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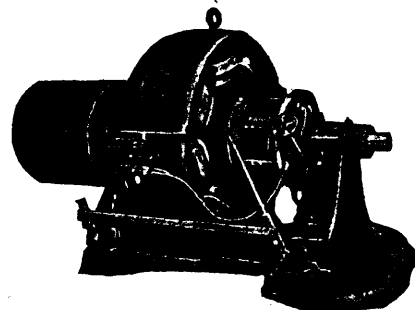
CHRISTMAS TRADE.—There are many ways in which Christmas trade may be scooped in and made profitable. Indeed it is almost necessary at this season to provide an additional turnover from outside lines in order to make up for the inevitable loss from the suspension of ordinary business that naturally takes place during the preparation for Christmas festivities and the holiday-time that follows. There are few traders who do not secure some portion of this extra business, and there is no valid reason why a really large share of it should not fall to the hardware man. Many hardware-factors are careful to provide their clients with goods of a light and attractive character, and the lists which are issued at this time of the year frequently contain some suitable lines. Some ironmongers object to the light character of the goods often recommended and others draw the line at toys. We do not see any particular reason why they should do so. The juvenile population form a powerful factor of home life, and metallic toys, engines, and games purchased carry with them a really good advertisement, for they are not only in daily use for a considerable time, varying according to the durability of the article, but they are handed round for inspection to the representatives of other families who visit them. Putting aside, however, such articles as toys, there is an enormous trade to be secured in fancy goods and also in the more useful articles, provided they are of a seasonable character. We urge readers to avail themselves of this class of trade, because we feel sure that although there are many thoroughly alive advanced hardwaremen, there are hundreds of others who hang back from going forward out of the ordinary ways and therefore lose so much they might otherwise secure. —Ironmongers' Chronicle.

THE THEATRICAL SIDE OF KEEPING SHOP.—The successful retail merchant ought to have something of the showman in his equipment, for he is, in his own way, a provider of entertainment. The capacity for drawing curious folks and sightseers has been an important factor in the success of most of the Barnums of the retail world—is still a factor in the success of the modern department store. The showman who keeps shop must never allow his theatrical instincts to overtop his regard for hard facts, but if he will use odd methods to color his facts, he will be in a fair way to dominate his own locality, especially if he is doing business in a small city. Goods are potent attractions in themselves. The fact that the most blasé mortal will stop to look into show windows is a proof of this truth. But there many means, great and small of setting people thinking and talking of your store, thought and talk being preludes to visits and purchases.

The automobile delivery wagon is still a novelty in many towns, and can be made a six months' wonder before it loses its charm. Every housewife would order a bill of goods for the sake of having the vehicle stop before her door. Moving stairways have recently been built into several New York and Brook-

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