

FANCY GOODS AND STATIONERY—Continued appearing a vignette of the heroes. The colors are red, blue and gold. A wreath of laurels, with "Equal in Valor," sets off the design.

If these are the more striking designs to the ordinary eye, there are others just as original and likely to please. "Sans Pareil" and "Gold Medal" are in Russian leatherette. "Read, Mark, Learn," is a bold design of a student's antique lamp, in good colorings, and the quality is linette, a specially treated paper with the actual feel of linen. "The King Fisher" notebook is a handsome bird design produced in dark chocolate and gold. "The Pointers"—scribbler—shows three hunting dogs in the field, and it is done in pink and gold. "The Studio" is a classical figure bending over books and a lamp held aloft. Two companion books, "Young Canadian," a youth on horseback, and "Sweet Sixteen," a girl's face set in a floral background, are in bright colorings and very attractive. The "Great 5c. Practice Book" is a thick book bound in cloth and answers for permanent use, a marvel at the price.

We have mentioned only a few numbers in this fine line, which is certain to attract attention from the trade all over Canada. The aim of the publishers seems to be to start with scribblers of 100 pp. at 1c., and continue in equal proportion as to size and price 200 pp., 300 pp., etc., up to 5c., with a few at 10c.

FINE STATIONERY.

The new stationery is exquisite, both in regard to color and quality. The Whiting papers, which The W. J. Gage Co., Limited, are showing, may be had in "Wedgwood" and "Oriental Rose."

The former is the pretty greyish green of the famous Wedgwood ware, and the latter a delicate pink, as its name implies. They come in three sizes—eugenic, tuxedo and madison, and either plain or with the edges of paper and envelopes white—a tiny white cord effect, that is very dainty, being not more than 1-16 of an inch wide. There is also the "Royal Velvet," in cream and azure, in the tuxedo and madison sizes.

All are beautifully boxed in quarter-ream boxes, with 125 envelopes. The demand for fine stationery cannot be better met than by these papers.

A FINE CATALOGUE.

There will be ready in a few days as fine a catalogue for the stationer as has been issued on this continent.

The W. J. Gage Co., Limited, have prepared an elaborate list of their manufactured goods, with fac simile illustrations, printed on rich enameled paper with red edges.

The catalogue will be about 120 pp. in size, and every line is illustrated. All classes of their manufactured lines, from the cheapest memorandum book to the most expensive bank ledger, will be given, and a point of special concern to the dealer is that the prices given are all retail, allowing a good margin of profit to the stationer, so that he may show it to his customer for the latter to make his choice.

The book is prepared and bound in this fine style so that it may be of permanent use and value, and the dealer who desires a copy may drop a line for one and have it sent him

free. It is something when a Canadian manufacturing firm can issue so fine a catalogue of their own goods, while the manner in which it is turned out enhances the value of the work.

SEASONABLE NOVELTIES.

The Brown Bros., Limited, have just received a large shipment of thermometers and barometers, all sizes, suitable for house and outside use, in nickle, rosewood, etc.

A large supply of new papeteries includes Old English vellum, Irish linen, Westminster bond, and a very unique line of

Retail Stationers' Supplies.

- Commercial Stationery
- Business and Society Note Papers
- Business and Society Letter Papers
- Business and Society Envelopes
- Flat Papers, all sizes
- Bill and Account Papers
- Letter Pads Paper Boxes
- Card and Bristol Boards

- Blotting Papers
- Typewriter Papers
- Writing Tablets
- Visiting Cards
- Wedding Stationery
- Fancy Papeteries, etc.

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provide instant and certain protection from date of issue. Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's Agents.

Hon. Sir W. P. Howland, C.B., K.C.M.G.
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