through any other medium. The cuts shown on this page are selected from the line of the W. H. Gallagher Company, 18 East 17th Street, New York. This company have only just started selling pictures to the stationery trade and have been successful in placing their pictures in a great many book and stationery stores. Their goods deserve and merit the attention of the Canadian trade, who might show them during the next few weeks to decided advantage.



Gallagher Mottoes.

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### AN ESSENTIAL FACTOR.

As the holiday season approaches the necessity for adequate window display increases. While it is necessary at all times, it becomes even more so to attract attention to the holiday goods which from now up to Christmas will be the principal features in all stationery stores.

One display will not keep the buying public coming to your store, though it will have a powerful influence in turning them that way. One good window must be followed by others at frequent intervals, at least once a week, and twice a week, if possible. It requires considerable thought and much hard work to do this successfully, but it pays heavily on the investment.

While conditions vary in different localities the main principle obtains everywhere—the necessity of doing this kind of work for advertising purposes. If neglected the effect will be seen at once in reduced sales. If followed faithfully the effect will be seen in steadily increasing business. The expense is comparatively light, most times costing but a dollar or two at the most.

### NEW PAPETERIES.

Of the many new and beautiful styles in papeterie boxes that are shown by the Copp, Clark Co., the plain imitation alligator skin is the most novel in appearance. The paper inside the boxes is in keeping with the outward appearance, it is of superior quality and finish.

There has always been an extensive call by the consumer for envelopes of irregular sizes, especially in the holiday season, when cards of many sizes are being sent through the mails. The Copp, Clark Co. have prepared to meet this demand by making boxes containing 500 envelopes of assorted sizes. As every stationer is asked daily now to furnish these envelopes, they will be a great convenience to the trade. No dealer need be afraid of

overstocking with them, as there is always a steady demand for them. They are selling at \$1.50 per box.

The office and pocket diaries will soon be in demand. The Copp, Clark Co. are showing the Dominion Office Diaries in six sizes (48 numbers). All A and B size are made in different rulings; ruled faint with and without Sunday, and ruled \$ and c. with, and without Sunday. Each diary contains such valuable information as law relating to joint stock companies, including rules, regulations and tariff of fees for incorporation of same; banks in Canada with their agencies, postal information, synopsis of mercantile law, tables of weights and measures, etc. Numbers 208 to 216 have extra space for the 4th and 18th of each month.

Dominion Pocket Diaries are made in six sizes, (87 numbers), the specialties being perpetual diaries and vest pocket diary and memorandum book combined. The case leather pocket diaries are admirably suited for presentation purposes.

### A SUPERIOR PAPER.

The trials and difficulties that beset the Carbon Paper & Ribbon Co., Toronto, before they achieved success as manufacturers of typewriter carbon supplies were enough to discourage the most hardy and energetic of business enterprises. They have always had to depend upon their own resources in the manufacture of their goods, so guarded are the secret processes by which they are made. That they have been triumphant in producing paper that is on a par with the best in the world is amply shown in Peerless Brand of carbon paper and ribbon which is exceptionally clean and of superior quality. This department of the stationery business has been very much neglected by the dealer and there is no reason why it should be. This class of trade does not come to you,



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it has to be drummed up, but the profit to be gained is well worth the trouble. Every typewriter in a town represents so much business which the stationery dealer should have, and which is going into other hands. There is no doubt but what carbon would prove a profitable line if the dealer would get out after the trade.

Clark Bros. & Co., Winnipeg, have a well assorted stock of Christmas papeteries in Eaton-Hurlburt papers. Western dealers wanting to sort their stock can obtain supplies of this line on short notice.