

**A REORGANIZED FIRM.**

**W** H. BLEASDELL & CO. is a firm name known to fancy goods dealers in Canada since 1878. The name still continues, but the personnel of the firm has undergone a change. The partners are now W. H. Bleasdel, the founder of the firm, and H. J. Hollinrake, formerly a dry goods merchant in Toronto. Portraits of both men are presented herewith.

Mr. Bleasdel is personally known to the majority of Canadian dealers and needs no introduction. He founded the business of W. H. Bleasdel & Co., in 1878, at 25 Front street west, having Mr. Hickson as a partner. He ran it successfully for 13 years and built up an enormous trade. He then sold it out to Mr. Hickson, who afterwards formed a partnership known as Hickson, Duncan & Co., but

**W. H. Bleasdel.**

which is now extinct. After little more than twelve months out of harness, Mr. Bleasdel started again in the present premises at 74 York street, and for nearly three years has done a growing business.

Mr. Bleasdel, before he began the wholesaling of fancy goods and druggists' and stationers' sundries, was engaged in the wooler trade with D. McInnes & Co., of Hamilton and Montreal, where he received an excellent commercial training, which his natural abilities fitted him to receive and turn to good use. Mr. Bleasdel was born in Manchester, England, in 1848. His father was a clergyman, and his taking the missionary fever led to his young son being brought to Canada to grow up into a prominent Canadian business man.

Mr. H. J. Hollinrake, the new member of the firm, is a young man of 31 years of age, and unmarried. Though young, Mr. Hollinrake has had sixteen years of varied experience in business. When fifteen years of age he began to devote his whole time to helping his father in the dry goods business

at Milton, and almost immediately began to do a share of the buying. In 1884 he was taken into partnership in the dry goods business at Milton, and for two years was the youngest member of the Milton town council. In 1892 they bought a dry goods stock in Toronto on speculation, and while his father remained to run the Milton business, which he still controls, H. J. Hollinrake came to Toronto to look after the newly-acquired stock. Last fall Mr. Hollinrake decided to clean out his dry goods stock and enter the firm of Bleasdel & Co., and proceeded to carry out his intention.

Mr. Hollinrake has just returned from a two months' trip to Europe, and secured a large stock of the season's novelties in fancy goods, of which more will be heard later on in the season. Mr. Hollinrake is a man of rare executive ability, and has the faculty of being able to handle anything he undertakes with economy and dispatch. The firm of W. H. Bleasdel & Co. should be successful with two such men at its head.

There are men in business to-day who remain at it much like a felon working out a sentence in a penitentiary. There are other men who are in business because it is a pleasure to them to buy, sell and manage. The latter class are the successful ones. The partners of this new firm are in this class, and hence we predict for them a large measure of success, as well as the continued confidence of the retail trade in general.

**A NEW IDEA.**

**A** NEW idea is usually found in the stationery trade about once every five years—sometimes not so often. But the Copp, Clark Co. have one which has considerable merit. They have a new exercise book with a neat design on the cover, called "The Art" exercise book, and have the same thing in a 200-page scribbler. The cover is plain black without any gilt, or any cheap chromo, with its four mutilated corners. Inside each book, nestling loosely among the leaves, is a dainty lithograph suitable for framing or for embellishing a scrap book. These pictures are in a series of four, of which one is a realistic view of the Victoria and Camperdown just after their famous collision last year in the Mediterranean. The idea is that the picture is not destroyed in being removed from the book, and that being in a series of four, the purchaser of one will be sure to buy three more.

The Copp, Clark Co. have not stopped here in the improvement of their lines of exercise books and scribblers for the fall trade, but have got out some very new things. In scribblers. The St. George (improved), Defiance, Guide, Athletic and Vigilant, and in exercise books, the Rival, are all worthy of attention.

In quarto and octavo tablets, they have

put a new design on the cover of their Surrey pad, which should help in keeping this line popular.

**SCHOOL BLANKS.**

Buntin, Gillies & Co., Hamilton, are showing great values in school blanks. They have added to their old list a number of new designs in scribblers, exercise books and note books, and dealers would do well to see these goods before placing orders elsewhere.

**THE GEM ENCYCLOPEDIA.**

The Gem Encyclopedia is a little volume about 10 mo., 448 pages, bound in silk cloth (flexible) at 25 cents, and stiff cloth (library style) at 50 cents. It is a wonderful pocket encyclopedia, full of facts, and their number is surprising. It is published by Laird &

**H. J. Hollinrake.**

Lee, Chicago, and should have a rapid sale. This enterprising firm have made great successes out of their "Vest Pocket Webster," "Conklin's Hand Manual," "Edison's Encyclopedia and Universal Atlas," and their "World's Ready Reckoner and Rapid Calculator," and they will no doubt score another success with this little book with its world of facts and information. A cut of it can be seen in their advertisement on another page.

**A VELLUM PAPER.**

A line of vellum paper known as "Real English Vellum" is shown by the Canada Paper Co. It is a cream wove, with a beautiful velvet finish, splendid feel and good color. Not only is it shown in note, but also in tablets and papetries. The price is such that it can compete successfully with papers of a similar quality.

The Canada Paper Co. are always to the front with new lines, and have established with stationers an enviable reputation for fast-selling goods.