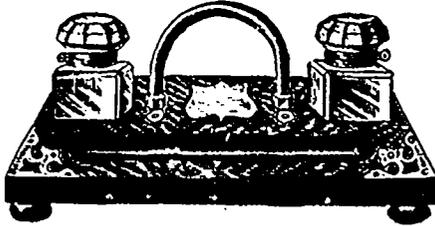


FANCY GOODS AND STATIONERY—Continued.
A SCHOOL WINDOW DISPLAY.

School supplies were well displayed in a large window in Chicago the other day. The window was fully taken up with a school house built out of slates, note books and tablets. The school house stands with side to the front, and this side is open, disclosing on the interior a school in session. Desks, several boys, a teacher and a "dunce" make up the aggregation. What amuses



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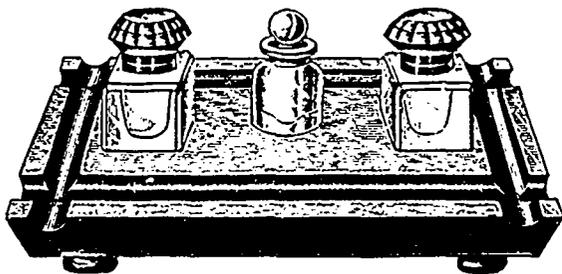
the children is the dunce, who stands on a stool in one corner, and by a mechanical arrangement is made to raise and lower a big spider, at the end of a string and stick, in front of the teacher's face. In the adjoining window three boys, with pony and cart, are dumping a load of school supplies in a heap near the front of the window. The sides and rear are covered with books, tablets, etc.

A WONDERFUL DISPLAY DOLL.

The window display doll offered for sale by F. & E. W. Kelk, reference to which was made in our last issue, is being eagerly sought after by the trade. The price, however, has somewhat deterred its sale. Those who have got one of these dolls state that it is a very cheap article, as its power of attracting attention has been greater than any display shown in Canada for some time.

THE DIXON CRUCIBLE CO.

The output in every department of The Joseph Dixon Crucible Co. the past twelve



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months was the largest in the history of the company. In order to more fully meet the increasing demand for their goods, the company have just completed a substantial brick structure, 90 x 40 ft. and three storeys high, which will be used wholly in the manufacture of leads for pencils, crayons, graphite resistance rods, etc. This plant, while the largest

in the United States, if not in the world, has turned away orders during the past year, some being from lead pencil concerns who wanted the Dixon leads.

FANCY STATIONERY, ETC.

A large shipment of Castell Bros.' stationery has just been received by Warwick Bros. & Rutter, some of the leading lines being prettily embossed and decorated papers to retail from 25c. up. The papers are beautifully boxed. Among them is a fine assortment of juvenile papers which, in previous seasons, have gone well in retail trade.

The travelers of this firm are showing a handsome line of pearl goods, penholders, etc., which are meeting with much success. The shipping of import orders for fancy goods is now going on, the sales of these never having been so large as this season.

NEW CANADIAN INK COMPANY.

An important enterprise, with ample capital and experience, is shortly to be launched in Toronto. The Safety Bottle and Ink Co. are thinking of starting a Canadian branch of their business, with the sole right to manufacture and sell their goods in the Dominion. The manufacturing and everything will be done here by a Canadian incorporated company, and the ink, which already sells largely in this market, will, under the new auspices, go far towards capturing the lion's share of the trade. A definite announcement will be made later on, but, meantime, the stationery trade may expect the advent of an attractive and popular article, whose merits are already tested and proved.

GOODS FOR HOLIDAY TRADE.

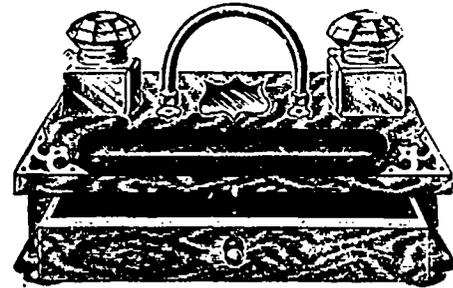
F. & E. W. Kelk, Toronto, report that the demand for fancy goods, toys, etc., for the Christmas trade, is already in full swing. To meet this trade, Messrs. Kelk have added to their already large stock some magnificent dinner and tea sets, which make popular Christmas gifts. They have also secured a large shipment of china-ware, at greatly

reduced prices, which was consigned to another firm. Included in this shipment is a large variety of cups, saucers, tea sets, shaving mugs, plates, and a few other articles. They have purchased a large German factory's entire range of samples, consisting of purses, mirrors, pocket knives and china. Those wanting

really cheap goods for holiday trade should see these goods. The general line of toys, etc., now carried by F. & E. W. Kelk, is very complete.

NEW STATIONERY GOODS.

The Monarch exercise book, which The Copp, Clark Co. have put on the market since our last issue, is an attractive specimen

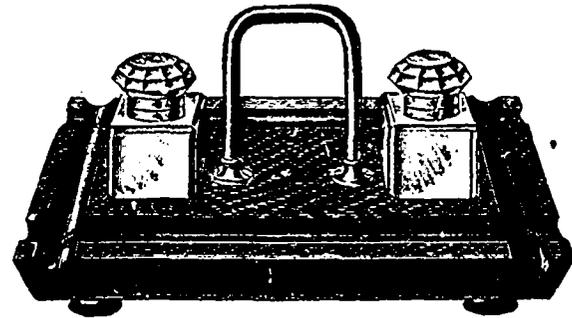


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of its kind, and the reproduction, by permission, of the well-known picture, the bulldog and the flag, looks very well in colors on the front cover. On the reverse side are a number of arithmetical tables which are useful.

The games which this company are showing new this season, are meeting with a large sale, especially the "Spider and the Fly," and "Victorian Drafts," and "Pinetto." They are all good sellers, and promise to be popular for evening amusements.

The Dominion Pocket Diaries, the well-known line issued by these publishers every season, will be ready in about a fortnight, for the year 1899. Three new tablets are "Progress," "Fearless," and "Perfect," retailing respectively at 5c., 10c., and 15c., and are all lines of good value. The big value in 5c. pads mentioned last month, consists of 110 leaves, and is a remarkable pad for the money.



No. 41—Copp, Clark Co.

A line of playing cards, which is well adapted to Canadian trade, there being so many societies in this country, are the "Mystic" cards. The backs of these playing cards, which are of excellent manufacture, and retail at 50c., are decorated with emblems suited to the various secret societies, such as the Masonic order, Odd-