

## STATIONERY

### FALL LINES.

**T**RADE for Fall and Christmas is now well under way. Papeteries are in great demand and the quality of the lines being shown is quite superior to anything hitherto seen on the Canadian market. It seems as if each succeeding year did its predecessor one better in the way of beauty and variety.

Calendars and Christmas cards are once more coming prominently to the front. There is an increased demand in all directions. As with the papeteries, so with these lines; the quality and value is unexcelled.



Maurice Prigon, representative of Nerlich & Co. in the Province of Quebec.

### STATIONERY TRADE IN MONTREAL.

**T**HE stationery trade in Montreal from a retail point of view is not particularly active at present, though the usual number of June weddings has helped forward things in writing stationery a bit. New things are not numerous. Blues, greys, helios and whites form the selling colors in writing stationery and a variety of shapes in envelopes and sheets are shown. Some very pretty shades in grey are selling well, one of them being an extremely light shade, lighter than steel grey. From this there are a number of gradually darkening tones down to a dark drab.

For the moment there is a demand for open end envelopes, a tad that comes and goes every other year or so, but the number sold is always limited. They are not as handy as the ordinary envelope with the flap at the side.

One of the latest arrivals on the market is a new line of Whiting's organdies, with a moire silk finish. This is called French Organdie Moire. The surface, while slightly rougher than the ordinary organdie, has yet a silky effect which adds much to the appearance of the paper. It is a fine grade papeterie and retails from 30 to 40c a quire. White, blue and

quaker grey are the only colors in which this papeterie is shown, but it is put up in all the approved shapes.

Some stationers make embossing, engraving and printing a special feature of their writing stationery department. In the matter of calling cards, invitations, monogram note heads and other requirements of the kind which the best of the customers call for, there is a good business to be done, particularly in certain seasons of the year, as at Christmas or Easter. These stationers do not do the work themselves but take their customers' orders for it and have it done at the printing establishments, with a satisfactory profit. This is a convenience to customers also, and keeps their trade in the store. They can make selections of the note paper they wish to use, or the card or folder, and the profit on the sale of this goes to the bookseller instead of the printer. It is a part of the business which one wonders is not given more attention by the trade in general.

### A COMPLETE STOCK.

**O**N looking over the stock of The Copp, Clark Co., we were convinced that the trade in general will certainly be able to secure a splendid selection. The many new lines they are carrying will be sure to please all. Their stock of sundries and school supplies seems very complete, such as school crayons, pencil boxes, school boys' note papers, examination papers, envelopes, inks; in fact, they have everything that ought to be found in any well stocked store. They report even at this early date that the orders being booked are exceedingly gratifying to them for the efforts put forth in manufacturing and importing lines which are pleasing to the trade.

### PICTURE POST CARDS.

**B**OOKSELLER & STATIONER has seen something very attractive in the line of a set of post cards illustrating scenes in Toronto. The design and workmanship are exceptionally pretty. The pictures are oval and set in gilt borders, and the card also bears the Canadian coat of arms above maple leaves done in red, green and gold. Messrs. Warwick Bros. & Rutter are responsible for these cards, and they are prepared to make them suitable for any town or city in Canada.

### SCHOOL SUPPLIES.

**T**HE Copp, Clark Co. are showing a very extensive line of goods requisite at the time of school opening. Their exercise books and scribblers certainly show much thought, as the ideas are very unique and will certainly be greatly appreciated by the scholars using them. The range of exercise books retail at 2, 3, 5 and 10c., while the scribblers retail from 1c. up to 5c.

Foolscap papers for examination purposes are shown in great variety by The Copp, Clark Co. They have a large stock of the regulation examination books, and will be pleased to furnish samples of same on application.

Pencil boxes are always required, but the sale is much larger at the time of school opening. The Copp, Clark Co. are showing some good, substantial, attractive boxes, which retail from 5 to 25c. each.

A large range of school bags in all sizes made in leather, duck, canvas and American cloth, as well as a line with handles, specially used by girls, are shown by The Copp, Clark Co.

### A GOOD OPPORTUNITY.

As per advertisement in another column, we note that the business of The Thomson Stationery Co., Limited, is for sale. This business has been established for over 22 years. It is one of the successful book and stationery businesses of