

POSTERS IN THE SHOW WINDOW

A few instances are cited in a recent issue of *Walden's Stationer and Printer*, of an evil custom being turned into a good business proposition by an enterprising bookseller and stationer. The evil custom referred to was the free exhibition in the show window of all manner of bills and posters announcing dances, church picnics, socials, etc.

The idea which occurred to the stationer in question, was to take advantage of announcements of special events to push appropriate lines of goods. In the first place, he refused to put any posters or cards in his window, announcing any special event. Instead, he had a sign constructed of moveable letters, which he hung up on the wall on one side of his window. The sign was headed "Forthcoming Special Events." Then followed the dates and particulars of the coming events in which the citizens were interested.

"It was," says our contemporary, "in fact a bulletin and at once began to attract attention. Then one idea after another suggested itself. The High School senior class was to give a dance and the order for dance orders was given to this stationer. For two or three days previous he had a display calculated to interest all students. The school colors in crepe paper made a very pretty background and floor covering and fountain pens and other school necessities were shown. One side was a display of tally cards and dance orders with an attractive but not too conspicuous sign calling attention to the fact that they supplied the cards for the occasion. Later in the season the baseball team of the school distinguished themselves on the diamond and a photograph of the nine was shown surrounded with baseballs, gloves, bats, masks, etc. One week there were held services in the various churches conducted by a well known revivalist. The announcement board was devoted to the dates, the place

where the preacher would speak and his subjects. The display was appropriately of Bibles, motto cards, etc. The same idea was carried out when a convention of a certain organization was held in the town. Souvenir goods were displayed and sold well and especially attractive was the showing of post-cards, both local and designs of the order. This subject might be continued indefinitely. In the summer time baseball scores were posted; in the winter theatrical attractions were announced. The bulletin was always up to the minute and the manager of the store was enterprising enough to take advantage of it."

This idea is one which might well be copied to some extent by Canadian stationers. The series of articles which have been for some time running in *Bookseller and Stationer*, on the subject of show-card writing, should prove useful in carrying out the bulletin idea. It will not be necessary to go to the expense of a moveable letter sign.

Get a neat frame made, large enough to be easily seen by the passers-by. On the top of this frame paint the words, "Bulletin of Coming Events." Then, as each popular event draws near, put a card in the frame containing dates and particulars of the event. And in the case of any of these events affording an opportunity to push particular lines of goods, see to it that the window is attractively dressed with them. By adopting a scheme of this kind, which costs practically nothing, a great deal of window space can be saved by displaying on the bulletin board, all these miscellaneous posters by which most dealers are pestered. In addition to that boon, your show window will receive much more attention from the public, which will be evidenced by increased sales in all departments.

WHAT TO DO IN JULY

The first of July happens to be one of those holidays which are a boon to the fancy goods trade. It is hardly necessary to point out that by pushful methods business can be doubled on such an occasion. Fire works, Chinese lanterns, flags and such like goods should all be very brisk sellers just before the holiday.

The Summer Loafer.

July in most lines of business is a slack month. A good many of the best buyers of every locality go away during July and August, and those who stay at home seem to be too lazy to get out and spend their money. A good transient business in souvenirs and post-cards ought, however, to be striven after next month. Also paper-covered books of the lighter kind should be pushed. The average person wants to loaf around in the summer, and there is nothing on earth which lends itself so readily to the gentle art of summer loafing, as the light, paper-covered novel.

Hook the Angler.

Talking of loafing naturally brings to mind a near relation of that art—fishing. July is a fine month to push the sale of all kinds of fishing apparatus. July fishermen for the most part don't mind if they catch any fish or not. When the otherwise rational citizen goes into the fancy goods store, and emerges therefrom armed with a fisherman's outfit, it's a sign that he wants to be left alone on the banks of the "crick"—alone with his airy dreams. It doesn't necessarily signify that he ex-

pects to come home laden with the finny tribe. A certain amount of idleness is good for mankind. If for no other reasons, therefore, the fancy goods man should encourage fishing.

Baiting the Hook.

This heading, "baiting the hook," is a metaphorical way of saying "dressing the window." For the window, properly made use of, is a good hook with which to fish for business. A great deal depends upon the bait. A good plan is to seize on the first fine day (we're bound to have more of them from now on) to dress the window in summer garb. Have the floor of the window covered with green tissue paper, and along the front and sides place a few stacks of paper novels, with open books on the top. Inside the frame thus formed, display anything you have in stock, useful for the summer picnic or fishing trip. At the back of the window arrange a row of fishing poles, and attach a fairly large white show card, with an inscription something like this: "Goin' Fishin'! Get your supplies in this store. While you're inside look over our stock of books for summer reading, and—well, come in, anyway." If a picture of a man fishing can be obtained, and pasted on the card, so much the better. This window arrangement may not appeal to you, but the main thing is to so dress the window, as to wake up in the passer-by, that innate summer "want to go an' fish" feeling, which will result in somewhat of a boost to your summer goods.