

NEW CONGRESS BACKS.

BOOKSELLER AND STATIONER takes pleasure in publishing herewith a number of the new designs in Congress playing cards just issued by the United States Playing Card Company, and comprising Pictorial, Club and Initial series, for whist, euchre, poker and all card games. The new designs are particularly handsome, and in keeping with the high standard heretofore set by



Spanish

Egyptian
Pictorial Series

Parlour

the Congress cards. The club series is especially apropos. A great many preferring conventional designs will be pleased with these beautiful new club backs, printed in combination gold and colors. The initial series is also especially handsome, and bids fair to be the exclusive thing in playing cards for the coming season.

On top of the announcement of the new Congress de-



The Meet

The Run
Pictorial Series

The Kill

signs for this season comes the word that Congress and Bicycle playing cards have been given the highest honors at the St. Louis Exposition having been awarded two grand prizes.

The United States Playing Card Company's display at the fair was exceedingly interesting, comprising the Culow Historical Collection of playing cards and play-



Majestic

Lily of the Valley
Club Series

Geometric

ing card literature, covering the last 500 years. Also the curious collection of the cards used to-day by the different nations of the world. The display of up-to-date playing cards, especially the Congress and Bicycle, was exceedingly attractive and bewildering in the beauty and variety of designs shown.

During the nine months, ending June 30th last, the above company conducted a prize contest for the best window display made exclusively from goods of their manu-

facture. The results of this contest have just been announced. A first prize of \$200 was awarded the Mabley & Carew Co., Cincinnati, Ohio, and numerous other prizes to other dealers.

So successful have been these contests for the last four years, that another one is announced to end June 30th next. Twenty-five cash prizes to be given: \$150 for first, \$100 for second, \$50 for third, \$25 for fourth, ten \$10 prizes, and ten \$5 prizes; also a special prize of \$25 for best display in window five feet or less in width. Particulars and rules governing this contest can be had by any merchant or window dresser by writing to the United States Playing Card Co., Cincinnati, U.S.A.

PERSONAL AND TRADE NOTES.

MR. W. FOSTER BROWN, a prominent Montreal bookseller, is confined to his home, owing to a serious illness. His many friends wish this veteran bookseller a speedy recovery.

Fire did \$7,000 damage to the premises of the Toronto Picture Frame Mfg. Co., at 50 Esplanade Street, Toronto, on October 28.

Mr. G. R. Warwick, of Warwick Bros. & Rutter, Toronto, sailed for Europe on the Celtic at the beginning of the month, to make a personal selection of holiday goods for 1905.

It is with pleasure that Bookseller and Stationer announces to the Canadian trade that the Pelouze Scale & Mfg. Co., of Chicago, won the highest award for postal scales at the World's Fair, St. Louis.

Mr. Irving P. Favor, representing L. & C. Hardtmuth, recently visited Toronto and Montreal, arranging with the trade a new fixed scale of prices for Koh-i-noor pencils and Mefisto copying pencils. The new prices took effect on November first.

Miss Tweedie, of Moncton, N. B., called at the Toronto office of Bookseller and Stationer on October 17. This was her first visit to Toronto since the big fire, and she remarked that she found it quite difficult to make her calls on the jobbing houses, as they were so widely scattered.

Mr. A. O. Hurst is on his annual visit to his firm, Chas. Goodall & Sons, London, Eng. When Mr. Hurst returns he will be making the announcement of a change of address of the Toronto office and sample room, as he has to vacate his cosy quarters on Wellington Street. In the meantime any mail forwarded to the old address will receive every attention.

Since the last issue of Bookseller and Stationer both Brown Bros., Limited, and W. J. Gage & Co., Limited, Toronto, have moved into portions of their new buildings now in course of erection. Warwick Bros. & Rutter, Limited, will occupy their new warehouse in the course of a few weeks. The Copp, Clark Co., Limited, have been in their new warehouse for some time.

WELL ADVERTISED PEN.

Probably no fountain pen was ever more extensively advertised than the "Laughlin." Advertisements, illustrating and explaining the merits of this pen are to be found in 2,000 publications in Canada and the United States. What an advantage this widespread publicity must be to dealers everywhere is clearly apparent. The advertising is creating a demand and it is for the dealer to see that this demand is supplied. A postal card addressed to the manufacturers brings full information.