

PRIZES FOR CHRISTMAS WINDOWS

IN order to encourage window-dressers in our Canadian book and stationery stores, Bookseller and Stationer is going to offer two money prizes for photographs of the best displays made between now and the end of the year. We will also pay for all photographs submitted, which are found to be of sufficient merit, to be reproduced in the paper. The following rules will govern the competition:—

(1). The window display must be in a Canadian store, where Bookseller and Stationer is regularly received.

(2). The display must be the work of the principal or one of the employees in the store.

(3). Photographs must be taken at the expense of the contestants and must be sent in to the Editor of Bookseller and Stationer, 10 Front St. East, Toronto, not later than January 15, 1907.

(4). Displays must be distinctively Christmas in flavor.

(5). Photographs must be of a single window; where a dealer has two holiday windows, two photographs should be submitted.

(6). There are no limitations as to the size or style of the photograph, provided it is a clear print and can be easily reproduced.

(7). Photographs must be accompanied by a written description of the contents and arrangement of the display, with the name of the window-dresser.

For the best photograph submitted in compliance with these rules, we will give a prize of \$10.00 and for the second best a prize of \$5.00. For any other photographs submitted, which we deem of sufficient value to reproduce, we will pay the sum of \$2.00 each. As we are anxious to secure a supply of photographs of good Christmas windows, dealers should not hesitate to enter the competition, on the ground that they imagine they stand no chance of winning a prize.

The decision will be in the hands of three competent judges, whose names will be published later, and the result of the competition will be announced in our February number. We will reserve the right to hold back the publication of the prize-winning windows until next fall, should we deem it advisable.

NATIONAL BUSINESS SHOW AT NEW YORK

By Our Own Representative

THE National Business Show held at the Madison Square Garden, New York, from October 27, to November 3, was, undoubtedly the big success the promoters anticipated. Never before has such an extensive and complete line of office appliances and business systems been brought before the public. Practically all the typewriter manufacturers were represented, while the adding machines, coin-counters, envelope sealers, letter folders, check writing machines and check protectors, time registers, etc., were numerous and interesting.

The manufacturers of fountain pens were there in force. The L. E. Waterman Company had a big show, as did the A. A. Waterman Company. Aikin and Lambert had a tasty exhibit of their high-grade line of fountain pens, and gold and silver pencils, and pen holders.

The various lines of loose leaf devices were interesting, and showed that much progress had been made in the manufacture of this line of goods. Practically all the exhibitors stated that they were getting more business than they could comfortably handle, and that the loose leaf business will, in the near future, be of such huge volume as to astonish the old-fashioned stationer.

Several manufacturers of carbon papers were represented, Mittag & Volger having a nice exhibit on the main floor. This firm informed Bookseller and Stationer that their Canadian business was very satisfactory.

The duplicator people were well represented. Mr. A. G. Penman of the Dupligraph Company of Detroit and Toronto had an exhibit of the Dupligraph. The Beck Company of Montreal and New York, had a good show, and the Dans Duplicator Company of New York, were represented.

The post card people did a big business, and it was interesting to notice that there was a good demand for English cards, several lines from that country being exhibited by American agents.

The lines of small wares, such as paper clips, pens, pencils, etc., were numerous, and the booths were usually

well crowded. The C. Howard Hunt Company, had an exhibit of steel pen making.

There can be no doubt at all that the show will do much to educate the business world to the use of modern "tools of business," and the trade, wholesale and retail, can hardly fail to receive direct benefit. The show had the effect of convincing the writer, to a greater degree than ever, of the absolute necessity of the retail stationer keeping in close touch with the new lines on the market, and of having in his employ a salesman who can demonstrate the advantages of modern business appliances. There are a lot of stationers in Canada who could add very greatly to their income by developing trade in modern office supplies.

Amongst visitors to the Bookseller and Stationer booth, were: Mr. Matthews, of the Matthews Co., picture frame makers, Toronto; Thos. S. McEae, of the American Lead-Pencil Co., N. Y., who expects to be in Toronto at an early date; Albert M. MacLeod, stationer of Sydney; C. Jackson, of Bates & Jackson, Buffalo, engravers, (Mr. Jackson is a Canadian); Kelsey Burr-Gould, of the Rotograph Company, New York and London; Norman E. Peel, of the Red Star News Company of London, Ont.; Mr. Penman, of Penman & Sprang, Toronto and Detroit, and Mr. Grand, of Grand and Toy, Toronto.

Other visitors to the Show were A. M. Wright, of the loose leaf department of Charles F. Dawson, Montreal; John H. Damp, United Typewriter Co., Toronto, O. B. Stanton, O. B. Stanton & Co., Toronto, Rella L. Crain, Ottawa; A. T. Chapman, Montreal.

W. H. Pearslee, who travels Canada for Mittag & Volger, had charge of the exhibit of that concern—which was one of the best in the building. Mr. Pearslee was pleased to hear that the traveler's taxes are to be abolished. He expects to visit Canada at an early date.

Mr. Ritchie of the Canada-Business Show Co., Montreal, was here and succeeded in selling space to a number of exhibitors. He reports that practically all the space is now sold.