

rolls of ten yards in ten colors, selling at ten cents. Wider rolls can also be procured. Dealers interested, kindly mention Bookseller and Stationer in writing for samples.

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W. J. Gage & Co., Toronto, have just put into stock a new and decidedly good value series of invoice books. In these days of advancing costs in all lines of manufacture it is rather a rare thing to be able to quote lower prices on anything, but Gage & Co. are doing it with their new invoice books.

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The Arch assortment of pencils is now being shown by the Copp, Clark Co. This contrivance is attractive in appearance. It contains one dozen Mongal pencils, now selling at 10 cents retail and two dozen regular five cent lines. The box and three dozen pencils are supplied for \$1.20.

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Some of the daintiest things ever seen in Canada in papeterie boxes have just been turned out from the factory of W. J. Gage & Co., Toronto. Their advertisement on another page gives fuller particulars. The "Made in Canada" papeteries of W. J. Gage & Co. are certainly a credit to both themselves and the country.

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The Copp, Clark Co. have had specially made for them a line of calendars in embossed floral designs, which they call the "Superba" series. There are 20 designs, very pretty and attractive.

#### TRADE ACTIVITIES.

A new stationery store is to be opened in the course of a week or two at Parry Sound by W. B. W. Armstrong. This should be a good location for a new store, as there seems to be a future before the town. Three railways will soon be running there.

According to all accounts, George Mason, the Wingham bookseller, has now got one of the finest stores in Canada. He recently enlarged his premises by taking in the entire flat extending above his store and the adjacent bank. A stairway leads up from the main floor and at the top a doorway opens in a fine large china room. Across from this is a handsomely furnished ladies'

reception room and a well-equipped art room. To the rear there is a stock room and Mr. Mason's private office. Bookseller and Stationer hopes at some early date to be permitted to publish pictures of this fine store.

A. E. Pearson, of Calgary, Alta., who has been for the past two years in charge of Linton's bookstore in that city, has opened up business for himself and proposes carrying a complete stock of books, stationery and wall papers, with a staff of expert paper hangers in connection. Mr. Pearson has had experience in some of the best stores in Canada. His specialty is wall paper. At present he is in temporary premises but expects to move into a down-town store which will be available about April 1st.

Kidd & Co., booksellers and stationers, of Goderich, have sold their business to H. W. Thompson.

R. A. J. Little, the Oshawa bookseller and stationer, whose up-to-date store was once described in Bookseller and Stationer, is vacating his old premises this spring and is moving to the large store at present owned by Mr. Roseberry on King street east. The store is being artistically fitted up to suit his requirements.

The Kalamazoo Loose Leaf Binder Co., of Kalamazoo, Mich., are about to enter the Canadian manufacturing field. Arrangements have been made by them with the Rolla L. Crain Co., of Ottawa, to manufacture their goods and place them on the Canadian market.

#### WELL DONE!

Editor Bookseller and Stationer: I read your suggestion in the last issue of Bookseller and Stationer to address our representative in the House, asking him to oppose the measure to establish a post express service. I went your suggestion one better and got it up in the form of a petition and secured the signatures of as many others as possible. I then brought the matter up before our Board of Trade and got them to follow up the petition with a request from the Board that the petition be supported. I don't know if there is time now for any further suggestions to be of any use, but in case there may be, I give you this for whatever it may be worth.

Yours truly,

W. G. THOMPSON.

Nelson, B.C., Feb. 15, 1907.

## LOW GRADE

Goods are frequently sold when the customer would gladly have purchased better grades, had the advantages of them been properly explained. The loss of such neglect is two-fold. Not only do you make less profit on the sale in question, but such a person is very apt to become dissatisfied with the inferior goods and to decide that when she wishes good papers to go elsewhere. It will pay you to think over this.

Cameron Plaid is a new paper that has appealed to the careful buyer. It will be a wonderful seller. It is high grade and attractive.

GEO. B. HURD & CO.

Fine Paper Manufacturers

425 and 427 Broome Street, New York, U.S.A.

