

## POINTERS FOR JUNE BUSINESS

June is pre-eminently the month for weddings. This being a statement not likely to be denied, no evidence will be produced to prove it. Being the wedding month, however, June should appeal to stationers from a business standpoint.

Wedding stationery is one thing to feature in your window during May, if you carry anything in that line. But a still more important factor in June business should be wedding gifts, of a kind to be found in stationery stores.

It is well known that many young couples have, in times past, been embarrassed by the duplication of gifts of a housekeeping nature—particularly in the line of silverware. Often has the brow of a newly-married bride been prematurely wrinkled by the problem of what to do with multitudinous salt and pepper casters, and other kinds of ornamental silverware.

It should be impressed on the gift-giving public that table silverware is not the only kind of household-furnishing which a young couple can make use of. Neither is it necessary to descend to articles of merely practical utility, like kitchen ware. In this age of education, no home with any pretence to refinement is complete without books and pictures, and it so happens that these articles are at the present time being manufactured in a form particularly adapted for wedding presents. Beautiful little leather-bound editions of the classics, printed on the finest india paper, the greatest pictures of the greatest masters, reduced to a convenient size, tastefully framed. These are the articles which the stationer should bring before the public in the honeymoon month of June, as particularly suited for couples of refinement and taste, and away ahead of the conventional table silver ware.

#### Outdoor Goods.

June should also be made an active month in the line of things for out-doors. Hammocks, croquet sets, picnic plates, fancy paper napkins, books about flowers, and out-door pastimes, baseball and cricket supplies for the boys; all these should be pushed well in June.

#### Photo Supplies.

In another place the subject of photo supplies is dealt with. Read that article and think it over well. If you do not at present handle that line, and wish to give it a trial, now is the time of all times to make a start. There may also be amateur artists in your locality. These people should not be forced to go to outside points for their supplies. You are the man who should reach out after any trade in that line in your locality.

#### School Supplies.

June is the month to purchase school supplies, and it is as well, when making purchases, to have an eye on the school opening, and try to foresee the requirements of that important period. If you are going in for the pictorial scribblers, which are being introduced this year, it will be advisable to make a careful selection of the views to be used. One view may make or mar your entire sale, especially where competition is keen. Also look out for novelties that will interest the children. Some dealers go in for giving premiums, and now is the time to secure these.

#### Dominion Day.

In many a Canadian town, the attention of young and old will be directed during the month to the approaching Dominion Day. It is possibly the best all-round holiday in the year for the fancy goods man, bar-

ring only Christmas. We see more decorations on that day than on any other and the demand for lanterns, flags and fireworks is immense. Dealers should make special displays of these lines in ample time. It might also be advisable to make arrangements for selling souvenirs and post-cards on the holiday through the medium of newsboys. Nothing takes so well as a timely souvenir, and among country folk particularly the demand is active. The souvenir and post-card trade is, of course, very active in June. It is hardly necessary to point out the necessity for pushfulness in these goods. They sell themselves naturally to a large extent, but sales can, like those of any other line, be materially increased by a proper policy of pushfulness.

Don't forget our offer of a dollar for business pointers. The offer is still good. All you have to do is to send us in a pointer of the coming month's business, and if we use it in this column, we will send you a dollar.

#### THE "TEDDY BEAR" "B" and "G."

The rise of a fad is one of the most mysterious things in the world. Something or other is brought out by someone or other, and seems to have a certain quality about it which takes the fancy of the fickle public. An instance of the rise of a fad in very recent times is that of the "Teddy Bears." One can hardly walk down a street or enter a home without being confronted by a child hugging a "Teddy Bear" to its breast. Stationers, however, are not likely to moralize much upon the cause of a fad; their best course being to push a fad of this kind for all it is worth. "Teddy Bears" of a high order are made by the firm of Kahn & Mossbacher, of New York, their particular lines being the "Teddy B" and the "Teddy G." They are made of imported plush, and possess a "voice" and cannot be distinguished from the imported article. One other line in which this firm excels, is that of costumed dolls, in the manufacture of which they have had fourteen years' experience.

#### KING EDWARD AND WATERMAN'S IDEAL FOUNTAIN PEN.

King Edward has fallen into line and is using the Waterman Ideal Fountain Pen, as the following story will show. Le Gaulois, a leading Paris morning newspaper, printed some time ago a paragraph that, unlike the German Emperor, the King of England did not use a fountain pen. L. & C. Hardtmuth, European agents for the L. E. Waterman Co., observed the paragraph and sent to this French newspaper the following letter, which was published:

English Embassy, February 5th, 1907.

Dear Sir,—I have had the honor to deliver to His Majesty the pen that you have been good enough to offer on behalf of the Waterman Company. The King charged me to explain to you, that he was obliged, according to a rule, to refuse any presents from persons unknown to him. However, His Majesty will be pleased to buy the pen, if you will be kind enough to send him the bill."

(Signed) Major Ponsonby.

P.S.—This order was given last February, during the visit of King Edward VII to Paris.