

AN OLD AND THRIVING STATIONERY BUSINESS.

THERE are not many stationers in small towns who realize the possibilities of their business. The general impression of the stationery trade is that it is a small one at the best, and many stationers look for nothing else. A good deal of encouragement may be derived from the example of a book and stationery store in Perth, Ont., a town with a population of about 4,000.

This is the store of Mr. John Hart. It is the oldest in Ontario, and one of the oldest in Canada, having been established in 1850 by the late Mr. John Hart, who came to this country from Glasgow a short time before. His son, the present owner, went into the business with him, so that

want. This is one of the lines that has made John Hart successful. The very finest stationery and latest books may be found in the store, and not only do the best of the trade in their own town deal there, but from many of the surrounding places the people send to this store for the best goods, instead of to the cities. Nor are they afraid to branch out into new lines. Mr. W. B. Hart, the son of Mr. John S. Hart, is with his father in the store and makes frequent trips to the great business centres to pick up the newest and best ideas, thus acquiring a valuable knowledge for keeping the store successfully going through the third generation.

There are not many complaints made against the department stores by John Hart. There is a big trade done in Perth by these stores, as well as in other places.

FASHIONABLE STATIONERY.

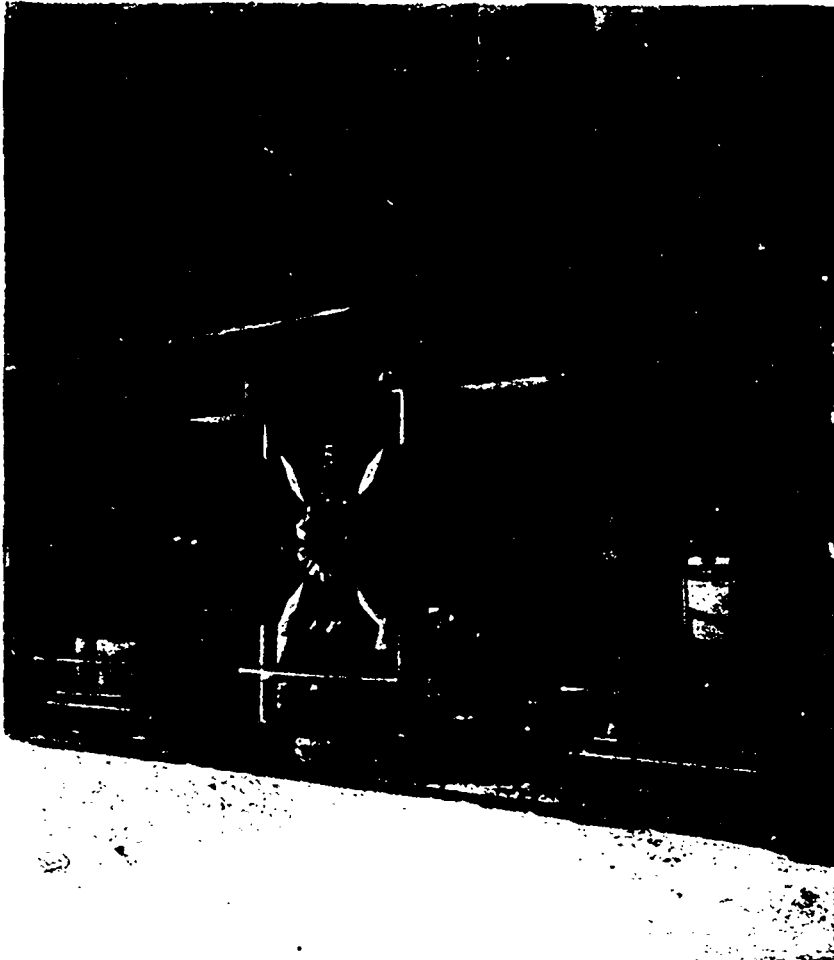
Warwick Bros. & Rutter have just opened an immense shipment of the now famous "Duchess" series of notepapers and envelopes. This line of fine stationery is made specially for this firm in England, and has proven to be the most popular series of high-class stationery ever put on the Canadian market. It is handled by the largest dealers from Halifax to Vancouver. The trade who have not the "Duchess" paper in stock should write for a sample lot of this successful line. It is made in four sizes Albert, Octavo, Large Boudoir, and Regent, with envelopes to match. The envelopes to match the Boudoir and Regent sizes are hand-made, with the wallet-shape flap, now so popular in England.

A line of fancy perfumed sealing-wax is also shown by Warwick Bros. & Rutter, to match the "Duchess" paper. It is put up in boxes identical in pattern with the above series and each stick as well as the box is stamped "Duchess." The retail price of this wax is 15 cents a box. To make the line complete an easel show-box, containing 26 initial seals, is offered to the trade and is meeting with a ready sale. These goods are made from a new die, the pattern being a plain block letter surrounded with a floral wreath design. The handles are beautifully enamelled in assorted colors.

The box contains an assortment of the best selling letters and extra stock will be supplied of any letter as required.

This is a very desirable acquisition to a stationer's stock, especially as the retail price of the seal is only 25 cents.

Messrs. James Wallis & Son, Yarmouth, N.S., have issued the first number of Odds and Ends, a monthly publication which they term a family literary magazine. It is sort of a Canadian "Tit-Bits," and the contents are as interesting and instructive as those of that paper. They are offering prizes of money for different competitions, and others will be offered as soon as the paper has had a fair start. Odds and Ends is clever enough to succeed, and its sale will certainly not be limited by the price—50 cents per year, or 5 cents per copy.



Ontario's Oldest Stationery Store.

for over half a century the store has been practically in the same hands. The business is just as active and up-to-date in all particulars as ever. The store is about 40 feet wide by 100 deep and is fitted up inside with the latest and finest counters, shelvings, etc. In fact, there is no store in any of the cities that is better fitted, or presents a finer appearance.

The success of this business for it has been very successful since the start—must be accounted for by the intelligence put into it, in catering for the right class of trade and keeping the best goods. Some stationers, in fairly large towns, don't know what they are losing by not keeping fine stationery. They go in for the common class of goods, and then complain when some of the very best of possible customers go to the cities for what they

but John Hart has secured such a hold on the trade in the vicinity that the store is not nearly as much affected by this trade as other places are.

Mr. S. R. Hart, of Hart & Riddell, Toronto, is another son of the late John Hart.

The illustration shows the Queen Victoria memorial decoration. This was beautifully gotten up in black, purple and gold.

The death of Sir George Murray Smith, the well-known English publisher, was announced April 8. Sir George was a member of the noted firm of Smith, Elder & Co., and published some of the first editions of the works of Thackeray. He founded the Cornhill Magazine in 1850.

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