

# THE Bookseller and Stationer

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## POINTERS FOR MARCH BUSINESS

**M**ARCH is a good month to devote to household supplies. Let the housekeeping and home ideas have full sway. If you are a dealer in wall papers, emphasis should be laid on this line. There are also numerous other lines that will interest housekeepers about this time of the year, when spring cleaning begins to loom up on the horizon.

### The Month's Events.

The two events that must be looked forward to and prepared for in March are St. Patrick's Day, falling on the 17th, and Easter, falling on the 31st. The latter is of course, the most important of the two, but the former must not be neglected on that account. Special displays during the days immediately preceding each of the events should be made to keep up the popular interest. There are not many special commodities to mark St. Patrick's Day, apart from the customary shamrock, but this year post cards to celebrate the day have been published and these should be in ready demand. As for Easter, this season of the year is coming more and more into prominence as a gift-giving period. A great many small articles can be disposed of, including Easter cards, post cards, imitation birds, imitation eggs, etc. All these admit of being attractively displayed in the window.

### Sporting Goods.

Sporting goods, as commonly understood by fancy goods dealers, embrace the equipment for such outdoor games as baseball, tennis, lacrosse, croquette, etc., but do not usually extend to hunting and fishing equipment. The latter is properly given over to the hardware dealers and the sporting goods men pure and simple. There is, however, between the two a borderland, which is sometimes invaded by the one and sometimes by the other. Golf clubs and golf balls, for one thing, come under this category. At the beginning of the season a dealer should take a definite stand as to what ground he will cover and then stick to it. If he is active, he will get in touch with the officers of local clubs and get some sort of pledge from them that he will be given an opportunity to supply requirements, when the season opens.

### Buying.

March is the month when the travelers are let loose on the country in earnest. Earlier trips have been brief and merely preliminary. Now, the big houses have their

spring goods in shape and their fall orders in and are ready to get all the trade that is coming their way. The publishers have made up samples of their import books and are showing them from Atlantic to Pacific. Import fancy goods houses have all their consignments in from the European markets. In fact, the lull following Christmas is over. Buying, under these circumstances, becomes an important event. The best advice that can be given the retailer is not to be too hasty in his selections. Do not make the mistake of supposing that the first traveler to arrive carries the finest samples. On the other hand it is equally advisable not to be too cautious and thereby let good things slip by. Steer a middle course.

### In the Store.

If a dealer possesses foresight he will begin to lay plans in March for his summer campaign. Where his store is located in or near a tourist centre, this preparation will have an important bearing on the success of the summer business. Once more we would reiterate the advice for each individual dealer to profit by his previous experiences. He is now in a position to know where he fell short in previous years and he is able to remedy the mistakes then made. A rearrangement of store fixtures and of stock can be recommended. It is better for the summer visitor to find an altered store than to come back and see the same old arrangement. Alterations are not difficult to make and they indicate life and progressiveness. These, in turn, have an influence on customers. March is a good time to attend to this item.

### Join the Association.

No dealer in the Province of Ontario, at any rate, could start the month of March better than by joining the new Booksellers' and Stationers' Association. Perhaps he may not realize all that this association will do for him, if he gives it his support. In that case he cannot do better than read the following two pages carefully. He will there find the story of a piece of work that was to all intents and purposes done in his interest by the association. If it may be taken as a fair sample of the kind of service the association will render him, then he would be a pretty small man who would not consider a membership worth while. The fee is an extremely moderate one, making it possible for everybody to join. Do not allow the first of March to slip by without taking action.