

15, 20 and 25c., allowing a good margin of profit.

The cover is claimed as the handsomest, and the tablet as the best value ever offered. "Send for a sample and be convinced," is what Buntin, Gillies & Co. say in their advertisement, so they evidently have faith in the claim. The line is produced at an opportune season, as the forthcoming visit



Nerlich & Co.

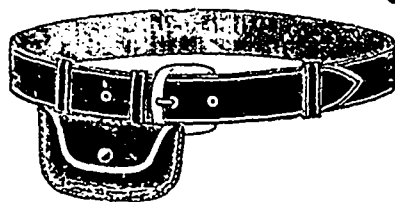
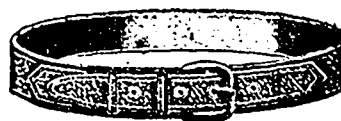
of Miss Arthur to the principal Ontario cities will create a wide spread interest in the subject from which the idea of the cover is taken.

THE BALL SEASON.

The Copp, Clark Co., report that the stock of rubber balls and base balls (the latter Spalding's makes) is now complete. The firm's line of rubber balls is the "Antelope," which is superior to the "Phoenix," although the latter are also kept. They have likewise the "Acme" felt covered ball, which which was a great success last year.

CATALOGUE FOR 1898.

Dealers who have not yet received a copy of Nerlich & Co.'s illustrated catalogue for 1898 may have one by dropping a card to the firm's Toronto address, 35 Front street west. In this issue will be found some



Nerlich & Co.

illustrations of the goods now in demand and shown to the trade by this firm.

THE LEADER PAD.

The "Leader" pad, ornamented with the Canadian flag and coat of arms design, is the newest piece of stationery offered by the Copp, Clark Co. It is in octavo and quarto sizes, each pad containing 120 leaves, but sells at the ordinary price.

MAP OF NORTH AMERICA.

A new map of the North American continent, size 47 x 67, will be ready shortly, the Copp, Clark Co. report. The map is

thoroughly up-to-date, and embodies the test information about the Canadian northern district, giving the boundaries of Ungava, Yukon, etc, not found in other maps. The Canadian edition is listed at \$5, and an arrangement is made not to sell schools at less than \$3.50. The price to the trade is \$2.70.

THE STATIONERY IMPORT TRADE.

The following are the monthly returns regarding the imports of stationery since the imposition of the new duties in April, 1897:

IMPORTS OF PAPER, ENVELOPES, ETC.

	1896.	1897
May.....	\$91,563	\$106,360
June.....	82,936	105,110
July.....	75,541	79,194
August.....	68,975	78,029
September.....	77,836	103,671
October.....	82,940	89,847
November.....	78,093	95,032
December.....	78,663	89,923
January 1897.....	69,019	(1898) 84,737
Total.....	\$695,566	\$831,843

It will be seen from the above figures that during the last nine months (May '97 to Jan. '98) under the new tariff Canada has imported \$136,000 more worth of paper and envelopes than during the corresponding period of the previous year.

NEW IDEAS IN PARIS.

The only novelty I have seen is an ingenious contrivance for holding a stick of sealing wax, or rather the stump of a stick of sealing wax. When a man wants to seal a letter or parcel, and he only uses wax occasionally, all he will find will be a little bit something less than an inch in length. When he tries to use this fragment the hot wax will burn his fingers, and then he will drop it, and make an ugly splash on the paper, and by the time he has got through sucking his finger, and finished the remarks which the incident suggested, the wax will have hardened and he will have to tear the paper, or else leave a "kiss" on the envelope or wrapper which will not properly represent his feelings towards the person destined to receive the letter or parcel. To stick the point of a penknife into the wax is not an effective method. The wax generally tumbles off at the moment when it is most requisite it should stick on. To remedy this, someone has invented a seal with rather a short handle, and from the end of this handle project four long wire prongs, forming a kind of clip. Between these the bit of sealing wax is placed, and it can thus be used down to the very last morsel without the risk of spoiling paper or temper.

A contrivance very useful to tradesmen who mark all goods in plain figures is the set of figures in india rubber type mounted on pear wood handles. The handles are square, so that if three or four figures are wanted together it is easy to keep them level.—Paris Correspondent Stationery Trade Journal.

LONDON'S TOY TRADE.

THE LUDGATE recently published an article on the toy trade of London: "It is in the hands of about one hundred firms, most of whom have warehouses in or near that salubrious thoroughfare known as Houndsditch, or, as it is termed in the trade, 'The Ditch.' The biggest and oldest establishment concerned in the distribution of cheap toys, the very head centre of the hawkers' trade, is, however, in St. John's Lane, Clerkenwell, where the firm of T. M. Whitton & Sons occupy six houses, together with a huge warehouse round the corner, all crammed with toys, and it was to this gigantic establishment that I found my way, and, after a few explanations, was let behind the scenes of toy-land by William Whitton, who was responsible for the very first penny article sold in the streets of London. The article in question was a horn coat link, imitating the gold links which were fashionable in the old days, when very cut-away coats were worn over pegtop trousers. This historic event took place nearly fifty years ago, the exact year being 1851, and the venture was a great success, the supply proving short of the demand. From that first penn'orth till to-day the street trade has grown without cessation, and the number of penny articles which are to-day stored by this one firm amounts to something like ten thousand, besides about half that number of more expensive things. As soon as the demand for penny articles became apparent the Germans saw their opportunity, and, with the introduction of free trade, made the most of it. For a series of years Germany imported many thousands of pounds' worth of penny toys annually into this country, and, ten years ago the Fatherland practically held the monopoly in this trade. But times have changed, and while Germany still leads the way in certain kinds of cheap mechanical toys, especially those made of stamped tin. England runs her very close by dint of turning out articles better made; while France has entered into the competition, and every year sends over cheap toys in increasing numbers."

NEW CANCELING INK.

The United States Post Office Department has introduced a new canceling ink for use in the service. The officials think it is superior to that now in use because of the fact that it neither dries on the pad nor clogs the stamping machine, and penetrates the fibre of the stamp itself to such an extent that it cannot be erased without destroying the surface of the stamp. The use of the new ink is, it is said, likely to result in a considerable saving to the Government, as it is to prevent the washing of stamps with a view to their further use, as is done now to some extent.