

# DOES IT EVER PAY

to get the habit of selling trashy papers? We think not. It may do for a short time, but sooner or later the reputation for unsatisfactory goods will get to that store and keep it back.

Stationery pays a good profit and good papers bring you increased trade.

The best papers made for fine correspondence are

## CRANE'S

We suggest you get a small assortment of the following:

### CRANE'S LINEN LAWN

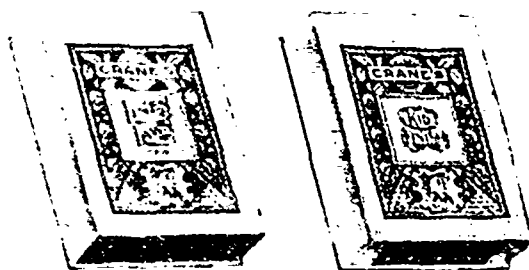
Thick or thin, carried in stock in white, bluite and greyette.

### CRANE'S KID FINISH

White and bluite

### CRANE'S SUPERFINE

Velvet finish, white and bluite



We carry all above lines in Countess, Octavo, Oxford and Royal sizes.

Paper in elegant  $\frac{1}{4}$  ream boxes.

Envelopes in  $\frac{1}{8}$  M. boxes to match.

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## W. J. GAGE & CO., Limited

### TORONTO

Offices and Showrooms :  
54 Front St. West.

Warehouse and Factory :  
82 to 94 Spadina Ave.

Paper Mills :  
St. Catharines.