

**FANCY GOODS AND STATIONERY—Cont'd.**  
demand. The pencils are Faber's make, in pink, white and blue polished, with ring and bone tips.

**CANADIAN ENVELOPES.**

Ninety per cent. of the envelopes used in Canada are made in this country. The largest factory in the Dominion is that of The Barber & Ellis Co., who turn out an immense quantity of goods, from the largest official to the smallest pay envelope.

**A NEW WAREHOUSE.**

Nerlich & Co. are now fairly well installed in their new building at 145 148 Front street west, just opposite the Union Station. The new place, as may be seen in the illustration, has five storeys and basement. It is 250 ft. deep, with a store space of 60,000 sq. ft.—larger than any other house in Toronto. Every floor is used, the basement being used for packing purposes.

**BIRTHDAY CARDS.**

It is a pleasing custom in most families to remember birthdays. To those absent and far away a dainty card of salutation is most convenient for the well-wisher, who has some friend or relative to remember, to send, and is much appreciated by the recipient. The trade should bear this in mind and order a selection from the samples of a line published by the well-known firm of Davidson Bros., London, Eng., for whom The Copp, Clark Co., Limited, are Canadian agents. Their travellers are now showing this very extensive and beautiful line.

**USEFUL BOOKLET.**

The seventh edition of the booklet, "Graphite as a Lubricant," has just been published by Joseph Dixon Crucible Co., Jersey City, U.S.A. It describes the various uses and advantages of graphite, giving the experience and testimony of a number of engineers, scientists, etc., and is an interesting pamphlet. The nature and peculiarities of graphite are discussed, and their ability to overcome friction in all parts of machinery, locomotives, etc. The booklet is sent to anyone asking for it.

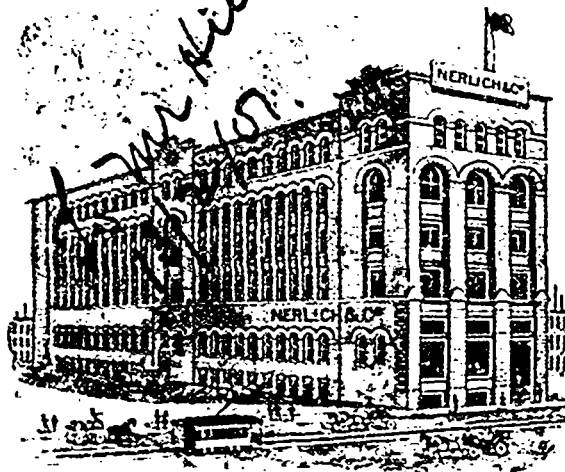
**PEN-CARBON LETTER BOOKS.**

The pen-carbon letter and bill books shown in Brown Bros. warerooms are attracting much attention. Letters or bills may be copied by their use with no trouble

whatever. Any ink, pen or paper may be used, and no press, water or brush are needed, the copying being done while the letter is being written. Samples of the work done by this letter book are shown, and the copy is so like the original that it is difficult to tell them apart. They are sold in either size, note size and bill size, ranging in price from \$1.25 to \$3.00.

**EASTER EGGS.**

Large glazed china eggs with pretty flower designs are shown in The Copp, Clark Co.'s warerooms, to retail at 5c. In a larger size there are the bisque eggs, also with designs in flowers. A new line of fancy cardboard eggs, decorated with gold



Nerlich & Co.'s New Warehouse.

tinsel and flowers is intended to be suspended as an ornament. It may be sold with any small fancy article inside, as it is made in two parts. They retail from 10 to 25c. With each egg a fancy stand is provided.

Miss Kate C. Black, fancy goods dealer, Almonte, Ont., has sold out, and Miss E. S. Cairns has opened up business in the same line.

All Government officials in Canada are now using, or supposed to use, mourning stationery in their business correspondence. A suggestion from the stationer to those officials of the Government in his locality, that they take home some mourning stationery for the use of the other members of the family would probably lead to the sale of a quantity of it.

A new patriotic song, by Arthur J. Matthews, is just out, called "A Canadian Volunteer," and dealing with a supposed incident in the South-African campaign. It is a pretty piece, and will be welcomed by singers in the Dominion, if for nothing else than it is Canadian, and a pleasant relief from some of the imported stuff that is usually inflicted upon audiences in this country.

**POINTERS FOR PROGRESSIVE DEALERS.**

THE question of how to advertise in dull seasons is discussed by an advertising agent, and his conclusions are that more attention should be paid to the advertising of the business in dull seasons than in times when trade is brisk. Some merchants cut down their newspaper space when the dull season comes along, and others stop advertising altogether. The best way is to keep the advertisement running, but brighten it more. Give more thought to the wording of it, and see that it is set so that the principal points are properly emphasized. If it is harder to get people into the store, then there is all the more reason for advertising, instead of letting the notice drop because business is slow.

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A dealer writing in Ad. Sense says that the only proper advertisement is store news. He always runs his advertisement in the same part of the paper, and insists on its being set always in the same type. By this means, people get to know his advertisement without seeing the name. He writes his store news as simply as possible and as honestly, which is a very important requirement in good advertising. He is a country dealer, and, though it might be supposed that there would be very little news about a small store, he finds that customers are very easily interested in anything in connection with the goods they are buying. The local newspapers are weeklies, and, considering that between the two of them he reaches all the best families in the community, he thinks that the cost of advertising is very small. About four times a year, a little booklet about the store is sent to the head of every family in the vicinity. This necessitates having a mailing list, which is not made up without much trouble, and which requires continual altering. But he considers it one of his most valuable assets, and believes that it is worth all the work and expense in connection with it. The list is divided so as to show who are customers and who are not, and the letter sent out with each booklet varies accordingly. Such a list may be used in many other ways, besides mailing the booklets.

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Something that is not often seen is a good window trim in which the principal feature is a line of books, although there are probably as great trimming possibilities in many books as in any other goods that are shown. The large departmental stores frequently have an attractive display, and, when this is on, none of their windows takes up more