

FANCY GOODS AND STATIONERY.

PRESENT TRADE.

Travelers for the wholesale houses are starting out again to visit dealers with samples, among other things, of the new scribblers and exercise books. The chief features of the Canadian books in this line this season run to patriotic designs. We have seen a number of these designs by different publishers, and some of them are described in this issue, and we must say that they are a very creditable exhibit, worthy of any country in the world, both for appearance and value. The colors and the designs are so striking that the dealer will be able, when he gets stock, to make some very attractive windows, drawing the attention, not only of the children, but of the people at large. Reports as to paper prices are not very definite, although from New York the report comes that prices will not fall back, but rather tend to increase as stocks are getting low and dealers have held off the manufacturers by reason of their having ample supplies.

THE FLAG BUSINESS.

One Canadian house reports being entirely out of flags and unable to supply present orders. The sales have been enormous, and more dealers than stationers have gone into the business, even dry goods, confectionery and other dealers having taken up the line. But there is plenty of trade for all. The coming Summer will probably witness a big demand for this class of stuff. The approaching celebrations of school closings, of Dominion Day, Civic Holiday, and, later on, the return of the troops, will call for the display of much bunting and many flags. So too, with fireworks, which are in great demand. Very large sums have been spent this year in connection with the patriotic celebrations, and it is the dealer's own fault if he is not getting a good share of it.

WINDOW DISPLAYS.

Some dealers do their duty in the matter of getting up nice windows, but others are apathetic. Dry goods and other merchants seem to pay more attention to this branch

of advertising. But the stationer has ample materials for making good displays. A cheap and attractive display can be made with a little of the new tissue paper, while flags, fireworks and photographs and other emblems can be used to advantage. Some dealers put in displays which show up well at night, and, after their shops are closed, hang one or two Chinese lanterns for a couple of hours during the evening.

Another hint, which we fear stationery dealers do not take much to heart, is the necessity of putting price cards alongside their goods. Few lines of trade lend themselves more appropriately to ticketing than fancy goods and stationery do. The dealer will often make a sale by showing prices on any special lines that he knows are in demand.

City dealers say that the khaki newspaper is selling very well. That with the red edges sells even better than the plain, but both are good, and quite a demand for red ink to go with it has sprung up.

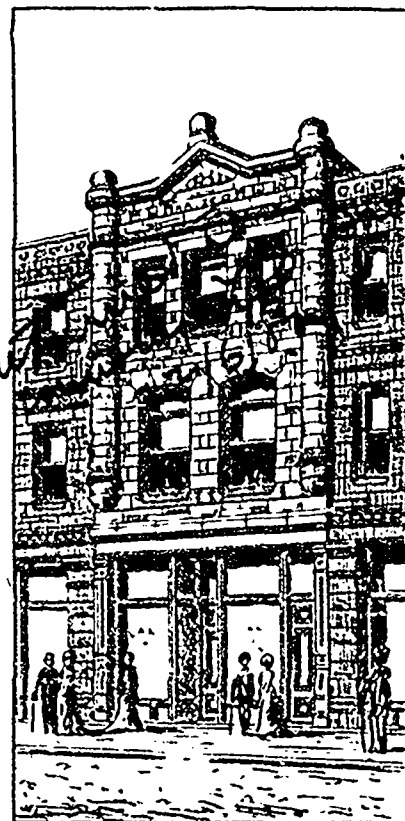
A HALIFAX VISITOR.

Mr. Andrew MacKinlay, of Messrs. A. & W. MacKinlay, publishers and wholesale stationers, Halifax, N.S., spent several days in Toronto about the middle of May, and received a cordial welcome from the trade and his friends generally. Mr. MacKinlay was on his way to New York, and from there home. The firm of which he and his brother are the members is one of the oldest stationery houses on this continent. It was probably founded in the early years of the present century, because an advertisement of "A. MacKinlay" is found in the Halifax newspapers of 1826, and the probability is that the house dates back further than that. The present owners, therefore, are the third generation, and they have been in their present premises since 1860. Mr. MacKinlay is well satisfied with the volume of business during the last year, which was the best in the history of the firm, and during the last three years he reports a good steady increase. The firm are noted for their publication of educational works, and are at

work upon a new edition of the famous general geography of Mr. Calkin, which is known in the schools all over the Dominion. A series of readers for the Nova Scotian schools is also being published, the first having already appeared. Messrs. A. & W. MacKinlay are noted for the excellent work they do in the publishing line.

NEW STATIONERY BUSINESS.

I. L. Connolly and L. Clyde Davidson have purchased the book, stationery and printing establishment of Lane & Co., and will continue the business on a much more extensive scale, in the new three-storey freestone building, 125 and 127 Barrington street, Halifax. Mr. Connolly has been in



GRANITE AND MARBLE BLOCK
FOR A. & W. MACKINLAY
BARRINGTON STREET
W. CHAPMAN ARCHT.

the stationery trade all his life, and for the past few years was business manager for Lane & Co. Consequently he is thoroughly familiar with the trade in every detail, more especially the retail branch. Mr. Davidson has for a number of years been employed at the well-known wholesale and retail house of A. & W. MacKinlay, and in recent years diligently represented his firm on the road. His retiring to enter into business for himself was with the hearty acquiescence and good wishes of the firm. With Mr. Davidson's complete knowledge of the wholesale