

## Notes for the Stationer

and Fancy Goods Dealer.

### THE COMING TRADE.

**J**ANUARY is an important month in the stationer's calendar. Travellers are now waiting on the retail dealers with staple stationery, with valentines and Easter goods. As the trade are probably aware Easter comes early this year—Good Friday being on March 28—so that orders should be put in early.

The holiday trade, we learn from several sources, was unusually good. The sales of stationery were large, and the demand for superior grades satisfactory. The trade in games also has been very active; in fact, some dealers say an unprecedented sale has taken place in this line during the past two or three months. All these facts go to show that the Canadian people are spending more in the goods displayed by stationers and that, in respect to Christmas presents, the tendency to patronize novelties of this class is steadily growing. It is a trade which can be encouraged.

This is particularly true of paper and envelopes. The dealer should leave no stone unturned to cultivate the taste for good stationery among his well-to-do customers. Once in the habit of using superior grades, they will not go back to cheap. The trade will find some nice new goods in the samples now in travellers' hands and can order with confidence, provided care has been taken to work up the local demand for this class of goods.

The Easter cards this year are really works of art. This can be said even of the cheap lines. The publishers of these goods are really helping sales by the beauty of the designs and the workmanship. This is true also of the birthday cards, a trade which ought to have a bright future. Are there not chances for a good sale of high-class humorous cards in this class?

Ping-Pong, from all we can hear, has caught on wonderfully. This is true of both city and country trade. It has not only invaded the home, but has even got

into some men's clubs. It has all the "go" of an out-of-door game. Being practically home-tennis with the dining-room table for a lawn, it requires skill and is quite exciting. The sales did not stop with Christmas, but dealers are confident it will sell during the rest of the Winter.

A prominent Canadian buyer, Mr. A. F. Rutter, of Warwick Bros. & Rutter, has just returned from Europe, where he visited all the chief centres. He states that there are some pretty novelties in import samples for fancy goods, and that the manufacturers seem to have excelled themselves in this respect for the coming season. This is especially true of lines to retail at 25 and 50c. Although trade abroad is not active, there is no talk of lower prices, as manufacturers seem to have pretty well reached their limit in the cost of these goods. Mr. Rutter found a good deal of anti-British feeling in Germany and France, which even invaded trade circles. In Great Britain there is a certain amount of unrest as to the future commercial policy of the country.

### PAPER PRICES IN THE UNITED STATES.

The American Stationer of January 4 says: "All branches of the trade are reported quiet this week. A few of the jobbing houses that handle book and writing papers were fairly busy on small store trade just before the first of the year. Ground wood papers are 'easier.' This applies particularly to No. 2 manila and news paper. But up to date there is no positive change in any way. The feeling in the market on those grades is that they are not going to be as strong in the near future as they have been. Two reasons are assigned for this opinion—the great abundance of water now at the mills, and the passing of the great holiday trade. With production again back to its normal state and the demand not so active, it is prophesied that the prevailing market prices represent the maximum on ground wood papers for some time to come.

"Book papers are firm, and although new business is not so large as it has been,

there is little fear of a decline in the quotations. Coated book has advanced from  $\frac{1}{4}$  to 1c. per pound as a result of the shortage in the market, caused by the burning last week of the plant of the Champion Coated Paper Company, of Hamilton, Ohio. The average advance on coated book is about  $\frac{1}{4}$  of a cent. The American Writing Paper Company withdrew its quotations on coated book late last week on account of the advance, which was general. Writings are reported firm, with large mill orders not so plentiful this week. Manilas are holding their own. No. 1 is quoted at 2 $\frac{1}{4}$  and No. 2 at 2 $\frac{1}{4}$ c. News paper has not changed from the quotations of the past few weeks, namely, 2.35 to 2.45c. As all the mills of the country have a large supply of orders ahead, there is little likelihood of any change in quotations for a number of weeks to come."

### SPORTING GOODS.

The trade will observe that Nerlich & Co.'s travellers are just going out with samples for Spring and Summer trade. Among the goods set down for "immediate delivery" are sporting goods, such as tennis, baseball, lacrosse, croquet, etc., requisites. There should be a good business in sporting goods this season, and, of course, the dealer must stock in order to sell them. Nerlich & Co. are this season showing a line of baseball mitts, the "Crown" brand, which is registered as their own. By reference to the firm's announcement elsewhere, a list will be found of the goods for later delivery, of which samples are now on the road.

### USEFUL STAMPER.

A boon to a busy man is supplied in the self-inking date stamp, recently put on the market. This handy article can be retailed for 75 cents. The dates are easily adjusted and will last for six years. In addition to the date the words "paid," "received" and "entered" can be stamped at one impression. This line is carried by Buntin, Gillies & Co., of Hamilton.

### WEIGHING LETTERS.

The "Ideal" postal scale indicates exactly the exact cost of postage on letters, circulars, newspapers, books and merchandise to any part of Canada and the United States. This scale, which is guaranteed accurate, weighs up to two pounds by half ounces, and will retail, showing a good margin, for \$1.65. The "Superior" which is built on similar lines weighs up to four