

FANCY GOODS AND STATIONERY.

FOR EASTER TIDE.

ESPECIALLY appropriate for the Lenten and Easter season are new lines of note paper turned out by The Barber & Ellis Co., Limited, some of them evidently destined to be successful running mates to this firm's record-breaking original English Wedgewood. Those who have not yet seen these papers would do well to send for samples in order to avail themselves of the ready sale they are sure to have.

The general feeling of solemnity caused by the war in South Africa naturally brings the people of this country to a realization of their religious duties, and on this account it is safe to believe that Eastertide will have a wide and general observance this year. So that it behooves the stationer to prepare to supply the increased demand that will certainly be felt for the customary and symbolic offerings in the shape of Easter cards.

The Copp, Clark Co., Limited, are prepared to meet the demand with a larger and finer display of Easter cards and novelties than they have ever shown before. Among them, E. P. Dutton & Co.'s goods are, as usual, the most prominent. The work on these goods is that of the famous Bavarian color printer, E. Nister, whose valentines and calendars are also famous. The best word of praise that can

be said for this line is that it is "Nister's." The colorings are perfection, and the tone throughout is strongly in keeping with the religious sanctity of the season which they represent.

The line is extensive, and the prices range from 75c. to \$40 per 100. Some of the more striking numbers in the several styles are described below.

Three strong numbers are 729, 730 and 732. These are four-drop flower cards. No 729, "Lilies of Eastertide," which we reproduce here, is a drop of pure white lilies with a cherub face in the centre of each. No. 730 is a

cross drop called "Easter Hope." The four crosses are entwined with lilies, and the centre of each bears a sweet cherub face.

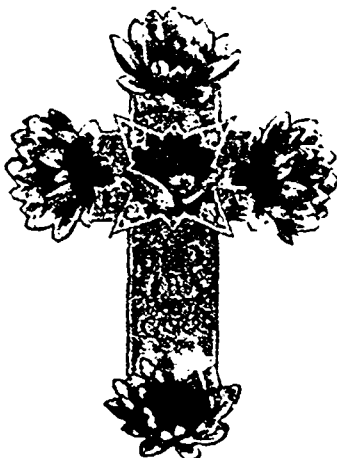


Cross Drop.
No. 732—16c. each.
Copp, Clark Co.

No. 732, "Easter Flowers," is the crocus drop of which we give the cut, the crocuses of which are tinted the true "crocus blue."

Two novelties, illustrating respectively German and American legends of the Easter egg, are Nos. 727 and 728. The first, 727, is a large egg, through the broken shell of which can be seen a rabbit. Opening the card, bunny is seen to be sitting on a nest of colored eggs. An appropriate verse accompanies. No. 728 shows through the same egg a hen, who is found seated on a nest of colored eggs when the fold is opened out.

No. 725 will serve as an illustration of several other similar novelties. It is seven inches tall, and is made to open and stand up. On each side of an arched doorway, stand angels bearing harps, flowers and scrolls. Through the arch is another angel in white behind a growth of Easter blossoms. Shown in the distance in a striking manner is a grove of maple trees, in the midst of which is a church. The whole is very strong.



No. 705—14c. each.
The Copp, Clark Co., Limited.

Nos. 7052, 7067, 7069 and 7070 are booklets, each with appropriate verses, excellent illustrations of the many other booklets in this line. The colorings are

delicate and tasteful, the idea of Easter greeting being paramount to everything else.

There are several styles of No. 7079, which is a heart-shaped card. Their differences are in the wording and the face of the cherubs in the centre of the card.

The line of gilt and other crosses is unusually beautiful in both design and finish. Among the more striking of these may be mentioned No. 7068, of which the accompanying illustration gives the general outline. It is a large mauve cross, with a golden star in the centre and a white water-lily at each end. No. 7072 is a gilt flower cross in two styles. No. 7074 is a beautiful gilt cross in two styles. No. 7075 is a beautiful gilt cross showing angelic figures discoursing sacred music. No. 7076, in two styles, is a pretty cross, one style with doors, the other with flowers. No. 7078 is also in two styles. It is plain gilt with angelic faces in the centre of groups of flowers. No. 7081 is a small gilt cross in several styles, and each having different flowers entwining the cross. No. 7084 is a severely plain cross of three pretty flower designs. Space forbids further mention of this handsome line, the beauty of which cannot be adequately described, as it consists in the artistic daintiness of the designs and the extreme delicacy of the colorings.



The Copp, Clark Co.

Among financiers and business men the opinion is freely expressed that the business affairs in the Dominion are in the most satisfactory shape. There is a disposition among merchants to use a better grade of correspondence paper, and the well-known "Bond" goods of The Barber & Ellis Co., Limited, command even a greater sale than formerly. All the largest concerns have long used these famous lines—Hercules Bond, Regal Bond, Vigilant Bond, Security Trust Bond, White Wove Meadowvale and Holyoke superfine.

Nerlich & Co., Toronto, who are now sending their travelers out for import orders for fancy goods, have a varied and tempting assortment to offer the trade this year. In picture frames and photo stands the variety is large, and includes some of the daintiest novelties that have ever been shown here. The range runs from cheap glass frames to fancily embossed celluloid ones. Albums are shown in plush, leather and celluloid covers. Mirrors range from small hand-glasses to large, fancy triplicate mirrors.



Lily Drop.
No. 729—16c. each.
Copp, Clark Co., Limited.