

## THE STATE OF TRADE.

Just now the book trade has a very good feeling, although the trade is only ordinary. A good general trade is being done, and if brighter weather causes a rapid growth of crops, the booksellers may expect a fairly good summer's trade. Some of the wholesale houses report books especially active, but these are mostly paper bound books, which are having an increased sale, due no doubt to the anticipation of the holiday book trade. As the holiday season approaches both wholesale and retailer make strong efforts to increase the sale of the lighter class of books and the retailer especially can do himself a great deal of good by making special efforts in this direction.

With regard to import orders there seems to be a slight falling off in their volume this year. Dealers are more inclined to wait until the fall and order from stock. This must be especially beneficial to weak dealers, but of course it is not pleasing to the wholesalers. Some of the houses report that import orders for Christmas cards and novelties are hard to obtain while others report fairly good sales. In the Northwest travellers are more successful than in Ontario. This may be explained as due in considerable measure to the fact that many good farmers are leaving Ontario to engage in extensive wheat farming in the Northwest. The fishing tackle trade has been very good this season, in fact considerably ahead of last season. Prices have remained as low as last year despite some heavier duties which have been imposed.

## DOWN WITH THE GRUMBLERS.

"I have no patience with men who in spite of their prosperity take every opportunity to run down their country," said a wholesaler to us the other day, and he went on to relate how a fellow wholesaler, in one breath, complained that Canada was going to the dogs, and in the next bragged that he had never known a year since starting business, some six years ago, that had not shown a decided increase in volume. He went on to say that talk of this kind was not very far from treason, that he could see little, if any, difference between intriguing against the rightful rulers of the country and constantly sowing discontent in the minds of the people. Owing entirely to this system of "beating Canada the largest, the most healthful, the most fertile country in the world, not to speak of the mineral resources which are so immeasurably great that it is doubtful if all the rest of the world put together aggregate such riches," he said there was millions of dollars in and out of Canada lying waiting for investment so soon as the possessors of the money have had their confidence restored to them. Emigration to other countries was encouraged and immigration greatly retarded by the con-

stant croakings of these unhappy petards who make it their business to lose no opportunity to use the press, public platforms and private conversations to do their country an injury. He thought they should be met by a "Shame on you," "Go about your work and be thankful," whenever their ungrateful voices were heard. Let also all who believe in the necessarily great future of this Canadian of ours take advantage of every chance afforded them to shew their unbounded faith in the country. If it were but known what great strides have been made in the volume of all business in Canada during the last twenty years, not to speak of the opening up of the country by railways, and Canada, besides the breaking of the soil by farmers and miners, people would not have the face to complain. There is no room here for figures, but we are in possession of statistics of all kinds showing that our proportionate increase during this time is greater than any other country in the world, except the United States. Moreover, the long-headed ones see a filling up of the neighbouring Republic, which means a forced emigration to Canada from all parts of the world, including the States themselves, within a very few years. He concluded by saying "Take this to heart and when you hear a man talking annexation pull him up short."

## ADVERTISING AS IT IS.

A person who picks up any Canadian local weekly will find in it a variety of methods of advertising. The man who begins his advertisement with "The Great Railroad Strike is now over, but this has not prevented us getting in two more carloads of that sugar," has not ceased to exist. He still lives. He changes his advertisement regularly twice a year, once in the Christmas season and once during some other season when he seems to have a new idea. When he sits down to write an advertisement he must first have some words about something that is happening or has happened, but which has no connection with his trade. War is a favorite topic with him. He is in the same weary class as the man who is always "selling below cost," or "at slaughter prices." The firm that always claims to be "the cheapest house on earth" still survives. Such talk must cause a loss of confidence in traders among their customers. In a certain local weekly in Western Ontario may be seen an advertisement of a photographing firm, which was dissolved some five or six years ago, but the advertisement still remains like an Egyptian obelisk as a memento of the past. Truly the editor must not read his own paper. Editors who would allow such a state of affairs in their paper cannot realize the duty they owe to their readers and their advertisers to always have all their advertisements fresh and crisp. In the issue of an Ontario weekly, dated May

27, the most conspicuous advertisement on the local page was that of a grocer whose carelessness in changing his advertisement was well marked by his latest production bearing the date February 25th.

But these are only relics of the barbarous past. Advertising has been making real advancement in the points of variety and excellence. Display advertisements are still predominant, and much ingenuity and taste are displayed both by printers and advertisers. But another kind of advertising is rapidly winning its way into favor among merchants. This is an advertisement one column wide, one-third or one-half column in length, the body of which is set up in pica type, with an appropriate display heading and firm-name. The wording for such an advertisement is generally conversational in its character, that is, it talks to the reader in a straightforward, but often natty, conversational way. The dealer speaks through it directly and pointedly to his customers. Very little bombast, very few rash assertions, but sound common sense and solid phrases, which are the opposite of meaningless—these are its characteristics. This kind of advertising was made popular by the Wannamaker firm, and now the leading retail dealers in Toronto and other Canadian cities use it either exclusively or for the greater part of their newspaper advertising. It is slowly percolating to the rural dealers, and it would seem that this is to be the future advertisement. It appeals to a matter-of-fact people, to those people who read advertisements because they are accustomed to go there for information. A great many who adopt this method embellish their advertisements with small artistic cuts, which the saving in space enables them to use without any greater outlay than in using a larger display advertisement.

To write a suitable advertisement for this method requires a certain amount of care, thought and brains. A good plan for a retail dealer would be to have a scrap book, and from the leading dailies to clip the best advertisements each day and paste them into this book, not for imitation, though this would not be wrong in itself, but as models or ideals, and for the purpose of suggesting like or other ideas to the advertiser. Then when an advertisement is to be written in a hurry the book suggests ready-made ideas. Some of the men who write these advertisements for leading houses are men who have long studied advertising, and their writings are worthy of study and imitation. To advertise properly, a man must know his stock thoroughly, and he must be always ready to advertise some article particularly. Advertisements are often too general; they do not speak pointedly to the reader. A good advertisement must be brisk, conversational, thoughtful, pointed and particular.

## COPYRIGHTS.

We would advise every reader of BOOKS AND NOTIONS to read carefully the list of copyrights published every month. Every dealer will find here the advance notice of every Canadian book and piece of music, and will often discover among the list of articles copyrighted something which he has been waiting for, and as the name of the publisher is given in every instance, he can at once know where it is best procurable.