

aw. y ahead of the common grade, being properly inflated, so as to last the whole season of use.

PAPER LANTERNS.

A very attractive selection of paper lanterns in all the ordinary and new shapes is now in stock at Nerlich & Co.'s. They have been selling well, as the use of them is likely to be more than ordinarily extensive this year, and from now on these lanterns will be in demand.

DIAMOND JUBILEE PAPETERIES, ETC.

A line of Diamond Jubilee papeteries, writing pads, exercise books, etc., has been brought out by the Copp, Clark Co., Ltd., Toronto; and has taken well already. The enterprise is a most timely one, and the



The Copp, Clark Co. Ltd.

books will undoubtedly sell well all through the year. Artistic taste has been shown in the get-up. An idea of the cover design may be got from the accompanying illustration which adorns the exercise book, and is used in various ways upon the other articles. This design is printed in two colors and gold, and shows the Queen's head with the arms of Great Britain and the principal colonies, with the English, Irish and Scotch national flowers and the maple leaf in the border.

The exercise book, thus attractively presented, is made of heavy cream paper, and will retail for 5c. The papeterie, with its handsome designed box, is a very salable article, and may be had either in plain, rough paper with fancy banded envelopes, or in smooth cream paper, ruled or plain. It is a one-quire package, and retails for 25c., altogether a popular production. The

note size is done in rough vellum, plain or ruled, and smooth cream.

The writing pads are equally well done, and may be had in smooth cream, 100 leaves, ruled or plain, in 8vo. or 4vo. sizes. There are envelopes to match both these note sizes.

TUCK'S CARDS, ETC., FOR 1898.

Of late years the artistic skill and rich designing of Tuck & Son's cards, booklets, etc., have put them ahead of competition, and both in Britain and on this continent they have been recognized as foremost in this class of production. The samples for 1898, which have just arrived at Warwick Bros. & Rutter's, indicate beyond doubt that Messrs. Tuck have surpassed even their own efforts of former years.

This may sound high praise, but it will be fully endorsed by all who see the new lines. In what may be called popular goods, to retail from 15 to 75c., the trade will greatly appreciate the new ideas in calendars, cards, etc. In hanging lattice calendars, for example, the designs and colorings in flowers, birds, songs, etc., are away ahead as to value and appearance, and the retail prices, from 15 to 35c., ensure an immensely increased sale. The lines of booklets, too, are ahead of previous years, and the line of toy books has been doubled in number, so that the selection is now very complete.

The original ideas in calendars are strikingly handsome. Here ingenuity, combined with taste in outline and color, has been given full play, so that movable figures and designs are a feature of the display. One, for instance, is a ship with moving sails, the calendar being upon the sails; there is the dancing girl whose skirts expand with the months upon them when placed on the wall. Another is a large figure of an owl, the calendar in front, and the eyes of the bird move. A parrot has wings which expand and show the months. The see-saw of dogs is another novelty and the Jolly Jack Tars, moving figures, also attract notice. The bicycle calendar is in the form of two wheels, a lady and gentleman together, and the wheels are loaded with spring flowers, etc. These are but a few of the new ideas, which will please the trade mightily.

A line of yellow kids made out of tissue paper and similar to Tuck's dolls last year is also a feature this season.

GLAZED AND COTTON FLAGS.

Nerlich & Co. are showing a very extensive and complete line of flags this season, and for the information of dealers who need these for the rapidly approaching Jubilee

and other celebrations, a full list of sizes and prices is subjoined. The glazed cotton are on sticks in the following lines:

Union Jack—No. 2, 2¼ x 4 inches, 70c. per gross; No. 3, 3¼ x 6 inches, \$1 per gross; No. 4, 4¼ x 7½ inches, \$1.20 per gross; No. 5, 5¼ x 9½ inches, \$2 per gross; No. 5½, 6 x 10 inches, \$2.50 per gross; No. 6, 8 x 14 inches, \$4.20 per gross; No. 7, 11 x 18 inches, \$6 per gross; No. 7½, 12 x 22 inches, \$9 per gross; No. 8, 17½ x 27½ inches, \$1.10 per doz.; No. 9, 21 x 36 inches, \$1.75 per doz.

British Ensign—No. 7, 11 x 18 inches, 50c. per doz.; No. 8, 17 x 25 inches, \$1.10 per doz.

Dominion—No. 6, 8½ x 14 inches, 40c. per doz.; No. 9, 21 x 36 inches, \$1.75 per doz.

The range of cotton flags is equally large, as follows:

Union Jack—17 x 15 inches, 75c. per doz.; 25 x 21 inches, \$1.10 per doz.; 24 x 30 inches, \$1.75 per doz. Ensign—24 x 35 inches, \$1.75 per doz.; 30 x 60 inches, \$6 per doz.; 46 x 70 inches, \$8 per doz. Canadian—22 x 35 inches, \$1.75 per doz. French Flag—21 x 29 inches, \$1.40 per doz. German—21 x 28 inches, \$1.75 per doz.

In bunting the following are kept:

Ensign—9 x 18 inches, \$4.20 per doz.; 18 x 36 inches, \$10 per doz. German—18 x 36 inches, \$10 per doz.

THE QUEEN'S PICTURES.

Reference was made last month to the commemorative portrait of Her Majesty and souvenir pictures of the reign which Warwick Bros. & Rutter were showing. Copies of these pictures were not in when the last issue of this paper went to press. They have since been seen, and are very fine. One size of the portrait of the Queen, in photogravure, and admirable for framing, will retail for \$2, and is a work of art. The commemorative pictures are just as beautifully done, and must prove very satisfactory for good trade.

CELLULOID GOODS.

The new dressing cases, especially those of celluloid, are unusually good this year. There is a big assortment shown by Nerlich & Co. Some have large photographic scenes reproduced on the side and top, and all have illuminated designs. In the same line are toilet cases, glove and handkerchief boxes, shaving sets, etc.

NEW CANADIAN PAPETERIES COMING.

A stationery announcement of considerable interest is made by the Barber & Ellis Co., Ltd. This firm is well known for its fine