

FANCY GOODS AND STATIONERY Continued.
loss that may arise being usually charged to advertising account.' The advance, they say, is also certain to come on the general line very soon.

Nerlich & Co., Toronto, are in excellent condition for the Spring and Summer sporting goods trade. They carry a full stock of Spalding baseballs, bats, catching mitts and gloves, masks and sundries, and other standard lines, as well as specially made cheaper lines. They have also a complete stock of tennis, football, and croquet sup-



Nerlich & Co.

plies, as well as a large range of skipping ropes, rubber balls, tops, marbles, toy garden tools and other games and toys for children's Summer play. They are already finding a good trade in hammocks, of which they have a full stock of the standard makes, including Palmer's, in very handsome colors and designs.

As the markets for the raw materials from which sporting goods are made, principally wood, rubber, cotton and leather, are considerably higher than a year ago, and as these goods can still be had at last year's prices, it would be good policy on

the part of retailers to place orders early as possible. Nerlich & Co.'s travelers are now out with their samples for Spring orders.

In addition to sporting goods, Nerlich & Co. carry a full line of Japanese

glassware and chinaware, including a fine line of novelties in various styles of shape and design, many of which are bound to be received with great favor in this country.

This is an age of progress, and especially is it to be noted in the perfection to which bookselling and stationery goods are brought nowadays. Marching with the times, The Barber & Ellis Co. are particularly happy in dealing with this all important matter. Their programme and wedding goods, also their society stationery, are proverbially up-to-date, being quite as

stylish as the highest grade of imported goods; yet, of course, being home-manufactured, they can be sold at a much lower figure. The newest and most taking lines shown by this old reliable firm are "Portia," "Plashwater," "French Crepon," "Nebula Blue," "Regal" and the season's record-breaker as a splendid seller, their original "English Wedgewood."

In merchandise and mailing envelopes, simplicity should be the order of the day. It certainly is in the unrivalled "Perfection" clasp mailing envelope of The Barber & Ellis Co. These envelopes have an immense sale in the Spring and Fall, when catalogues and samples are most in demand.

In the matter of mercantile stationery, The Barber & Ellis Co. keep steadily to the front, their famous goods in "bond" papers being invariably in demand by the largest and most influential concerns in the Dominion.

New stationery in nice wrappers is being shown by The Copp, Clark Co., Limited, this month. Three sizes are shown of Gladstone note, a rough vellum wove, and the same sizes of Royal Emblem, vellum laid. The price is \$1.25 per ream. In pocket diaries a line is made up this year in celluloid, in colors, which is a nice novelty, and can be had in the combined diary and memo. book. The sale of diaries and memo. books is the largest on record, and a complete line is still kept for those who want them.

In the same warehouse are to be found the stocks of rubber balls, colored and grey, sporting goods, etc., required for the coming season. A new score book, which retails at 25c., is one of the most seasonable novelties now in. It can be used for any counting game, being made of detachable sheets, and put up in neat portfolio style decorated with a full hand of aces.

A line of exceedingly stylish playing cards has made its appearance—the names being Moon Fairy, Rookwood, Indian, Spinning Wheel, Diana, Good Night. They are very swell backs and in rich colors.

Warwick Bros. & Rutter are showing a new series of red leather memorandum books called the "Cabinet," and claimed to be in neatness, style and quality the best in the market. There are 20 styles, oblong and upright, ruled faint only, faint and red. They are all either indexed or plain, all gilt edged, and the feature is the price: retailing from 10 to 25c.

Among new novelties which this firm are handling this month may be mentioned: A new fountain pen for 10c.; Faber's colored lead pencils, the demand for which has sprung up again; a new blackboard brush, of imported felt, retailing for 25c., and a 5c. penholder, bright finish, in four solid colors, one dozen in a box.

An encyclopædia which is being sold in Canada just now has, as an additional attraction, a set of oak shelves to hold the volumes. In selling sets, the idea of neat shelves to go with them is capable of development.



Nerlich & Co.

**FEBRUARY
FOURTEENTH IS....**

**St. Valentine's
Day.....**

Order your stock at once, so that we may be able to fill every line satisfactorily.

Dutton's High-Class Valentines and Novelties
are the most beautiful creations that modern art and science can produce. They are designed by the best artists, delicately tinted, and are made in fancy shapes—heart, folding, mechanical figures, drop strings, deeds, etc.
Prices, 1, 1½, 3, 4, 6, 7½, 9, 12, 16, and 20 cents each.

McLaughlin's Lace Valentines
New designs and shapes. The coloring and lithographing are of the best, the coloring delicate and harmonious. They are very artistic.
Prices, 8c., 15c., 20c., 35c., 70c., 90c., \$1.20, \$1.50, \$2.10, \$3.00 and \$4.50 per doz.

McLaughlin's Comic Valentines
Hit-Em-Hards. Size, 9 x 15 inches. 80 cents per gross.
Trades Sharp Darts, New and Improved Portraits, Comics, and New and Improved Trades. 35 cents per gross.

SEND FOR CIRCULAR.

THE COPP, CLARK COMPANY, Limited,
9 Front St. West, TORONTO.