

THE DEPARTMENT STORE.

The race of life has become intense; the runners are treading on each others heels who to him who stops to tie his shoestrings.

TWO years ago a book salesman said to me: "My boy, keep your eye on the department stores; they are going to sell the bulk of the goods in our lines at no distant date."

Prior to this advice I congratulated myself that my wares were not to be found on any dry goods counters; but the satisfaction was at the expense of my leaving more than one city "skunked," as the boys say when they don't get an order.

Since that time I have called on every department, book and stationery store east of the Rocky Mountains several times, and I find that it is getting to be as my book friend said, and it has caused a great howl to go up from those dealers who have had to stop to "tie their shoestrings."

The fact that department stores are springing up all over like a growth of mushrooms, and that they are using large quantities of goods of the best makes, proves conclusively to my mind that they are demanded by the people, and those who have been long sighted enough to take advantage of the signs are reaping the benefit.

The bookseller, stationer, druggist, and hardware dealer have been asking full list prices for goods from which they get, or should get, from 50 to 75 per cent., and now when someone offers a dollar bottle of sarsaparilla for 60 cents, another a \$60 sewing machine for \$15, and yet another marks a \$2.50 fountain pen down to \$1.50, a great wall is raised, and the people who do these things are called very bad names, and the man who sells them gets worse.

If a man who makes two blades of grass or corn grow where one grew before is a benefactor to his race, why should not he who gives our wives two bottles of castoria for the price which they paid before for one be placed in the same category, especially when the "children are crying for it?"

The dry goods man has no advantage over any other man in buying, if both have good credit, and pay their bills when due; but my experience with the former is that he discounts his bills within thirty days, while not 10 per cent. of the booksellers and stationers pay for a certainty in sixty to ninety days.

Nor does the department store harbor unsaleable stock, for it has found that if one price will not move an article another will, and that a dollar in the bank is worth two in old stock.

In advertising, the department store can give the ordinary dealer lessons every day, and you have only to go through the store aisles to see for yourself whether the special bargains are being snapped up or not.

I am pleased to see that many dealers in books and stationery are following the example set, and are pushing themselves and what they have to sell before the public in their local papers, and in this way they hold their own and increase their revenue.

A case in point is a stationer in an Eastern city who has for the past four years averaged an expenditure for advertising of \$5,000. His stock is marked so that "he who runs may read." Four years ago he could hard-

ly meet his bills when due, and his credit was at low ebb. To-day he discounts every bill, his business has doubled, and he is now well rated by *Dun and Bradstreet*.

The bookseller, stationer, or merchant of any kind who does not want to "get left" will do well to mark his goods down to, say, not over 50 per cent. profit, shine up the front windows, put something in them besides a copying press and stand, and expend a little ingenuity and money in display and advertising—*Solomon Isaacs, in The American Stationer.*

THE NEWEST GAMES.

ONE of the advantages dealers now enjoy in having a Canadian firm manufacturing games is that of having new games continually put upon the market. By new games is not meant games that have been sold in the States for a season or two and then introduced here as new, but games that appear simultaneously in the States and Canada.

Ardri, or the parlor game of football,

is the latest game which the Copp, Clark Co., Ltd., the enterprising Canadian manufacturers of winter evening games are preparing to issue. The great success that has attended the issuing of *Enkosis*, the parlor game of lacrosse, has induced them to make strenuous efforts to issue if possible in time for the Christmas trade the game of *Ardri*, or football, and they trust by the 15th of December to announce the completion of this game. Accompanying this are cuts of the label and board. The label is a reproduction of an excellent picture of players in active play, the scene being the Toronto Lacrosse Grounds. The board is a very handsome piece of lithography, even in the reduced size which is shown. The positions of the players may be distinguished by the circles around eleven of the black spots on each side of the board. The object of the game is apparent; it being the passing of a man, holding the ball, a small wooden piece which fits on the top of the men, through the goal spot by any one of the five lines which pass over it. The game abounds in exciting checks, and is perhaps the best yet issued.

