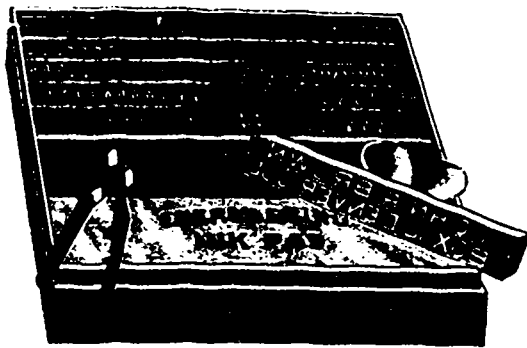


FANCY GOODS AND STATIONERY DEPARTMENT.

FINE ART PUBLICATIONS.

THE inspection of well-selected paintings in a picture gallery is a pleasure that most people of refined taste appreciate, and the impression conveyed to the mind through the eye is generally of a durable nature. The gems of poetry that shine with varied lustre through the exalted expressions of master minds, cast on the memory of those who value them a reflection not easily obscured. The pithy words that grace the language of noble men and women who have distinguished themselves in the fields of literature fasten themselves on our minds in a pleasing manner, affording a rich garnishing to our own thoughts. All these influences are educational and civilizing, tending to elevate the intellectual faculties to a higher sphere of enjoyment, and thereby improving the social condition of humanity.

When picture gallery, poetic gems and choice literary expressions are combined and brought in a cheap yet tasteful form into the family circle, or handed from one to another as an evidence of affection or regard



Everybody's Printer—Copp, Clark Co.

there is a benefit conveyed to the public which cannot be too highly estimated.

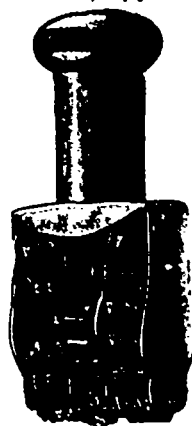
NEW ART GOODS IMPROVING.

An object lesson of this nature was taught us forcibly by an inspection of the magnificent array of samples of Raphael Tuck & Sons Co.'s art publications exhibited by Warwick Bros. & Rutter, their sole Canadian agents, preparatory to their being turned over to their large staff of travelers. Accustomed as we have been to choice selections of this class of goods, we were struck with surprise to see the advance made since last season in style and design throughout every line and grade. Pleasing in detail, rich in color, chaste in design and exquisite in sentiment, the great assortment seemed a treasure of intellectual wealth.

THE NEW CALENDARS.

Art calendars, now so very popular as gifts, in all sizes and shapes, hangers, folders, drop floral, figured and embossed, were in great profusion. "Golden Words," from Tennyson, Browning, and the Book of Books; "Divine Thoughts," by Dean Far-

rar; "Noble Thoughts," by J. G. Whittier; "Remembrances," by Frances Ridley Havergal; "Forget Me Not," by J. Russell Lowell; "Glory of gems from and many bearing the names of Scott, Beechey, Ollivier, Holmes fellow. All marvelously lithographed in style of coloring, and white work. confidenting for this extended



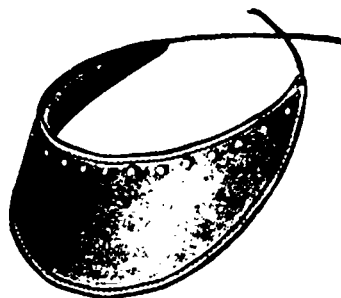
The Date Maker.

IN BOOKLETS.

In booklets, also, new styles and marked progress were very evident. Those of a religious nature are particularly beautiful in selections, coloring and design. In these we found some of our most highly honored authors, Helen Marion Burdette, Charlotte Murray, Sarah F. Adams, Mrs. Hemans, Eliza Cook Frances, R. Havergal, etc., and among others whose works have been culled for the choicest quotations, are Shakespeare, Macdonald, Longfellow, Tennyson, Bingham and Nesbit. This line is extremely varied, and a characteristic feature of all, from the cheapest up, is the never failing beauty of design and color, together with adaptability to every phase of social life.

GIFT BOOKS.

Gift books, perfect in binding, matter and colored illustration, and suitable to all ages, form a prominent attraction. Editions de Luxe of Shakespeare's plays, and the Children's Shakespeare are very handsome; also Books of Stories, Poetical Selections, Season's Flowers, Arabian Nights, and others of



Victor Eye Shade—Copp, Clark Co.

that class, all exhibiting the climax of art color-printing. The happy recipients of these gifts will possess a thing of beauty "which is a joy forever."

FOR JUVENILE TRADE

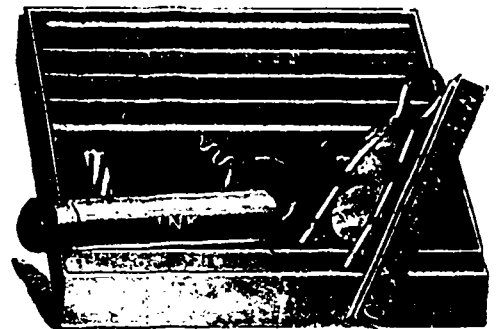
For the juveniles a rich fund of amusement and joy is in store. Panoramas, circuses, menageries, flying wonders, arks, Indians, Ethiopians, theatricals, farms, babies of all types, cats, dogs, mechanical marvels and every conceivable novelty, will fill many a little heart with gladness. One is lost in amazement at the hundreds of contrivances gotten up and sold so extensively for the little people.

THE REVIVAL IN CARDS.

To the immense line of cards it would be impossible to do justice; they must be seen. They are remarkable alike for their wonderful variety and the material brought into requisition to produce them. To suit all prices and all tastes must have been a difficult task to the publishers, yet they have amply fulfilled it by bringing out a series which, for adaptability to all the requirements of the trade, could hardly be surpassed. We congratulate them on their success, and hope that the enterprise of Warwick Bros. & Rutter, in carrying a class of goods of such marked superiority, will be appreciated by their customers throughout the Dominion.

THREE PRINTING OUTFITS.

A series of printing outfits, containing a



The Perfect Pocket Printer—Copp, Clark Co.

font of type, a type holder, indelible ink, pad, tweezers, spaces, points, full directions for use, etc., are being shown this month by the Copp, Clark Co., Ltd. They are very complete, neat and durable, and will go well. The range includes three different kinds, the Boy's Printer, the Perfect Pocket Printer, and Everybody's Printer. Illustrations of the two latter lines are given herewith. The prices to the trade are respectively, \$1.20, \$1.50 and \$1.80 per doz.

THE VICTOR EYESHADE.

This eyeshade is having a large sale, from its quality and price, being made of waterproof material, bendable, and easily adjusted. The illustration gives a representation of the Victor, being offered to the trade by the Copp, Clark Co., Ltd., at \$1.20 per doz.

THE PERFECTION DATE MAKER.

The "Perfection" date maker, of which an illustration appears herewith, is one of the handiest and most complete of these articles now being shown to the trade. It