

TRADE OUTLOOK IN WINNIPEG.

THE Christmas book trade in Winnipeg was a good one. Books are more and more looked upon as an acceptable Christmas gift, and the feeling of better times tended to the purchase of good bindings. There were many books offered in special holiday binding, of which perhaps one of the most popular was Louis Frechette's "Christmas in French Canada."

But, the book that sold with Winnipeggers was Ralph Connor's "Sky Pilot." The great personal popularity of the author (Rev. C. W. Gordon), and the reputation already attained by "Black Rock" insured a large sale in any case. But, when once the book had been read and scraps and phrases quoted from it, with one accord it was pronounced just the thing to send away for Christmas. Your correspondent traveling down Main street saw one of the large windows full of "Sky Pilots." Two days after, wanting one, I was informed that "not one was left, but a fresh supply was expected for Saturday's trade." The sweet, wholesome manliness of the Pilot, the touching story of Gwen and the speech of Bill the Bronco Buster at the church meeting, once read

will not soon be forgotten—"I cherish the opinion."

The Consolidated Stationery Company are moving into the premises just vacated by the R. J. Whittla Company. They will have additional floor space, be more convenient for their city trade and will have many additional facilities for carrying on business. Chatting with Mr. Bell, one of the members of the company, he stated that the move was needed not by any sudden influx of business but the quiet, healthy expansion in all lines.

Speaking of the book trade he stated that more and more retail houses in the West came to depend upon the Winnipeg wholesaler for their supplies. One of the best sellers of the year has been Seton Thompson's "Animals and Birds of Manitoba." Considering the price, the sale of "The Great Company" has also been large. Though early to speak of Spring trade in this line, the outlook is promising both in stationery, books and fancy goods.

E. C. H.

Mr. George Brown, Manager of the Nelson Publishing Co., of Edinburgh, and son of the founder of The Globe, visited Toronto last month, for the last time in a number of years.

MEDIOINE FOR A SORATCHY PEN.

"All pens are alike to me," said the clever young woman, "and all pens would be alike to you if you only knew how to break them in. Don't moisten your new pen between your lips before you begin to write. Don't say charms over it or squander your substance in gold pens. Take your cheap steel pen, dip it into the ink, then hold it in the flame of a match for a few seconds, wipe it carefully, dip it into the ink and you have a pen that will make glad the heart within you. It is a process I have never known to fail."—Washingon Post.

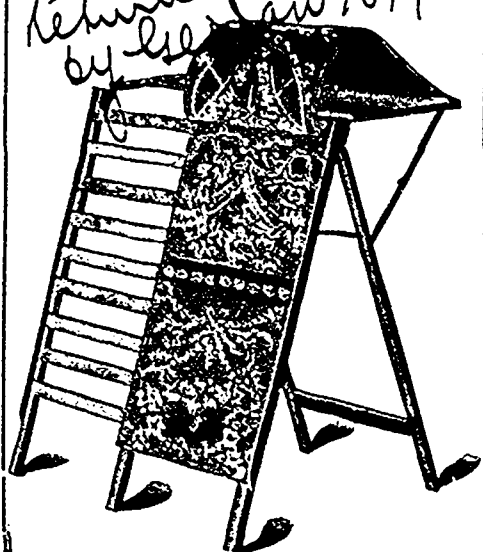
The stock of Hannay & Routh, stationers, Ottawa, has been slightly damaged by fire.

Joseph W. Allen, bookseller, stationer, etc., Dartmouth, is dead.

Reynolds & Son have succeeded Wm. E. Allen, fancy goods dealer and stationer, Ottawa.

"The past year was a very satisfactory one with us," said the manager of the Canada branch of an extensive religious publishing house, "for, while we had not books which had remarkable sales, our general business showed up so well that the year must be classed as one of the best we have ever had. The improvement shown over last year is even better than that manifested last year over former ones."

READING'S KNOCK-DOWN WALL PAPER EXHIBITOR.



The cut shows the Exhibitor set up and ready for use, with the sliding extension drawn out. It is light strong and easily handled and when not in use can be compactly folded up and set aside. It will hold 25 to 50 combinations at a time, showing side walls, friezes and ceilings.

WE ARE SOLE SELLING AGENTS FOR THE READING MANUFACTURING CO., WALL PAPER DEALERS AND HANGERS' SUPPLIES, AND ALSO FOR THE KEYSTONE TRIMMER.

Staunton

WALL PAPERS

Now it's between seasons!

But is just the time for planning for a new season's business. Start in by having the best appliances for making an attractive display. "Reading's" devices afford you an excellent opportunity at very little expense.

Of course, if you're an up-to-date dealer you'll have a full line of **Staunton Papers**. If you haven't bought, drop a card and we'll send you our Sample Books to make your selection from.

M. STAUNTON & CO., Manufacturers, TORONTO