

CHRISTMAS CARDS AND CALENDARS



THEIR NUMBER GROWS.

RAVELERS for the firm of Warwick Bros. & Rutter have been supplied with complete samples of Raphael Tuck & Son's art productions, and have been instructed to spare no effort in bringing the goods to the attention of every Canadian dealer. Bros. & Rutter are sole agents for Raphael Tuck & Sons in Canada. The line includes calendars, booklets, flat eards and toy books. Calendars this year are exceptionally brilliant in execution and variety, and can be retailed from 5c to \$2 each.

There are 1,700 distinct sets of Christmas and New Year cards, against 1,600 sets last year; and, as each set comprises two or more subjects, there are over 3,500 new designs, and it will be difficult to find a weak set in the whole vast collection; 900 of the sets are in color, 100 are in the "Oilette" process, which this house has brought to great perfection. There are 300 sets in black and white and monochrom.

PRIVATE GREETING CARDS.

OR Christmas, 1904, the private greeting card will be undoubtedly very popular. It is a novelty in Canada, and, owing to this fact, its sale should develop rapidly. Last Christmas its adoption by many of the best families put a seal of approval on it, which should do much to ensure its future success. The usual form of the eard is a folder, with an appropriate design on the ontside, and with a verse or motto and the name of the sender inside.

Private greeting earls can best be sold from sample books. These are prepared by the manufacturer or wholesale dealer, and contain several dozens of cards. Each customer, or prospective customer, has by this means an excellent opportunity for making a satisfactory selection.

The attention of the public should be called to the cards; first, by a well-worded advertisement in the local paper. This will reach the people in the surrounding country, who have few opportunities of getting to town. and who consequently read every line in the paper. It will also reach a large proportion of the town people. who are nearly all interested in the store news of the place.

In the second place, the show window should be brought into commission. Samples of the prettiest cards can be displayed in the foreground, and a window card can be praced at the rear, to direct attention to them. with information as to price, etc.

A restanceless of people should be approached through the mails. A neatly-executed circular letter and a chaice sample card will be sure to bring returns. In every case, the public should be invited to come and make their own selection from the sample books.

It will be a problem with the dealer how to keep mack of the orders for the cards, the unites of the

customers making purchases, and the details concerning styles, mottoes, etc. The following system has been employed in England, and has been found useful: First. an ordinary exercise book is secured. On the first page is written down in alphabetical order the list of sample books, which have been procured from the wholesale dealers, and to each book is assigned a number. The books are then dealt with by this number, which saves time in

The account book is next ruled in columns, after a system, which each dealer should work out to suit the requirements of his particular business. A useful system has columns for the following purposes:

Column 1. Narrow, Date of sending out book,

- 2. Wide. Name of customer.
- 3. Wide. Address of customer.
- 4. Narrow. Number of sample books sent out.
 - 5. Narrow, Date, book returned.
- 6. Narrow, Number of card selected.
 - Narrow. Quantity ordered.
- S. Wide. Particulars re name and motto.
- Narrow. Price.
- 10. Wide. Paid or charged up.

At the end of the season the book will reveal several interesting facts. It will show the total receipts from the sale of private greeting eards, and will thus enable the dealer to decide whether the trade has been profitable or not. It will indicate the eards which have been most popular, and who manufactured them. It will provide for future use a list of the customers who took up the eards, and it will show how much of the trade was eash, and how much was credit.

CANADIANS BUY EARLY.

THE Copp. Clark Co., Ltd., are again showing an admirable line of Christmas cards and calen-It seems almost marvelous to think that a complete line can be shown this year. but the fact remains. In conversation with the of this house, he pointed out the traveling men were in the warehouse at the time of the fire, preparing these lines for inspection on the road, The entire line was destroyed by fire, but thanks to the ever-ready cable and the prompt co-operation of the various houses the Copp. Clark Co. represent, the line is even stronger than it would have been had they made their trips under the usual conditions.

It is a strange condition of things, but nevertheless true, that the Canadian trade order these goods earlier in the season than the dealers of other countries. The usual time to book calendar orders in the United States is during the Summer months, these are also the conditions in Great Britain and Australia, but for some reason the Canadian dealer prefers to place his orders early, doubtless that he may take things easier during the vacation nanths of the Summer,