

would please them, and mentioning some of them, it would prevent the carrying over of good articles and the disappointment of desirable customers. Some dealers get their customers to do this and have the goods papered, labeled, and put away to await the buyers' pleasure. This plan enables dealers to see what line of goods will sell easiest and what varieties need to be pushed.

Another plan is to issue attractive catalogues and educate customers to select their goods from the catalogues, so that they do not buy only what they see, but ask for articles which they want and which perhaps clerks have no opportunity of showing to advantage. This plan needs to be closely and regularly followed to ensure good results. Catalogues should be issued regularly and should be of such a nature as to be easily understood and to serve as a useful guide to intending purchasers. People are wondering what they will buy, and catalogues help very materially in arriving at decisions. They will bring in new customers and increase the sales to regular buyers.

In these days of close and keen competition the dealer must use every justifiable method to procure and hold customers and increase the volume of his business.

SHOP DECORATIONS.

The interior of a store should be attractive, but especially so at this time of year. Neatness always attracts customers, the well-ordered store being an index of a well-managed business. The ceilings must be of snowy whiteness or, if decorated, of clear, bright colors. The painting should be of a light color, the counters well-polished and the show cases clean and shining.

But at this season of the year more than this should be attempted. A few flags, some Chinese lanterns and boughs of cedar, spruce or hemlock, hung and fastened throughout the store, will be very appropriate. Do not be afraid of having your store too attractive—you cannot over-do it. It is a season of rejoicing and people will tolerate a great deal of this; in fact, you must do a considerable amount of it before it will be noticed at all. Appropriate mottoes, made in various ways, will be appreciated. Nice mottoes can be made from pasteboard letters, covered with cotton batting, over which should be sprinkled silver powder. Or, better still, they can be made with pasteboard, gold or silver paper and gummed letters. The artistic clerk will produce many such that will draw attention to certain articles, or serve merely ornamental purposes.

Pictures, even if used for advertising purposes, will always add to the beauty of a store if possessed of artistic merit. Though here the dealer must guard against drawing too much attention to decorations and too little to his wares; decorations of whatever kind should be made auxiliary to the display

of goods. Much freedom should be given to the displays of merchandise. The arrangement of show cases and their contents, the placing of goods on counters or tables, should be of such a nature as to attract attention while serving to display goods to the best advantage.

The selling of fancy goods and novelties is very different from the selling of staple lines. The latter may safely be kept in the background, and prominence should be given to the former; and all store decorations should subserve this one great purpose of displaying attractively goods that sell only at this season.

OF CONCERN TO THE TRADE.

It is whispered that certain officials of the Education Department in this province seem to have forgotten that the depository method of distributing educational books was discarded years ago in the interests of honest trade. That disgraced system, it is stated, still finds favor and support in the practice of the officials in question. Two persons holding office in the service of the Department are especially mentioned, and an inquiry is likely to be made. If all we hear is true it is possible that a commission may be asked for to investigate the matter, as grave abuses of position are alleged. A searching inquiry might result in very considerable benefit to legitimate trade and enterprise, which, if certain statements agree with facts, have been seriously handicapped for some time.

STATIONERY NOTES.

Barber & Ellis Co. are selling Howards Olde Parchment Note in large quantities.

It would be hard to say whether it is the boys, business men or housewives who buy the Perfect Pocket Printer and thus make for it such a large sale. For the boys it is a printer's outfit, for the business man a rubber stamp (the cheapest and handiest he can buy), and for the ladies a linen marker.

James Bain & Son have imported a number of new lines from New York. Among them are a full line of Whiting's Society Stationery, an assortment of new American memos, and ladies' visiting and shopping lists, and many other new novelties for the holiday trade.

The Age Cabinets which appeared on the market, about two years ago, are still in great demand, and no wonder, as they are the handiest and cheapest office or home cabinets yet made. Every one needs one, and so the sale is correspondingly large.

The manufacturers of the Rival Fountain Pen were seen during last month by one of our correspondents at their factory in New York, and he spent a profitable hour in watching and learning something about their manufacture. These pens are giving "unrivalled" satisfaction. No doubt this is owing to the fact that each pen is tested by the head of the firm personally at the factory before shipment.

BOOK NOTES.

SONGS OF A HUMAN, by W. P. Mackenzie (Toronto: Hart & Company), will be on the market in a few days.

The DeWitt Publishing House, New York, have in preparation a new book for children, by John Kendrick Bangs, entitled "Tiddlywink Tales."

Over 1,000 copies of *Stolen Sweets* have been sold in the United States during the past three months. W. W. Knott, of Chicago, is the author.

The second edition of *Gospel Hymns No. 6* has been issued by The Copp, Clark Co. They expect to have the purely letter-press edition ready in about a week.

Williamson & Co.'s *Household Expense Book* is meeting a very hearty reception, it being deemed the very thing needed to introduce order into the household finances.

Chas. E. Merrill & Co., New York, announce that they have concluded arrangements with Mr. Ruskin's English publisher, by which, hereafter, they will be the only authorized publishers in America of Ruskin's books.

The following is a translation of an advertisement of a Japanese book-seller:

"The advantages of our establishment: 1—Prices cheap as a lottery. 2—Books elegant as a singing girl. 3—Print clear as crystal. 4—Paper tough as elephant's hide. 5—Customers treated as politely as by rival steamship companies. 6—Articles as plentiful as in a library. 7—Goods dispatched as expeditiously as a cannon ball. 8—Parcels done up with as much care as that bestowed on her husband by a loving wife. 9—All defects, such as dissipation and idleness, will be cured in young people paying us frequent visits, and they will become solid men. 10—The other advantages we offer are too many for language to express."

MAGAZINES, AND SPECIAL NUMBERS.

The Christmas Judge will cost nineteen and sell for twenty-five cents. It should be good for that price.

An increased demand has been experienced during the past month for the *English Illustrated Christmas Numbers*. The *Ladies' Pictorial* has had an uncommon run, twice the quantity of copies estimated having been sold already.

The Announcements of The Youth's Companion for 1892, seem to touch about all healthy tastes. Its fiction embraces folklore, serial, sea, adventure and holiday stories. Frank Stockton, Clark Russell, Will Allen Dromgoole, Mary Catherine Lee are a few of the distinguished story-writers. Its general articles cover a wide range: Self-Education, Business Success, College Success, Girls Who Think They Can Write Natural History, Railway Life, Boys and Girls at the World's Fair, Glimpses of Royalty, How to See Great Cities, Practical Advice are some of the lines to be written on by eminent specialists.