

## AN ATTRACTIVE ART LINE.

A NEW line for the art department of the bookstore has been brought out by Fisher & Ludlow, of Birmingham, England, in the form of heraldic shields for wall decorations. One of these shields representing the coat-of-arms of Christ Church, Oxford, as recently supplied to the King, is shown herewith. His Majesty is also a graduate of Trinity College, Cambridge, and a shield with the coat-of-arms of this great school was also sent to his order. These shields are made in high relief finished in antique silver plate on copper, mounted on polished dark oak, measuring about 14x17 inches. They have a very rich appearance and make handsome ornaments in



Coat of Arms of Christ Church, Oxford.

hall or library, while the cost is not as great as the appearance would indicate. Fisher & Ludlow state that they are prepared to execute orders in large or small quantities for coats-of-arms of any of the Canadian cities, universities, schools or fraternities, and no graduate could have a more handsome souvenir of his alma mater than one of these shields. The arms of the Dominion are now to be had, and any readers of Bookseller and Stationer who wish lists, printed matter, etc., should write the manufacturers at 83 Rea-street, Birmingham.

## A. O. HURST IN LONDON.

THE following breezy letter under date of December 20, has been received from the London, England, office of Bookseller and Stationer:

A most welcome visitor at this time of the year is Mr. A. O. Hurst, who comes across each November to sort up samples for the coming season and incidentally to receive congratulations from the firms whom he represents, upon the increased business his good salesmanship has produced. If Mr. Hurst's customers like to have him call on them, as well as we do, it is not a matter of surprise that he carries away big orders. Though "Aubrey" makes his annual visits to London in the month of fogs, there is nothing foggy about his smile, his handshake, or his enthusiasm over samples. He was good enough to write the writer to his sample room at the factory of Charles Goodall & Sons a few days ago, and the sample books were opened up while Mr. Hurst descanted upon the beauties of design, style and finish in that irresistible way which is so familiar to readers of The Bookseller and Stationer. One

cannot help remarking on the magnificent range of samples of Goodalls' playing cards, papeteries, programmes, menu cards, etc., etc., the series of "Ocean to Ocean" playing cards being particularly attractive and being sure to have a run for this year. A companion pack of cards to "Ocean to Ocean" is the one of Montreal and Quebec, showing 52 views of these cities. The back shows the two cities' coats-of-arms in eight colors. This card is sure to have a big demand. Time was short, however, as Mr. Hurst made somewhat of a flying trip this year, and it is possible that before these lines are in print, some readers of Bookseller and Stationer will have had the opportunity of viewing these samples, either in their own towns or in Mr. Hurst's commodious sample rooms in Toronto.

The annual staff dinner of Messrs. Goodalls' took place while Mr. Hurst was over here, and as usual, the Canadian representative was accorded the chief honors of the evening. Before Mr. Hurst left he bade good-bye to Mr. Mortimer Goodall who left for India, and Mr. MacGregor (known in the house as "Wee MacGregor,") who left for South Africa.

## CONDENSED OR "WANT" ADVERTISEMENTS.

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