

THE MONTREAL STATIONERY TRADE.

MONTREAL retail stationers, and consequently jobbers and agents, are experiencing a steadily increasing demand, which is a welcome note in comparison with the quietude that marked Summer months. All indications evidence that fondest hopes will be realized, especially by those who have adequately prepared and have taken advantage of every opportunity. It is noticeable what a preference is shown for better lines of goods within reasonable price limits, especially in good stationery. Commercial stationery is also in this category.

In this connection it is not amiss to state that more numerous sales can be stimulated by strenuous efforts just now when the tide of trade is favorable, and the increased profits will add vim to greater efforts in making preparations for the holiday season, which is close at hand. Window displays, advertising and every recognized form of gaining publicity are now decidedly in order. Everything should be done to make the holiday season the heaviest that stationers have ever enjoyed.

The fashion tendency is still towards the fabric finishes in fine writings, although many handsome effects in

novelty finishes are proving very popular. Canvas and plaid weaves have been noticed. Boxings are particularly pleasing, and along with handsome papeteries make excellent displays. Ivory, azure and grey are popular colors, although chocolate and other odd shades are gradually becoming more than novelties.

Trade novelties are now in order, and quite apt just before Hallowe'en was the display of lanterns.

Among the strongest goods showing are the lines of Japanese novelties and smallwares of suitable character for stationers to handle successfully. The eastern conflict has stimulated the call immensely. It is a fad which consumers are wild over, and the trade is going to develop steadily. Japanese toys, screens and similar ornamented goods, bronzes, beaded work, kites, etc., nearly all of which are directly imported, are good lines. Even leather lines and Japanese bric-a-bric and china are handled successfully by many Montreal stationers.

The popularity of card frames is widely taken advantage of, along with displays of numerous new games, which are proving good sellers.



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The Finish, yes.

If the paper isn't finished well it will not suit the pen well.

In our **Linen-Finished Paper** you get the **best**—you get that smooth, durable quality that is always the stamp of the highest workmanship, and the proof of the best skill.

It's the **Linen-Finished Paper** that makes our Papeteries sell so well.

It's the **Linen-Finished Paper**, combined with color and texture, that makes our Papeteries stand the test well.

TRY OUR ALDINE, NOYON, LYON, LOTHRINGEN, and BEAUMARIES PAPETERIES.

The Copp, Clark Co., Limited, - Toronto



Dennison's Catalogue for 1904-'05 is ready.



It is a greatly improved and enlarged book; that you may become familiar with our products, which are attractive, profitable and of quick sale, we are sending copies to the trade in general. If, by November 1st, you have not received one, write our nearest store and one will be promptly sent.

Dennison Manufacturing Co.

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