


## BOOKSELLER AND STATIONER



**PERMANENT PROFITS**

accrue to the bookseller and stationer who is wise enough to handle "Berliner" Gramophones and "Victor" Talking Machines. It cannot be denied that they are the two most popular musical instruments ever put on the market. Have you investigated the selling proposition, we are offering to all booksellers and stationers?

It is a proposition which will net you continual profit. Write to the one of the following list who is nearest to your locality.

J. & A. McMillan,	St. John, N.B.
Clark Bros. Co.	Winnipeg, Man.
Dyke, Evans & Callaghan,	Vancouver, B.C.
R. S. Williams & Sons, Limited,	Toronto, Ont.
R. S. Williams & Sons, Limited,	Winnipeg.
Orme & Sons, Limited,	Ottawa.
J. A. McDonald, Piano & Organ Co.,	Halifax.
Nordheimer Piano and Music Co.,	Toronto, Ont.
Royal Stores, Limited,	St. John's, Nfld.
Cordingley Bros.	Brockville, Ont.

**THE BERLINER GRAM-O-PHONE CO.**  
OF CANADA, LIMITED, MONTREAL

### FANCY GOODS AND NOTIONS.

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styles run to richness and elaborate designs and nothing seems too fancy to please my lady's taste. Some come set with single rows of semi-precious stones in various colors and are very effective in appearance. There are many beautiful lines with inlaid gold designs of flowers, figures and other patterns, and these are very taking. There is no metal about them to catch stray hairs.

#### Burnt Work in Demand.

The art of pyrography was never more popular than it is at the present time. The demand for burnt work of every description is growing steadily with the approach of the holiday season. That this class of fancy work will be one of the foremost to be chosen for Christmas gifts, is plainly evidenced by the call there has already been for it. There was a time, and it is not long ago, when the art of pyrography was merely a fad, but now burnt work has been so improved and developed that it is fast becoming recognized as no mean art. When bas-relief effect in designing was introduced it revolutionized pyrography, and made it what it is to-day. Most stationers and dealers in fancy goods and novelties are carrying a fairly wide range of burnt work, principally wood, and, no doubt, expect it to prove a very profitable lie in the near future.

#### Toys, Dolls.

The demand for the Teddy Bear has been so great as to go beyond the possibility of the wholesalers and jobbers meeting the orders that are being constantly sent in for them. Just now this latest craze for children seems to be at its height. As fast as they are made the

Teddy Bear is being bought up in all colors and sizes. There is little doubt but what the Teddys are having a greater sale than dolls at present, but, as a matter of fact, the demand for dolls is just as good now as before the bears were thought of, which is contrary to the general belief. Sutcliffe-Edmison Co., Limited, Toronto, lately received a shipment of Teddy Bears, which they found a market for the day they came in. They expect another shipment immediately from the States, and also one from Germany in the near future. They will probably be the last that will be received this season, as the manufacturers are refusing all orders for delivery before next year.

#### New Ideas in Dolls.

A few new ideas in dolls and their accessories are now shown. The crying doll that requires no squeezing to produce a cry is the one that is in popular favor at present. The doll merely requires rocking from side to side in order to produce a crying sound. Some new things in dolls' accessories are the toilet set, bed and mirror set, sewing sets, soothing bottle, knife and fork and spoon sets, celluloid doll and bath sets.

Little Dutch carts are having a great sale. They are made in several sizes. The cart is a cheaply gotten up affair, but, nevertheless, makes a good toy for the little folks. They retail from 25 cents up. Wooden horses are made to attach.

Lehman's A. H. A. mechanical auto has sold better than any other of the smaller class of toys. It retails at 25 cents. The auto is an intricate little machine, and it is wonderful how they can be sold so cheaply.

The Climbing Mouse is a new toy which is having a good sale. It consists of a mouse which climbs a tube by a spiral course when the tube is set upright. This is a very amusing toy, which retails at 5 cents.

Of the small toys, the Auto Sisters is probably the most complicated of any. The mechanism of this little machine is very interesting, there being a number of parts made to move at one time, and in harmony with one another. It consists of two ladies in a hansom, a driver and a dog, which are all brought into motion. This retails at 50 cents.



A Holiday Outfit.

#### A DAINY CHRISTMAS GIFT.

The ingenuity of the L. E. Waterman Company in devising novelties to attract the popular taste is apparent in the attractive little outfit illustrated herewith. In brief, it is a strongly-constructed cardboard box, 6x1 1/2 inches, covered with bright holly paper, and containing a little sterling silver pencil holder, with ring attachment to fasten to a watch-chain. The box also contains an additional half-dozen Koh-i-noor pencils, of a size to fit the holder. The retail price of the outfit is \$1.50.

Another attractive feature of this line is the holders mounted with emblem designs. They have quite a number of these in stock and are prepared to furnish them with and emblem design that may be required. An emblem mounted on the silver holder adds 50 cents to the retail price.