

### OPENED CANADIAN BRANCH.

THE L. E. Waterman Co., manufacturers of Waterman's Ideal fountain pens, have now a branch agency at 36 Alliance building, (formerly the Imperial building) 107 St. James street, Montreal. Mr. E. B. Clark, who has represented the company for some ten years, has been placed in charge, and has for his assistant Mr. J. N. Marley, who has been transferred from the San Francisco office. Mr. Marley has also represented the L. E. Waterman Co. at their London and Paris offices. He will cover the territory about as far west as Winnipeg, calling at the cities of minor importance, while Mr. Clark will devote his time to the larger centres.

It will be a great convenience to the trade and public using these pens to have a local branch, for, although Canadian orders will still be filled from New York, the repairing will be done in Canada, a complete repair department having been installed here. This will save Canadians not only several days' delay, but will also do away with the Canadian customs' duty, which is charged on pens brought back to Canada after being repaired in the United States.

The Alliance building, where the L. E. Waterman Co. are installed, is in one of the finest business districts of Montreal. The sample room is neatly arranged and a splendid array of their pens of all descriptions and prices can be seen by the trade, all of whom will be cordially welcomed.

### W. J. GAGE & CO.

W. J. GAGE & CO., Limited, are proud of the fact that they did during June a greater turn-over than during the same month of last year. When the conditions under which the firm are working are considered it will be realized that this is an achievement for which they are entitled to feel highly satisfied. It certainly reflects great credit on the management, and on the staff of workpeople.

The factories of the firm are still working day and night to execute orders. Among the new lines of stationery offered by this firm is the "Hall" linen note paper and envelopes, in white, mauve, azure and grey. It is anticipated that this line will prove highly popular. Special attention is being paid to the requirements of the trade in the matter of visiting cards, etc. A complete range of best procurable lines have been secured. Gage & Co. are in a position to fill all orders for number eight and official hand-made envelopes, full supplies of materials of all grades being on hand.

### FALL PADS AND PAPETERIES.

WARWICK BROS & RUTTER, Limited, Toronto, have now ready their series of "Lorraine" writing tablets, and are prepared to handle orders for imprint supplies. These tablets contain cloth finish paper of excellent quality, and come in four sizes and two tints, with envelopes to match. This firm have also on hand a stock of their old regular lines, "Vulcan" and "Kenmore."

In new Fall papeteries, Warwick Bros. & Rutter have a collection of new goods that are well worth seeing. Advance samples are now in their travelers' hands. These goods are home-made, and the manufacturers are justifiably proud of them. They include a handsome series in white seal leatherette, with the cover decorated by hand in floral designs. In the series the "Chamelecon" is an interesting number in grey alligator leatherette. Another

line is in silk with gilt metal trimmings, presenting a bright and attractive appearance. In addition there is a splendid assortment of celluloid designs to please every taste.

### A NEW FOUNTAIN PEN.

THE "Automat" is the name of a new fountain pen which is being placed upon the market by W. J. Gage & Co., Limited. It is claimed for this pen that it possesses qualities which will make it a highly popular line with stationers. Gage & Co. are convinced that it is the best thing in fountain pens they have yet seen. The chief feature of the pen is that it fills itself automatically, the usual inconveniences attending the refilling of pens being entirely done away with. The barrel is handsomely chased and fitted with a fourteen karat gold pen, made with fine, medium or stub point. Gage & Co. are the sole selling agents for Canada, and can supply the "Automat" at prices which will permit it to be retailed at \$1.50. Where gross lots are bought customers can have their own imprint on the pen.

### MAIL ORDERS.

MAIL orders nowadays seem to play a much more prominent part in our commercial world than they have in the past. Printers when given a rush order find sometimes to their displeasure that they have not any paper, of the quality wanted, in stock and have therefore to use the mail order system and send to some wholesale house for the paper wanted. In doing this they must have the strictest confidence in the firm with whom they deal that their order will be filled to their entire satisfaction.

Buntin, Gillies & Co., Limited, Hamilton, who have always been known to give every satisfaction in filling these orders have lately, owing to their increasing mail order business, put this department under the management of one who is thoroughly well posted, in not only all printers' supplies, but stationers' as well, and they feel confident that any orders placed through the mail in their care will give the same satisfaction to the dealer as if personally selected from their traveller.

### CATCHING UP.

THE Copp-Clark Co. are well advanced in the manufacture of their staple lines, and are now prepared to make large shipments of all kinds of pads, miscellaneous account books and school supplies.

The new map of Ontario has been reprinted and is ready for the trade; the same applies to the Dominion map. The map of Manitoba is now in preparation and will be ready very shortly.

The sale of the Copp-Clark diaries is this year proving a record breaker. Some lines are now ready for shipment, and the whole of the range will be completed in a few days.

### READY FOR FALL.

BROWN BROS., Limited, report business as being exceedingly brisk in all departments. Full stocks of all lines are on hand, and attention is now being paid to the production of further new lines of leather goods, etc., for the Fall trade. The Christmas card, calendar and diary trade is particularly good, and compares favorably with the business done in previous seasons. Excellent progress is being made with the rebuilding of the Wellington street premises.