

STATIONERY

THE TRADE IN MONTREAL.

MONTREAL, Dec. 8.

It is noticed on all sides that the stationery and book stores have assumed their Christmas garb somewhat earlier than usual, in some cases about two weeks earlier. But the demand for holiday goods has opened up earlier than usual, which should mean that the volume of business done this Season will be larger than that of a year ago.

Calendars, cards, and all such novelties are in as great profusion as ever, and if anything are of a finer quality than for some years. Last year the dry goods and department stores flooded this market with a lot of cheap goods, which was anything but beneficial to stationers. But this does not seem to be the case at present, and the stationers and fancy goods stores look for a much more prosperous Season.

F. E. Grafton & Sons have secured a fine assortment of special gift books from New York, which are rarely if ever shown on this market. A number of hand-painted cards and folders from London, England, are also a feature of this store. These cards are really artistic, and considering the work on them, wonderfully cheap. Local water color sketches, with calendar attached, are again shown in several pretty designs, and a variety of Canadian photographic views, colored and encased between two fancy covers, are novelties which should take well.

Grafton & Sons are getting out a souvenir of Montreal which will be ready for the Christmas trade. These will be published in portfolio form, tied together with fancy cord or ribbon. The views were specially taken for this souvenir, and all are vignettied; the cover is a maple leaf design (what can be prettier?), with one of our own habitants as a relief.

A SPECIALTY FOR CANADIAN STATIONERS.

Now that loose leaf devices are being applied to every class of blank book, it is necessary for all progressive stationers to pay attention to the trade in binders, holders, etc.

We would draw our readers' attention to the announcement of The C. S. & R. B. Co. on another page. This firm has something of special interest to sell Canadian stationers. Their specialties are the most popular on the market in the United States, and will doubtless interest the trade on this side of the border. Two of their lines which appeal to every stationer are Style C interchangeable post binder and aluminum holder. They were pioneers in the field and have a wonderfully large sale.

These two articles were the foundation of the C. S. and R. B. business. At one time they represented the company's entire line, which has now grown to comprehend everything in the province of the loose-sheet system field except the sheets themselves.

The style C maintains the same strong position it has had from the beginning in the field. Some improvements—cam-locking device around the posts, etc.—have been made from time to time, so that its makers still make strong claims for its superior merit over any other device for similar purposes.

Style A aluminum is even stronger in favor than it was at the start. It has become so extensively used for delivery departments, drivers, etc., being proof against all weather conditions, that it is known from one end of the country to the other, and each year the number manufactured is greater than the year preceding.

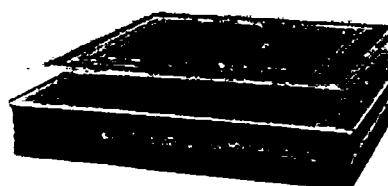
C. S. & R. B. goods are carried by nearly all commercial stationers. They are built for the trade, and especial care and attention is therefore given to trade needs. Printed matter has been arranged for dealers. It will be sent upon request to the company, 120-122 Fifth avenue, Chicago.

A RETROSPECT.

THE BROWN BROS., Limited, of Toronto, have found the past season, in every respect, a record one and are making preparations to cope, in the coming year, with an even greater volume of trade than they have enjoyed during the year now rapidly drawing to a close.

Their travellers are all in from their various trips and preparing to start on January 1 next with a full and up-to-date set of samples.

Blank books and commercial stationery will form, as usual, a feature of the trade in the early months of the new year, but every attention is being given to the introduction of new lines in general stationery. A wide range of goods that will interest every stationer, no matter what class of trade he does.



Brown Bros., Blotter Bath.

The Brown Bros., Limited, are putting on the market a new blotter bath, which will doubtless meet with a big sale among commercial stationers, it is made in quarto and foolscap size, a cut is shown above.

CHRISTMAS GOODS.

A few words about the Dennison Manufacturing Co.'s attractive and useful products. The new designs in Dennison's crepe paper just added include Grecian and Indian patterns, holly, poppy, rose and ragged sailor in floral patterns and a new crest design. Other designs are golden rod, clover, violet, wistaria, fern, pansy, wild rose, Autumn leaf, chrysanthemum, oriental, dragon, delft flag and shield, American flag, red, white and blue stripe and Japanese. The line is a most beautiful one and thoroughly complete, the designs being printed in the most delicate and beautiful colors.

It is interesting to note in this connection that in planning the "Church Fair Subscription Booth," a scheme to aid churches and increase the subscription list of The Ladies' Home Journal, The Curtis Publishing Co. placed a single order for \$25,000 worth of Dennison's crepe paper, a flattering testimonial to the beauty and usefulness of this material.

The 1904 catalogue of Dennison's crepe paper napkins will be ready January 1st. This line is one of marked beauty. It will interest dealers to know that these napkins can now also be had in assorted designs, neatly folded and put up in attractive boxes, fifty napkins in a box, making them very convenient for customers to carry and for the dealer to display.

Crepe paper table covers, of various designs made with Dennison napkins, extremely artistic for home and table decorations are also being supplied to the trade by the Dennison Co.

Among the new features introduced by the company is "Keroco"—the new art in sealing wax colors. With the Dennison Keroco outfit designs of every conceivable kind can be fashioned in their perfumed colored sealing wax. These rival the finest enamel effects in colors of every hue. One outfit in-

RETURNED
MAY 16 1904

Cut Book 18
Page 87
and