

Hurst holds a winning hand and that 1901 will prove a prosperous year for Messrs. C. Goodall & Son, as far as Canada is concerned.

SOME POINTERS ON MAIL ORDERS.

INATTENTION to details in minor matters pertaining to the conduct of business often causes mistakes and misunderstandings which would not occur were proper care taken. A case is known of a firm of wholesale stationers who frequently receive from customers fountain pens to be repaired and in many cases insufficient care is taken to make it possible for the receivers to identify the pens sent in in this way.

Each stationer, it would appear, imagines himself to be the only person in the country sending pens to be repaired and hence, presumably, neglects to label them so as to ensure his getting the same pens back.

With small articles, such as these, sent through the mail, the stamps are frequently cancelled by pen, not with the official stamp of the town from which they were posted. The result is that when half a dozen pens come in by one mail (as is frequently the case) a difficulty arises as to who are the senders of the several pens. Sometimes, of course, the sender encloses a letter, more often, however, this is mailed separately and requires attention by departments other than the one to which the pen has to go.

The same thing applies to other returned goods besides pens. Some dealers order through the mail in such a manner that the stock clerk who has to fill the order is kept busy guessing as to what the customer really requires. It is no wonder, therefore, that at times goods are received that are not wanted.

Retailers who have occasion to return goods to a wholesale house should remember that frequently a firm receives hundreds of packages in a day and that unless each parcel or case is marked in a thoroughly plain manner confusion and consequently delay results.

Furthermore, outside wrappings often get broken and in every case a note should be enclosed with the goods to be returned, giving a list of the contents of the package and the name of the sender. It is just such attention to these little matters which facilitates mail order business and commands the good will and better service of busy clerks.

BOOKSELLERS' OFFICERS.

THE annual meeting of the Wholesale Booksellers' and Stationers' section of the Board of Trade elected the following officers for the year: Chairman, Richard Brown, vice-chairman, Geo. R. Warwick, secretary, F. G. Morley, executive, Dr. Briggs, S. R. Hart, W. P. Gandy, Thos. A. Weldon and J. A. Carveth.

AN OLD INK HOUSE.

F. & J. ARNOLD, London, whose inks are known in every civilized portion of the world, have moved from their old quarters, at 155 Aldersgate Street, to their new and much larger factory at Holloway.

The present firm was established in 1772, four years previous to the American Declaration of Independence, and even before that date their predecessors had been manufacturing in the Bathhouse, a stone's throw from the Aldersgate Street premises of the firm, which they commenced to occupy in the year 1815, the date of the Battle of Waterloo. These premises, which have thus been occupied by the Arnolds for a matter of ninety years, bear trace of having been the old "Half Moon" inn, celebra-

ed as one of the haunts of Shakespeare, the old court yard of the inn being used as the ink house. For some years the extension of the business has rendered these quarters inadequate, and has finally forced them to provide new quarters. The firm is to be congratulated for the vitality which has survived and flourished through a period of nearly a century and a half. But few business houses now in existence can show a similar record. They will signalize their removal by placing an entirely new line of goods on the American market.

A CONSIDERATE FIRM.

MESSRS. W. J. GAGE & CO., LIMITED, of Toronto, had in 1903 a record year's business, and in recognition of loyalty and good service of their manufacturing staff, presented the whole of the workers of that department, who had been in their employ one year or more, with a bonus equal to two weeks' salary.

The appreciation of this acknowledgement of good service was very nicely expressed to the firm through letters of thanks signed by all those engaged in the various departments of the factory.

Through the courtesy of a member of the firm a representative of Bookseller and Stationer recently had the pleasure of being shown through the Gage Company's extensive warehouses and workrooms. In every department proof of good management was evident. The rooms are beautifully clean, lofty and well lighted with natural light by means of numerous windows and skylights. Every conceivable attention is paid to details which tend to make conditions of labor pleasant and satisfactory to both male and female workers.

Messrs. Gage & Co. are manufacturing many new lines and the goods turned out are equal in every respect to the best that can be obtained in any other country. The knowledge that Canadian goods are being produced under such satisfactory conditions of labor are pleasing and cannot fail to have a beneficial effect and assist in promoting and advancing Canadian industries.

FASHION IN WEDDING STATIONERY.

COMMENTING upon changes in the fashion of wedding cards, the Daily Mail observes that, as compared with the styles adopted a few years back, the tastes of "smart" people have now reached a stage where, in this case, at any rate, everything must be as plain and unornamental as possible. Ten years ago elaborate borders and festoons of twined ivy leaves were almost always added to the invitation cards to a wedding as well as to the cards sent round by the bride after the event announcing the fact that she will be at home on a certain date. Cards were always employed for both purposes, and through the maiden name of the lady on the tiny cards enclosed with the cake an arrow was always drawn. None of these would be considered the thing nowadays.

In the first place, cards are not used. Neat sheets of white or cream-laid note paper of good quality are substituted. Crests, though sometimes still used on these, are generally discarded, and the old type of large unwieldy initials or monograms with which the corners of the cards were sometimes embellished have quite disappeared. A perfectly plain sheet of paper with merely the invitation on it, printed in copper-plate, is what is most used by everybody who is anybody. If an initial is used, it is put on in the smallest and neatest possible way, probably enclosed in what is called a lozenge.

Furthermore, the small cards which heretofore were placed in the wedding cake boxes have been discarded.