

pretty articles that form part of every stationery stock, should be tastefully arranged in the window. Nothing will attract the eye more quickly than a well bound book or an open magazine, and, if the passer by happens to be interested in literature, a purchase is likely to follow.

A proper arrangement of stock inside the store is just as important. In the big American cities, booksellers go to an incredible amount of trouble and expense in fitting the store and arranging the stock so that anyone entering will be tempted to examine the array of books, papers or magazines. One will often see a customer come in to buy an evening paper; he sees a new magazine on the counter before him, is pleased with it and makes a purchase. He would not, however, have thought of asking for this or any other magazine, probably when he entered he had no intention whatever of buying anything but a "war special." This is a class of trade that tasteful displays are most useful in capturing.

Perhaps, on reading the above, some members of the trade may say, "Pshaw! We all know that." No doubt you all do, but why in the name of common sense don't more of you put your knowledge into practice?

DURING THE HOT WEATHER.

The slow seasons of the year, says The Publisher's Circular, such as the one through which the trade is now passing, ought to be employed by the storekeeper to make himself better acquainted with his establishment than it is possible for him to become in the busy seasons, when his attention must be given to more pressing matters. But, between seasons is a good time to get behind the counter and to study every article on the shelves from the top down to the floor, underneath the counters, and in the byways of the store.

It is more than likely that many goods will be found on hand that ought long ago to have been weeded out. They may not be altogether valueless in the eyes of the clerks, but in the master's view their room might be more profitably occupied by other stock. Now is the time to throw out the "plugs" and slow stock to make way for the new stock that must be ordered a month or two hence. Stock that eats off its head in interest is worse than

useless. Inasmuch as it figures as an asset it is also a positive danger. Therefore let it be disposed of at any price, if need be, as waste paper; even as that, in these dull days, it may help to pay the salaries of those at least who consign it to oblivion.

Let the tour extend through all the departments—into the basement, through the bins where the reserve stock is stored—and let the same heroic measures be applied. It may possibly be found that the stock is in healthy condition, and that it needs no pruning. Nevertheless the labor will not have been in vain if the assurance is gained that the assets are real and not inflated. Besides, a lesson may have been imparted to the clerks that may prompt them to be more orderly, and to keep a closer watch on stock that for some reason or another will not sell.

Then, the present season also offers an opportunity to the employer to become more intimately acquainted with his staff and to take a fuller measure of its capabilities. He will very likely learn to discriminate more nicely between the showy clerk, the eye servant, the clerk who by trick and subterfuge during the busy season maintains a reputation as a hustler, and the more modest and abler clerk who steadily helps to build up the reputation of his firm for intelligent service and courteous treatment. In such a review, the bookseller will be able to learn in what particulars his force is weak, where it may be strengthened by encouragement and where it is absolutely strong and reliable. Attention to these details will help to strengthen the store at all points and may turn an otherwise slow season into an almost profitable one.

A MAINE MAN'S DEVICE.

A unique way of advertising is illustrated by a Maine man, in a seaside town, who keeps a toy and paper store. He noticed that strangers who came there invariably amused themselves by walking along the beach and picking up shells, so he procured a wagonload of mussel shells, and upon them stamped in red ink an advertisement of his business. Every morning he sent a boy with a basketful of these shells to distribute along the sandy promenade. The visitors eagerly picked them up, and the toy dealer's ingenuity was rewarded by frequent calls for children's shovels, pails, etc.

Professor Barrett Wendall, who wrote the "American Letter" for Literature up till a few weeks ago, has finished a volume on the "Literary History of America," which Fisher Unwin is to publish in his series of literary histories.

ORIGIN OF THE NAME "RIVERSIDE."

One of the best known names in the publishing world is "Riverside" in connection with the famous old Boston house of Houghton, Mifflin & Co.

In 1852, Mr. H. O. Houghton established a printing press in Cambridge, Mass., on the banks of the Charles river, in a building formerly used by the city for the town poor. Mr. Houghton, not wishing to have any name attach itself to his new press which might be suggested by the former use of the building, sought the advice of his friend Mr. James Brown, then of the firm of Little, Brown & Co., of Boston, who one day said to him: "This press stands by the Charles river; why not call it The Riverside Press?" and this most natural name was given it, so that now the term "Riverside" has come to cover a thickly populated district, and to be applied to various neighboring industries.

The Riverside Press soon outgrew the small building in which it was first started, and now consists of a large building or collection of buildings, in which are employed between five and six hundred persons. The publishing business which the Press gave rise to has its publication offices at Boston, and branch offices at New York and Chicago.

NEW BOOKS IN THE PRESS.

Frederick A. Stokes Co. will publish the "Letters of Dean Swift," edited by George Birkbeck Hill, and "Autobiographic Reminiscences of Henry Ward Beecher," prepared by T. J. Ellinwood, who for years acted as the stenographic reporter of Mr. Beecher. They have in preparation the following novels: "Tekla," by Robert Barr; "The Ashes of Empire," by Robert W. Chambers; "John Ship, Mariner," by Knarf Elivas; "The Town Traveler," by George Gissing, author of "The Whirlpool"; "The Letter and the Spirit," by Cora Griffin; "Companion to Many Cargoes," by W. W. Jacobs, author of "Many Cargoes"; "Grace O'Malley," by Robert Machray; and "The Destroyer," by Benjamin Swift.

A RECENT FAD.

The latest fad in paper is a sheet the size of the envelope, which goes into its envelope without folding. In the usual correspondence size—that small size used for a hurried note or invitation—this idea goes very well, but when it comes to larger sizes stationers say it will not take. The favorite colors are white, cream, azure, regimental gray, and blue. The fancy tints of pinks and heliotropes, yellow and greens, though sold to meet a certain demand for them, are considered wretched taste.