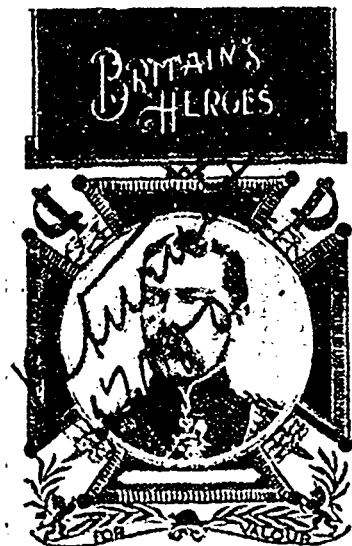


**FANCY GOODS AND STATIONERY**—(Continued) others make crucibles, but no pencils. Others make graphite paint, but no lubricants; others make lubricants, but no stove polish, and thus, through all the ramifications of the graphite industry, others make one item solely, while Dixon makes everything under one roof and one management. Pencils, crucibles, lubricants, foundry facings, greases, paint, electric specialties,



LORD KITCHENER

with all their details, are found in our catalogue. It is fair to say we are the fathers of the graphite industry—we have everything at first hand. We dig the ore, cut the forests down, assemble the raw stock and complete a hundred and one useful products. We are indispensable to civilization, for no leading industry to-day but uses something we make better than anyone else." The Dixon Co.'s organization spreads far. The works and main office in Jersey City, graphite mines in New York State and in Bavaria, cedar-wood plant in Florida, offices in New York, Philadelphia, San Francisco, Chicago, St. Louis, London (Eng.), and travelers all over the world.

#### A TRAVELER'S TALK.

Frank O. Evans, of The Raphael Tuck & Sons Co., tells a story of how a rival traveler overreached himself. The traveler called on a merchant new in the business and opened his samples. "Now," he said, "my goods are away ahead of Tuck's; the fact is, the Tuck people talk about their goods, and they are not in it with us." And he continued to say hard things about the Tuck line until the merchant picked up his ears, figuratively, and stopped him with: "See here, I have never heard of these Tuck goods before, but since you talk about them so much I think I will wait and see them before I buy." And he waited and

bought the Tuck line in the end. The moral of this little story is that running down a competitor or his goods is the poorest possible policy.—American Stationer.

#### PATRIOTIC WRITING TABLETS.

In few lines of trade is the current of public sentiment so reflected as in the stationery and fancy goods business. In times like the present, when the national feeling is aroused, souvenirs of all descriptions, good, bad and indifferent, find a more or less ready sale.

It is seldom, however, that the feeling pervading Canada at present, martial and patriotic, has been so deeply manifested in this country, and, in consequence, few opportunities like the present have been offered to the Canadian stationery manufacturer and dealer for enterprise in the making and selling of patriotic souvenirs. So it is not surprising that patriotic souvenirs of any real value are numerous and find ready sale just now.

Among the many patriotic souvenirs that have been offered to the trade, few possess the merit and attractiveness of the two new lines of writing tablets which W. J. Gage & Co. have just issued. One of these is known as the "Britain's Heroes" series. On the front cover is printed in colors a representation of the Victoria Cross, with as the central figure a photogravure of some British soldier who has won honor and distinction in South Africa. The series consists of ten tablets, showing Lord Roberts, Lord Kitchener, General Buller, General White, General French, General Wauchope, General Macdonald, Lord Dundonald, Colonel Keke-wich, and Colonel Baden-Powell. The other series is known as "Canada's Heroes." The cover design, as shown in the accompanying cut, is tasty and appropriate, and is printed in red, green and black. The officers included in the series are Colonels Otter, Lessard, Steele, Buchan, Herchmer, Drury and Evans, Majors Denison and Pelletier, and Captain Nelles.

In both these series the stock is ruled and of even better grade than is usually used on 10c. tablets. When the value of the stock used and the value of the photos as souvenirs is considered, it is at once recognized that these two lines are really marvels of cheapness. For \$1 the stationer's customer can secure a really good set of 10 British or 10 Canadian soldiers and a big stock of superior writing paper into the bargain.

The H. A. Nelson & Sons Co., Limited, of Montreal, report the usual quota of novelties, for Spring and Summer trade, and call attention to the cut of trombone harmonica here shown. With this mouth

organ the best tremolo effects can be obtained. The shape is novel and a seller, the tone as fine as can be produced. The price of this article is \$1.80 per doz. This company is showing a new line of colored drawing crayons, 1 doz., in a box, assorted colors, and at \$4.80 per gross box.



Trombone Harmonica.

A complete stock of Hohner harmonicas have arrived, and dealers now finding themselves short of these popular selling lines, or unable to procure them from their own regular supply house, will be able to find their orders promptly and well filled by The H. A. Nelson & Sons Co., Limited. Something the retail dealer always needs is a good window hook for hanging goods in the show window by. Whether he be a stationer, druggist, fancy goods man, grocer or dry goods dealer, these hooks are of great utility, as each hook is brass, nickel-plated, and is furnished with a neat spiral spring, into which the price ticket fits and is held by. The H. A. Nelson & Sons Co., Limited, are carrying the improved Zonophone, or talking machine. This talking machine, on account of its tremendous volume and clear enunciation, is an invaluable advertiser to the dealer. This machine is in a neat hardwood varnished case, japanned horn, does

MAJOR SEPTIMUS A. DENISON, R.C.R.I.  
A.D.C. to Lord Roberts.

not have to be stopped to wind, and is jobbed by this company at \$15 each net cash. The records or sound plates are of vulcanite and unbreakable; price, 50c. each, also net cash.

The H. A. Nelson & Sons Co., Limited, have been sending out a colored circular,