

FANCY GOODS AND STATIONERY—Continued practically the same as the first quality except that it is not so finely finished; (3) an ordinary varnished board.

Toy watches, grandfathers' clocks, etc., are in endless variety. The watches are sold all the way from \$1.10 per gross to \$2 per dozen.



H. A. Nerlich & Sons Co., Ltd.

Those in the trade who have not already received a copy of the company's large illustrated catalogue can obtain one by dropping them a card.

NEW TOYS ETC.

Nerlich & Co. are offering "Sheba," the "queen of games," as it is called, and expect a large sale for it. Sheba is a game of skill and not of chance, and is, therefore, suited to persons of any age. Two, three or four persons may play, separately or as partners, and thus a good evening's amusement is provided. The board resembles crokinole, and the game is played with discs, which are driven into the centre of the board. The rules are printed on neat slips, which the dealer may obtain and read up so as to answer all queries. The game is a fine one.

Something special in harmonicas, or mouth organs, is being shown this season. Messrs. Nerlich have the exclusive Canadian agency for these. There are two sizes, the concert size being adapted to efficient playing.

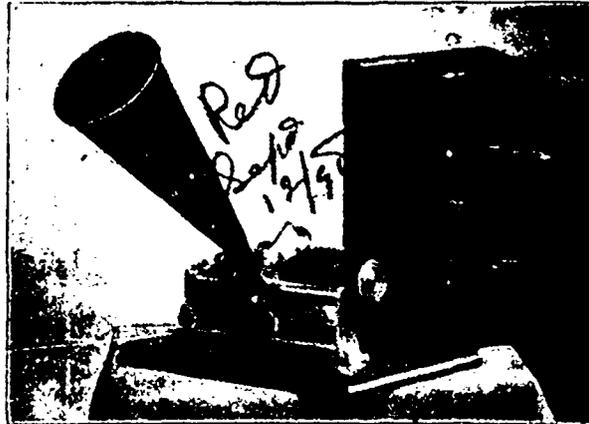
The battleship bank, referred to last month, is now in stock, and the names of popular British ships and the British flag are employed. Mention has already been made of the toy repeating pistol which fires 50 shots without reloading, and retails at 35¢.

Among the new toys are baths with sprays and pumps, all working well when water is turned on.

As usual, the firm offer a complete range of dolls, comprising every variety and all prices. The stock takes up a great space in the warehouse, and the dealer who wants

to choose will find many to select from. The new rocking horse, on the perfected swing principle, will please the youngsters mightily. Papier mache animals and figures on stands, highly colored and well finished, are among the cheap new toys.

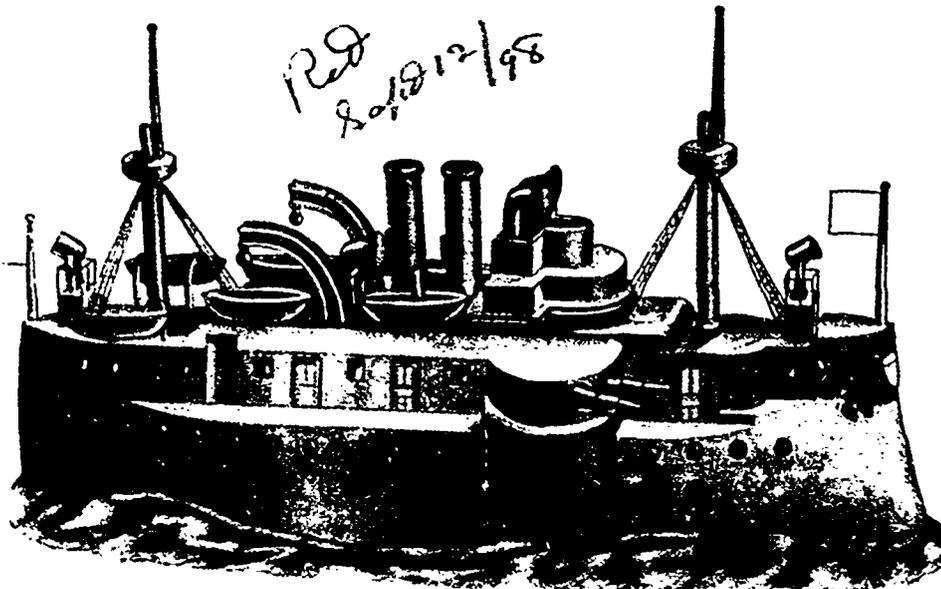
In Christmas tree ornaments there is a tendency to new and brilliant effects, a good season being evidently expected. The new toy, Klondyker, a miner hacking at a rich find of gold, is a popular line. A full line of masks might be mentioned. A new



The Graphophone—Nerlich & Co

feature in celluloid toilette boxes, etc., is that they are now carried in stock and may be had at any time. The graphophone is now on sale.

The autumn sporting goods include footballs, striking bags, boxing gloves and hockey sticks.



The Battleship Bank—Nerlich & Co.

NEW LINES IN PAPERS.

W. P. Gundy, of The W. J. Gage Co., Limited, returned this week from a purchasing trip to some of the United States paper mills, visiting those in New York, Boston

and Massachusetts. He was successful in procuring several cars of paper, practically at his own figures. No doubt the trade will in time reap the benefit of this purchase.

THE SCHOOL BOOK SEASON.

The W. J. Gage Co., Limited, are experiencing, at present, the busiest season in the sale of school supplies they have ever had. The causes assigned for this are varied: "Good times" are naturally exerting a beneficial influence on trade, but the facilities of the Gage Co. for handling school supply business have been so augmented that they are in a position to do a much greater business than formerly. A representative of BOOKSELLER AND STATIONER, in a walk through their warehouses, noticed enormous piles of exercise books, scribbling books, etc. The rapidity with which these piles disappear can be readily understood when it is known that a staff of 4 shippers, 8 invoice clerks and 12 packers, besides a small army of subsidiary assistants are engaged from early morning till late at night in the actual shipping of these goods to all parts of Canada.

A RANGE OF NEW GOODS.

Dealers in fancy goods visiting Toronto during the holidays or the exhibition weeks are invited to make it a point to visit the assortment of fancy china goods carried by F. & E. W. Kelk. Their assortment now includes an elegant range of French and Austrian goods, in all the latest decorations. They have an entirely new range of fruit and berry dishes, some elaborate tea and dinner sets, many unique rose bowls, with fine bisque figures in all the newest designs, including those with moving birds, and some excellent ideas in shaving mugs, porridge sets, butter bowls, etc.

The range in dolls is thoroughly comprehensive, in-

cluding all the novelties of the season. Their favorite line of 15, 20 and 25c. dolls, with long flowing curls, is well worth the pride taken in them. They also carry this season an unusually large 5 and