

STATIONERY

AFTER CANADIAN BUSINESS.

OUR readers should note the announcement of the Messrs. Charles H. Elliott Company, of New York, which appears on another page.

Their new line of tally cards for 1904 is one of the strongest and most attractive they ever produced, and those stationers who carry these goods need never fear that they will be unable to meet the demands of the most fastidious and exacting customers.

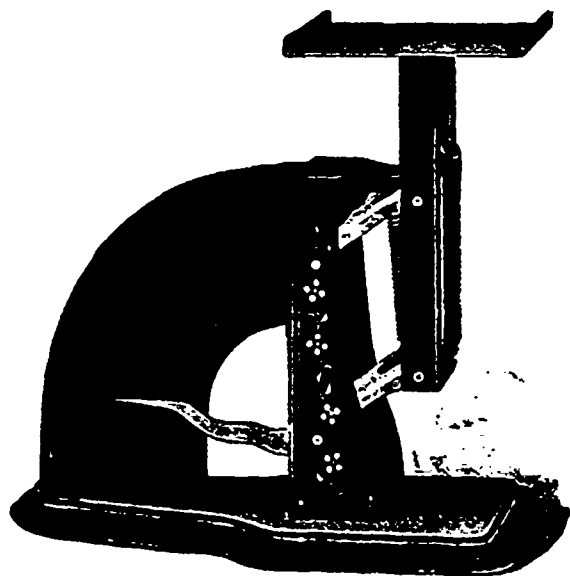
Messrs. Elliott & Co. will be happy to mail their catalogue to any Canadian stationers who apply for it.

THE RELIANCE POSTAL SCALE.

BOOKSELLER AND STATIONER is able in this issue to produce a cut of the new "Reliance" scale, which is being especially manufactured for the Canadian market by the Trimer Scale and Mfg. Co., of Chicago. The cut shows the scale at two-thirds its actual size.

This scale has all the excellent features possessed by the other lines sent out by this firm, goods which have earned for them an enviable reputation among stationers throughout America.

The dial of the "Reliance" is stamped into the steel and filled with black and white enamel, making it clear and easy to read and indestructible in cleaning. It



shows weight by quarter ounces which is invaluable to a scale that is used to weigh samples for estimating, etc. The mechanism of the scale is perfect, and is the result of years of continual experimenting. The locking device on the indicator keeps it always at the starting line when the scale is not in use, and the dial being on the side with the indicator starting from the bottom, the nuisance of having a portion of the dial obscured when a package projects over the edge of the platform is done away with. The springs are made of the highest grade cast steel, tempered and are as reliable as a watch spring, they are connected at both ends by a swivel in the centre of the

two uprights, thus allowing the scale a free action at all points.

The scale is manufactured from the best cold rolled steel and, although very light, is put together in a manner that a fall from a desk will not affect its mechanism or accuracy.

NEW PLAYING CARDS.

PERHAPS no branch of the stationery business has had more attention paid to it, or has developed faster during the past few years, than the playing card trade. The improvement in the stock used in the manufacture and the excellence and variety of the designs have resulted in larger sales of these goods than a few years ago would have been thought possible.

Manufacturers have set themselves a very high task to improve upon the designs now being handled by the trade but from an inspection of some of the new goods it is apparent that the new lines to be offered this year will be of a later variety and will in every way compare favorably with what has been put upon the market in the past.

Bookseller and Stationer has had the pleasure, through the courtesy of Mr. Hurst, of inspecting the advance samples of Messrs. Goodall & Son's, Limited, new productions, and has no doubt that a description of these cards will interest its readers.

Particular attention has been paid to the wants of the Canadian trade, and the Souvenir card called "Canada from Ocean to Ocean," will prove one of the best lines ever offered the trade in this country. The back design of this card is made up with the whole of the true coats of arms of the provinces, entwined with maple leaves, in the centre a maple leaf is shown on which is printed a beaver. The whole design is beautifully worked out and is printed in many colors. The novelty of this card, however, does not end here. The faces of the cards, instead of being printed in the usual way, have only the index signs, the remainder of the card is taken up with a view of some important and interesting Canadian scene, fifty two different pieces of interest are represented, comprising scenes from the following places: Halifax, St. John, Quebec, Montreal, Ottawa, Thousand Islands, Kingston, Niagara, Toronto, Hamilton, Winnipeg, mountain views in B. C., Vancouver, Victoria, etc.

The line retails at 75 cents.

Another line of cards Messrs. Goodall & Son are to be congratulated on is the "Salon" series. These cards are of excellent quality and the designs are such as will cause them to be sought after by the trade and the public. They are comprised of the following: "Little Pet," showing the picture of a child holding a sea shell to her ear, "The Serenade," from a famous picture of three Dutch musicians, and "The Fortune Teller," a picture showing two fashionably dressed ladies consulting a Gypsy; these backs are printed in seven colors.

The "Coronation" souvenir card, made especially to celebrate the coronation of King Edward VII., has been reproduced in its original colors to retail at 50 cents. It is in every way identical with the line that has been selling at a dollar.

The demand for the "Tartan" series has been so great not only in Canada but in other parts of the Empire, that other clans have been added. The series now include McDonald, Campbell, Cameron, Stewart, Graham, Gordon, McGregor, and McKenzie. These cards retail at fifty cents and are, like each of the other lines mentioned, beautifully boxed and gilt edged. There is no doubt Mr.