

Dolls, Toys, China, Leather Goods, Games.

F. & E. W. KELK

76 York Street, TORONTO.

OPPOSITE S. F. MCKINNON'S NEW WAREHOUSE.

We desire to remind our friends and customers that we are again ready with a beautiful, complete and right price stock of Fall and Christmas goods.

Our business lately has increased wonderfully, so much that we have been obliged to increase our warehouse by leasing the entire building of six floors, which means the largest fancy goods warehouse in Toronto. Hitherto our space was confined to two flats, this will very much improve our business and enable us to carry a larger and more complete range. Nearly all our goods for Fall have arrived, balance very close to hand. Our importations will be found among the best—well assorted, bright, and at the right price. Another feature is that a great many lines we carry are different to those of other houses which helps customers to make profit. Similar goods do not appear in every window in a town. This fact is very worthy of note and attention. In two weeks our sample-room will be ready for Fall purchasers. Customers will do well to visit our warehouse, as all our business is done by mail and personal visits. Four years' experience proves that our plan is working well. Thanking our customers for past favors and soliciting a portion of their business. We are, yours truly,

F. & E. W. KELK.

Magic Lanterns, Musical Toys, Sleighs, Toy Go-Carts, Hockey Sticks, Xmas Tree Ornaments, Vases, etc.

FANCY GOODS AND STATIONERY—Continued.

A NEW LINE OF PAUL'S INKS.

Warwick Bros. & Rutter are showing a new line of Paul's inks, in 3-oz. cylindrical shaped bottles, in red, black and blue black, to retail at 5c. The retailer may have his imprint on every bottle with orders of 5-gross lots, assorted. That this advantage is appreciated by the trade is evidenced by the fact that Warwick Bros. & Rutter have already booked a great number of orders for this line of goods.

NOVELTIES FOR THE SEASON.

The Brown Bros., Limited, have just received full lines of Hardtmuth, A. W. Faber and Johann Faber's pencils. They report a very large increase in the demand for Hardtmuth and Koh-i-noor pencils, both in black and copying.

The new line of letter racks, inkstands, vases, candles, lamps, thermometers, pen racks, photo frames, inkstands in gold and dull black are certainly the handsomest line of goods in the market, and are suitable for presents of all kinds. The Brown Bros., Limited, of 64 to 68 King street east, Toronto, have a stock of these beautiful goods.

The Brown Bros., Limited, have just put in stock a beautiful line of new and fashionable notepapers and envelopes. The new

colors in paper are gris, perle and sage. These papers are made up only in new shapes.

All the standard letter files are to be had at The Brown Bros., Limited, such as the Standard, Favorite, Eclipse, B.B., Shannon, Post Cards and many other styles at prices lower than ever.

If you want wedding invitations and envelopes to match, The Brown Bros., Limited, are one of the leading houses in Canada for same, theirs being the newest and finest goods in the market.

AN ENLARGED WAREHOUSE.

Four years ago, F. & E. W. Kelk started business as importers of, and wholesale dealers in, fancy goods, toys, dolls, etc., taking two flats, 100 x 26 ft., in the large warehouse at 76 York street, Toronto. The business was started without travelers as an experiment. The experiment was a success, and, while no travelers have ever been employed, the increase of business through letter-orders and personal buying has been so steady and so great that it has been found necessary to take up the basement and three more flats in the building they have been in. They now occupy the whole of the building, the six storeys of which give them ample room for displaying their growing variety of all kinds of fancy goods and dolls. The basement will be used

exclusively as a packing and shipping-room. On the ground floor will be the offices and displays of small novelties, toys, etc. The first floor will be devoted exclusively to dolls and toys, the second to chinaware, the third to bulky toys, woodenware, etc., while the fourth will be for manufacturing purposes.

This firm has always made their stock of dolls a feature of their business, and have always carried a range that they claimed to be unsurpassable. Even greater attention than heretofore will be paid to this line, now that they have more room for displaying. The new flats have been fitted up with expensive fixture, and the trade is invited to visit the warehouse and the displays, whether on a purchasing trip or not.

STATIONERY SUNDRIES CATALOGUE.

In addition to the catalogue of manufactured stationery which was referred to in our June number, The W. J. Gage Co., Limited, are preparing an illustrated catalogue of stationery sundries which they expect to have ready this month. They promise that it will be the most complete catalogue of the kind ever issued in Canada.

A visit to the establishment of The W. J. Gage Co., Limited, finds them running at high pressure in their manufacturing de-