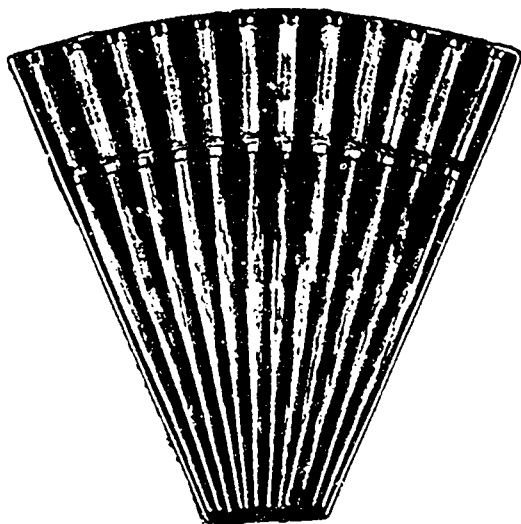


### A NEW AND ATTRACTIVE PENHOLDER.

A VERY pretty penholder, which will doubtless prove to be a trade catcher, has been gotten out by the American Lend Penell Co., of 50 Howard street, New York. It is a swell shape penholder, in natural, or rather olive wood



color, with fine gold plated tip. This holder has the glass finish which makes it very attractive in appearance and is said to feel better to the touch than the ordinary finishes on wood holders. They are put up in fan-shaped boxes moving on four wheels, and showing the dozen in a layer, of smooth finish, it will arrest the attention of buyers.

### HOLIDAY WINDOWS.

This is the time of year when the fancy goods dealer starts in to harvest the crop which he has not sown—unless he has advertised. But he is going in for a quick crop, and he sows the seed in window displays, and expects prompt returns. He will get it even if the other drill the advertising is left in the barn. The crop will only be half the size, but that is to be expected.

One leading point must be borne in mind. You cannot make your windows too showy. This is true because the coloring of nature has gone. Like the bobolink, she has cast off her many-lined garment with all its brilliancy, and now has donned her sombre garments of white and grey. Then man kind looks to other sources for brilliancy, and find it they must whether it is in the gay ball-room, the brilliant theatre, the pleasant home fireside, or the trader's window. Coloring in all its richness will please, by contrast with nature's dullness.

If you are going to make a series of displays during the next two months, make a short survey of your store and jot down your leading and most attractive lines, not forgetting the lines that you have a dangerously large stock of. Write the latter lines down twice. Then you have your list of window displays for the season, subject to one or two alterations later on, when you get something new.

When having decided what goods should be shown, all that remains to

be done is to show them. If you have marked dolls as one line, fill your window with dolls, big and little, black and white, dressed and undressed. In the centre should be your largest, with a pretty bouquet of flowers, or in some other charming attitude. If you handle dolls' carriages, put one in and exhibit dolls in it. Do the same with dolls' cradles, beds, houses, etc. Arrange a doll tea party, showing your

finest range of children's dishes. In fact a hundred different ways exist for showing dolls. If the dealer will take time to think of them. Dolls on swings, dolls at home, dolls on the street, dolls at work, dolls awake, dolls asleep, mother dolls, baby dolls, comic dolls, and various other kinds, ought to be represented. If you care to show plush goods, show plush goods. Do not do it in a mean, stingy way. Be generous, for it is the season of generosity. Don't do things in a half-hearted way, or your customers will be the half-hearted people. So with other lines. Fill your window full with a certain line and make huge displays. But do not get too general in your window dressing. Do not advertise your stock; advertise some particular line, by showing every possible variety of it that you possess. This is the advice; the application is more important, and it is the test of the ability of the dealer and his clerks.

### MECHANIC'S INSTITUTES.

Once a year the libraries of these Institutes are replenished by the addition of new books. The live merchant knows this, and he is always ready at the proper time to secure the order by offering advantageous terms. He cannot do this from stock in most cases, but he talks the matter over with his wholesaler, and gets the benefit of his superior wisdom on the matter, and having gathered all the knowledge he can concerning the best methods of procuring books for these libraries, and what discount he may safely offer and still leave himself a paying margin, he begins a campaign for the contract. A campaign it is, because the ways of placing discounts before the Board vary very much, and the dealer will find himself out of the race, unless he thoroughly masters all the methods of offering discount.

An enemy to the retailer has sprung up under the name of the Home Know-

ledge Association, which is at the present time trying to secure the Mechanic's Institute trade, and consequently dealers must watch for and meet its competition. Its offers are very vague, as will be seen from the following extract from a circular issued in August:

"We beg to inform you that we now have increased facilities for promptly supplying books to Mechanics' Institutes and public libraries, and notwithstanding the complaints made that we cut prices, we shall continue to supply first-class modern literature at our former reduced rates, viz., from 33 1-3 per cent. to 45 per cent. off English publications, and from 20 per cent. to 50 per cent. off United States publications. Will you kindly hand this circular to your library committee, and ask them to compare our prices with the usual trade prices? Although we take off only 20 per cent. from new books published in the United States, this is 12 per cent. cheaper than the Canadian wholesale trade prices. The trade always add 20 per cent. to the retail price of American publications before taking off the discount, which varies from 10 per cent. to 25 per cent. Supposing you are allowed 25 per cent. the net price of a dollar book will be 50 cents, while our price is only 80 cents, because we take 20 per cent. off publishers' prices."

Of course, it is not necessary to fight this enemy until he appears in the arena, but it is well that the retailer should know his terms and arguments, because to be forewarned is to be forearmed. The dealer who has to supply a library of any kind will do well to place his order in the hands of some wholesale dealer, because these men have special means of collecting and invoicing these books, of which the ordinary dealer knows nothing.

### OUT OF SIGHT.

He was cantankerous that morning and was taking it out on his pretty typewriter.

"Everything is confusion on this desk," he said, testily.

"It always is," she responded, meekly. "You insist that you don't want anything disturbed there."

"Well, I don't want my papers disturbed, but I don't want this sheet of postage stamps left here."

"Where shall I put them?" she inquired demurely, as she took them up.

"Don't ask so many questions," he snapped. "Put them anywhere out of my sight."

"Very well, sir," she cooed as softly as a dove, and giving them a swipe fore and aft with her pretty red tongue, she stuck them on his bald head, and walked out to chase a new job.

### SIGNS OF WINTER.

Among the signs that herald in a new year is the appearance of our old friend, The Canadian Almanac, now in its forty-sixth year. We understand the 1893 number is to be considerably enlarged by some very valuable information not hitherto given. Among other interesting articles is one on how to make your own will, by attending to which the mistakes made by many men, and even lawyers sometimes, may be avoided. A fine map of Montreal will be given together with a graphic description of the city.