

PREPARING FOR THE SHOW.

THE Fifth National Business Show, which opens on the twenty seventh of this month, at Madison Square Garden, New York, will be the greatest commercial exposition ever held in that or any other city. In its scope, which has become international; in its number of exhibits, which is so great that it has been found necessary to enlarge the space area of the immense Garden to accommodate exhibitors, and in the wonderful enthusiasm displayed by manufacturers, dealers and business firms generally, it is absolutely unsurpassed. Every available space has already been allotted, and still the applications come in daily to the offices of Messrs. Cochrane & Payne, the managers.

Stationers and all interested in the allied trades have made so strenuous an effort to "grab" the show,

Everything that looks toward the comfort, amusement, education, general information and pleasure of both exhibitors and visitors has already been arranged down to the most minute detail by the managers, and there is no reason why the Fifth National Business Show should not go down in business world history as the greatest and most satisfactory and wonderful of all shows of its kind.

NEW CANADIAN INK.

THE Canadian Ink Co., with headquarters at 37 Wellington street, Montreal, is the name of a young Canadian concern which, during an existence of a little over six months, has built up a very encouraging trade. The firm is putting on the market, under the name of the Imperial Brand, a remarkably

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SELLING FORCE OF THE L. E. WATERMAN COMPANY OF CANADA LIMITED, INCLUDING REPRESENTATIVES OF THE NEW YORK COMPANY.

Front Row—W. E. Smith, E. B. Clark, L. E. Waterman, J. B. Tukey, I. M. Keys. Back Row—F. S. Waterman, E. J. Kastner, J. N. Marley, M. O'Connell, T. C. Keys, W. J. Chaplin, H. H. Hebb, C. W. McDermott, W. H. Kernan, C. A. Crist.

as the expression goes, that the prospect is that the stationery exhibits as a whole will attract more attention and be more attractive in appearance than any other exhibits.

There will be many conventions and meetings held during the week of the Fifth National Business Show, the most important of which will probably be that of the New York Boost Club of Stationers, on Wednesday, October 31st and the National Association of Manufacturers, the largest organization of its kind in the world. The post card exhibits and the exhibits of the dealers in office furniture—in which stationers are taking this year a greater interest than ever—will add to the interest in the general exhibits of the stationers.

Lectures by the most prominent men and women in all lines of manufacture and trade will be delivered nightly in the beautiful concert hall of the Garden, on subjects calculated to prove both interesting and educational.

good writing fluid guaranteed not to corrode nor thicken. The ink is manufactured from a valuable formula secured by the firm and of which they have exclusive use. They have already been able to introduce the ink among a number of large corporations, including the Canadian Pacific Railway, and prominent banks and insurance offices. The ink is also put up in small bottles for domestic use, and stationers handling same have the guarantee of satisfied customers, whilst the fact of it being made in Canada allows of its selling at a price which defies competition.

Salesmen of Waterman's Ideal Fountain Pen, as shown in the illustration published on this page, represent the L. E. Waterman Company of Canada, including members of the New York sales force. The photograph was taken at the recent meeting of the American stationers in New York.