

NOTES FOR THE STATIONER Continued.

fail to attract a great deal of custom. Part of the Coronation trade, and a very considerable part, will undoubtedly be done in playing cards, and Warwick Bros. & Rutter propose to handle an English line of cards of a decidedly attractive design. They will have the head of King Edward and the head of Queen Alexandra on the backs, and will be either put up in individual cloth boxes, stamped on the outside, or in cases containing one of each design, both in cloth and fancy leather. It may be noted as a significant fact by the trade that already heavy orders have been booked for these cards, especially in quarters where a good tourist trade is done. In fact, from more than one of these quarters orders for cards were enormous. The chances are that practically every American tourist will want to take back a pack of these cards with him next Summer as a memorial of Coronation year.

IMPORT GOODS FOR STATIONERS.

Regarding import fancy goods, The Copp, Clark Co. intimate to the trade that they expect to be ready in two or three weeks' time with all their lines. This year they expect to make a specialty of lines particularly suited for stationers as distinguished from fancy goods dealers, and in accordance with this policy the range of photograph albums, autograph and scrap albums, photograph frames, inkstands, etc., will be found particularly strong. This policy of concentrating effort on stationery goods enables them to show a great many more samples and altogether a better line. For instance, one line of frames which will be new to the Canadian trade are mirror frames, consisting of heavy plate glass decorated with mother-of-pearl, etc. These are mainly 25 and 50c. goods. There will also be noted hand-painted frames and plaques. The ranges of Christmas cards and calendars are bigger than ever, and, in addition to the well-known manufacturers whom The Copp, Clark Co. already represent in these lines, they have also been appointed agents in Canada for the goods of The Art Lithographing Co., of Munich and New York. As to calendars, there will be shown something very special in the way of job lines. The designs are very nice; in fact, quite as good as new designs, but the prices are away down.

CORONATION STATIONERY.

The Copp, Clark Co. announce an exclusive line of Coronation stationery, comprising exercise books, scribblers and pads. These goods will be ready this month, while later on they will show the paper and envelopes under the registered name



DOLL DISPLAY AT ROBINSON & CO.'S, WINNIPEG
Trimmed by P. J. Dillon.

"Coronation," and these will be gotten up with all the usual taste for which this firm are noted. The cover design, which will set off these goods is a handsome cut of the King in robes, with a background formed by the Union Jack and at each corner the shields of one of the most important colonies. The printing in colors will enhance the beauty of the design.

NEW STATIONERY.

Some fresh and artistic papeteries are announced this month by The Copp, Clark Co. This house has an enviable reputation as manufacturers of stationery, and they are not a whit behind their record with these new goods. There is now coming out a fancy-boxed notepaper called "Lingerie." This has a linen cloth finish and will be shown in five tints, namely, white, grey,

pink and two shades of blue. The same firm are also showing four new lines of papeteries in the Salisbury size. They are beautifully boxed, the designs on the cover being embossed. The paper has the "Lingerie" finish just mentioned above, and each papeterie has a distinct tint; for example, "Beaumaris" is dark blue, "Noyon Linen" is white, "Lyon" is light blue and "Lothringen" is grey. Four new lines of pads are the "New Style," the "Marlborough," the "Duchess" and the "Orleans." These come in the different sizes, and the cover design is embossed in gold and colors.

G. W. Staton having retired from the firm of T. J. Moore & Co., books and stationery, Quebec, Mr. Moore will continue business under the same style.