

It merely succeeds in telling the reader that T. Thauburn runs a Brampton Book Store, where certain things may be had. The word "Books" in type of about double the size, would have been a better heading.

In the stationery trade, leaders are as necessary a stimulant to trade as they are to dry goods establishments. Some people imagine that a leader must necessarily be an offer of something with all the profit off. Not by any means. Cut your profit down some on a slow selling line, and let the people know about it. Make a leader of it. Talk about it interestingly in a generous piece of advertising space. The main function of a reduced price leader is an advertising one. It's calculated to bring the people out. It's a slight concession to the bargain instinct and is sure to appeal to a large number of people.

Advertising talk about a reduced price leader should have a strong dash of economy argument in it. Especially in the case of a household article, such as crockery. It appeals to the money-saving instinct which forms an important part of every good housewife.

Brampton Book Store

Magazines

A full line of popular magazines, weeklies and monthlies. Popular lines at popular prices.

- Fancy Goods
- Leather Goods
- Wools and Embroidery Silks
- Sporting Goods
- Butterick's Patterns
- Latest Novelties in Fancy Goods

- School Supplies
- Books and Toys

T. Thauburn, Brampton

Take the T. Eaton Co. stationery ad., which we reproduce. It's a firm which doesn't believe in letting goods get moldy on the shelves. Incidentally, the ad. is a good example of an attractive layout. Headings, particulars and prices—all given thought and arrangement. Each heading is calculated to appeal to a certain class of buyer—and does it.

A PRACTICAL ILLUSTRATION.

A stranger visiting a city recently had occasion to buy a box of paper, ink and pens. He traveled along one of the business streets and was seen to pass two stationery stores without entering. He entered the third and bought about a dollar's worth of articles. When questioned why he had passed the first two stores, which were more convenient for him to enter, he replied that when buying any article in a strange town he always looked at the windows and if they were unclean he kept walking until he found an attractive store. He considered the chances of securing clean goods rather poor in

a store where the proprietor did not care for his windows. This is a simple hint which all stationers should observe.

RIGHT OF WAY IN CANADA.

A dramatized version of Sir Gilbert Parker's "The Right of Way" is being presented this month in Canada by one of Klaw & Erlanger's companies. The play is billed for Montreal the week of Oct. 7, Toronto, week of Oct. 14; Ottawa, Oct. 21, 22 and 23; Hamilton, Oct. 24 and 25, and London, Oct. 26. Booksellers in these cities should make it a point to have a good supply of the book on hand, as the presentation of the play will stimulate interest in Sir Gilbert's famous story.

NOTES.

Homer Merriam, head of the G. and C. Merriam Co., of Springfield, Mass., recently celebrated his 91th birthday in sound health. Though not actively managing the company, he still holds a large part of the capital stock.

James Morgan's "Theodore Roosevelt: the Boy and the Man," which has just been published by the Macmillan Co., is primarily a story for boys. Mr. Morgan has dwelt more fully than any other of the President's biographers on his early years.

The previously announced paper editions of "The Silent Places" and "The Blazed Trail," by Stewart Edward White, will be ready this month. In their tasty covers, these books should have a strong sale at 25 cents. McLeod & Allen are the publishers.

This month will witness the publication of the majority of the titles on William Briggs' autumn list. About the 15th will appear "The Halo," by Baroness von Hutten. On the 10th, "The Steeping Lady," by Maurice Hewlett, is due. "Mother," by Owen Wister, will appear on the 15th. "My Lady Caprice," by Jeffery Farnol, is also announced for publication on that date.

Mr. Campbell N. Moody, M.A., missionary in Formosa, has written a book entitled "The Heathen Heart," giving an account of the missionary work among the Chinese of Formosa, in which he raises many points of interest on the work of foreign missions generally. The book will shortly be published by Oliphant, Anderson & Ferrier.

Halliwell Sutcliffe is engaged on a new novel called "Toward the Dawn." It deals with life in the Yorkshire hills and moorlands during the first half and middle of the nineteenth century, and gives some striking characteristics of what was then a very isolated part of England. Mr. Murray is publishing the book.

M. W. Waitt & Co., of Vancouver, B.C., with over 13,000 square feet of floor space entirely taken up with their goods, and the most modern facilities for the handling of everything in their line, may justly claim to have in their new music house at 558 Granville street, one of the best establishments in Canada. Five big floors are taken up in the storing of phonographs and accessories, pianos, organs, music and everything that goes to make a complete music store. One of the features of the store is the system of handling the delicate phonograph records. Each is stored in a little receptacle, and these alone take up nearly two floors. Pianos of several standard makes, organs, and musical records occupy two more floors, and the fifth is used for a big repair shop. Altogether the store is a credit to the business enterprise of the firm.