

## POINTERS FOR PROGRESSIVE DEALERS

**W**HOLESALEERS are paying particular attention to their lines of school scribblers and exercise books this year, and the result is the most attractive assortment that has yet been put on the market. They say that the demand for patriotic designs in these goods is still strong and, no doubt, the visit of the Duke and Duchess of Cornwall and York will give an impetus to the sale of all such goods, particularly those in which their Royal Highnesses figure. But the demand for patriotic designs is a pretty old one now, and dealers would do well to include in their stock some of the new and unique designs which are being shown by most of the houses. Many of these are striking and well colored, and will make excellent displays.

Stationers who are trying to work up a tourist trade might find it to their advantage to place in stock some of the lines on which the railroad booksellers do well. For on many lines their trade is almost altogether with English and American tourists. The English tourists are great buyers of Indian novelties in the shape of souvenirs, ornaments, etc. Beaded moccasins, slippers, miniature canoes, snowshoes, etc. Indian pipes, souvenir paddles, and such things, are bought in large quantities by the tourists from the Old Country, and there is no difficulty in getting a good price on them. With the American tourists these goods are hardly sold at all. One class of goods that the two buy in common is Canadian souvenirs. Spoons with maple leaf handles, hat pins, brooches, belts with some Canadian buckles, and other things of the kind, all go well, better, probably, to the Americans than to the English, "for the Americans," to quote a dealer, "are great buyers of trinkets." There is a wide choice in these goods to be had. Lately, maple leaf designs, well colored, have been put up in every shape imaginable, and they have a good appearance. As to books, there is little difference, but in the way of magazines, the English tourist buys English magazines, while the American buys all kinds, and gives a preference to Canadian magazines while he is travelling through Canada. Although it might be considered hardly a legitimate line for stationers, the railroad newsagent carries a stock of pipes and tobacco. On the pipes he does well with the English trade, who are often surprised at the cheapness of them, compared to those in their own country. The Americans, on the other hand, think them too dear, but their trade is mostly on

cigars, so there is little lost. Stationers in certain localities, near trains or boats, might, perhaps, do well on these goods.

Dealers in the cities are doing well on some reproductions of drawings in color of old English hunting scenes, golfing, canoeing, etc., and, indeed, many of these are really artistic productions. They can be displayed effectively at all times and make an otherwise indifferent window trim look bright and catchy. Stationers who are not handling them may do so profitably.

The country trade in stationery doubtless runs on a cheaper line than in the city, but that is not a good reason for the practice of many country stationers of showing to the public nothing but the cheapest and plainest class of goods. If there is any desire to get customers to use better stationery, and to work up a trade in the fine or fancy makes, the way to do it is to keep such goods before them continually, instead of the commoner lines. Cheap stationery is seldom put up in a way to catch the eye of the customer, while the better class goods are nearly always done up and boxed tastefully, and in a manner that will allow them to make an attractive display. Educating customers along this line should materially increase the dealer's sales in the best class of goods.

Canadian cheap editions of the selling novels of the day are being advertised by some city booksellers by large printed cards in the windows, reading:

"Ask for Canadian cheap editions of the popular novels. We sell them at less than one half the American price."

This method of advertising should be particularly fruitful this year when so many American as well as Canadian tourists are visiting the different points in Canada. The American editions of these novels are not published in cheap, paper-covered form, about \$1.50 being the lowest for which they can be bought there, so that there should be a good demand for these cheap Canadian editions.

## SUMMER CATALOGUE.

"Pages of Pleasure" is the title given to The Copp, Clark Co.'s book catalogue for the Summer season. A very attractive and readable booklet it is; apt to stimulate interest in current books; and, what is probably of greater moment to the bookseller, pretty certain to induce buying. In typographical arrangement, size and embellishment the catalogue is as taking a piece of work as has lately appeared. The trade should have a number ready to hand to inquiring customers across the counter.

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