

## HART &amp; RIDDELL.

The new firm, Hart & Riddell, was introduced to our readers a short time after it was formed in May last. Its importance entitled it to more than the passing notice it then received, which we promised to enlarge upon when we should be able to give the portraits of both partners. We can now do so before the arrival in this country of Mr. Riddell, whose photograph we had to send to Scotland to get. We therefore propose to draw attention to some of the auspices under which the career of the new firm opens.

As to the men themselves. They are in the prime of life full of experience and energy, and have the prestige of past success. Mr. S. H. Hart is so well known that to more than name him is like painting the lily. The groundwork of his reputation is in his ability, of which the strong elements are taste and originality. It needs no subtle analysis to discover these qualities; they are apparent in

business life. It is thirty years ago since his connection with the house of Sir William Collins, Sons & Co. began. Nineteen years ago he became a partner in it, and when it was formed into a limited stock company he became a director, which he remained until a short time ago. His position at the head of the export department of his firm kept him in close relation to Canadian trade for the greater part of the time that he was not representing the house here. This should make him thoroughly conversant with the stationery conditions and requirements of this country. Mr. Riddell will certainly be an acquisition to the stationery trade of Toronto and Canada.

The business which these two men are the joint proprietors of gives full scope for the exercise of their powers. There is no house of its kind on this continent that brings together a larger number of departments of manufacture, and in all it has steadily aimed at and realized excellence. Publishing, printing, book-binding, the manufacture of stationery, blank book mak-

dustry of the country are Great Hymns of the Church. The History of Presbyterianism in Ireland, The New Empire and others. All of these were issued in the finest style, and editions of some of them found sale in England and the United States.

As manufacturing stationers Hart & Riddell need only keep up the reputation that past achievements have won for the business. Taste that responds to changes in the ideas or the fancies of the public is a scarce enough quality to be valuable to business men and producers, but taste that can dominate popular fancy is rare. Mr. Hart can lay just claim to a measure of this gift, for his ideas in fine stationery would always "go" whenever he embodied them in anything new. Fine society stationery, office stationery, and fancy lines Hart & Company always excelled in. The course of imitation was turned back, and instead of our manufacturers copying United States and English ideas, United States manufacturers copied Canadian. The beautiful engraving and embossed work



MR. RIDDELL

all his work. The elegant stationery lines and the perfectly finished books that bear the imprint of Hart & Company owe their distinguishing features to his sense of the beautiful. He has been able to set the mode in many ideas, and therefore knows something about the flattery of imitation. Booklets, which are now produced by the million every year in Europe and America, were first summoned into existence and fashion by Mr. Hart, and in a recent discussion as to their origin, a London trade journal gives him the credit. His departures in fancy stationery were frequently followed by leading houses in England and the United States.

Mr. Matthew Riddell is not a stranger in this country. He represented his firm here ten or twelve years, and has had something to do with Canadian importers for the greater part of his

ing, engraving, lithographing and embossing are all being carried on upon the firm's premises. The most expensive skilled workmanship is employed in each department, and the most modern machinery is used. The character of the work done has always been of the very best, and this reputation keeps business active during the dull-est time of the year.

The publishing department has itself on record in some of the finest books that have appeared in this country. Herein Mr. Hart gave full play to his predilection for high class work, and not only has he produced model books, but he has also been one of the means of pitching several notes higher the standard of book-making in this country, which not long ago was in rather a crude state. Recent books that may be considered to some extent monumental in the publishing in-



MR. HART

of the firm, as exhibited in their own original designs, in monograms, crests and other work, is a feature of their stationery equipment that has no superior in any house in the United States. All their paper they buy direct from the mill in the flat, and box it and do it up on their own premises. The stationery department is a very large and fully equipped one, employing a large number of hands. One branch of it, the embossing division, is the largest in the country, and is kept busy by private orders and the commercial work.

Blank books furnish employment for a separate staff, and are a line to which the firm gives special attention. At present their flat-opening books are prominent in their output. These throw the leaf out so as to be on a plane with the surface supporting the book, and do away with the curv-