

## FANCY GOODS AND STATIONERY.

## HOW TO RETAIN STATIONERY TRADE.

**D**URING the winter months, after the Christmas season, the Bain Book and Stationery Co. make a specialty of engraved copper plate work such as visiting cards, wedding invitations, etc. During the month of January they did a remarkable trade in these goods, selling over 10,000 visiting cards alone. This trade is considered by the Bain Co. to be one of the most satisfactory elements of the stationery business. The work yields a reasonable profit, even though the competition of departmental stores has to be met in this, as in other branches of the business. This competition is not met by cutting prices. A much more satisfactory feature has been just as effective as price cutting ever could be. All invitations to weddings, at homes, etc., are, of course, enclosed in a more or less superior grade of envelopes. The imprint of the firm is embossed on that part of the envelope immediately underneath the flap. This feature of the business has resulted most advantageously to the legitimate stationer as compared with the departmentals inasmuch as there exists among the better class of customers a desire to have the imprint of a house more noted for the quality of their goods than for their cheapness. In such a case the departmentals have no advantage over the regular stationer. In fact, there seems to be a decided and growing objection to having the imprint of departmental stores upon any of their stationery whatever. The feelings that cause such an objection to exist should be fostered in every way by the legitimate dealer in order that the objection to these goods may extend to all stationery and books in departmental stores.

## THE RATIONAL SYSTEM OF SELLING.

Buntin, Gillies & Co. are again drawing attention to their "rational" plan of selling blank books. Their half-sheet foolscap blank book is a first-class book, containing good paper and bound in strong and attractive style. The "rational" plan consists of selling the books at so much for each. The 1,000-page book being much cheaper per 100 pages than the 500, hence the name "Rational."

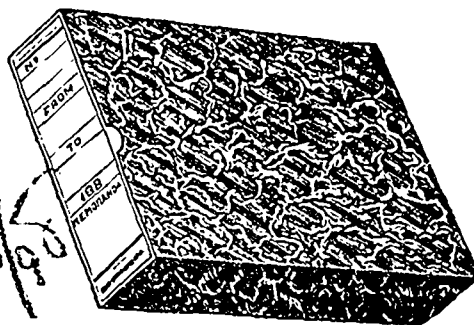
## THE JULIA ARTHUR TABLETS.

Julia Arthur, the young Canadian, who has achieved such fame on the stage, has been made the recipient of compliments by manufacturers of millinery, coats, shoes, etc., who have named their wares after her. The latest is a handsome line of tablets,

which are under preparation in Miss Arthur's native city, Hamilton. The goods are promised to surpass in style and value anything yet offered by Buntin, Gillies & Co., and that is saying a great deal. They will be ready about March 1, when a sample will be sent to any stationer who requests it.

## THE SPHINX.

Johann Faber's "4,334" Sphinx pencil, with rubber tip, at \$1.80 per gross, is the best selling pencil on the market. Buntin,



Closed Binding Case.

Buntin, Gillies &amp; Co., Hamilton

Gillies & Co., Hamilton, carry this pencil, and by ordering large quantities (ahead of apparent requirements), are at all times able to supply the demand.

## BINDING CASES.

Buntin, Gillies & Co., Hamilton, are offering Shannon binding cases at a very low price. See their advertisement on the back cover of this issue.

## SCARE HIM AND MAKE HIM BUY.

An article has been going the rounds of the press in reference to danger from microbes on playing cards. Here is a chance for the enterprising stationer. If you can only scare your customers into burning all those greasy cards, you can no doubt sell him some nice, new, clean ones to replace them. If your stock needs replenishing as a result, enquire what Buntin, Gillies & Co., Hamilton, can do for you.



Buntin, Gillies &amp; Co., Hamilton.

## TRADE IN BOOKS.

"We don't like to complain of being too busy," said Mr. Phillips, of Messrs. Merton, Phillips, & Co., stationers, Montreal, to BOOKSELLER AND STATIONER a few days ago, "yet a man cannot work fourteen hours

a day and not feel like complaining. That is what we have to do at present to keep up with our orders."

## IMPORTED PAPER AND ENVELOPES.

The official figures of imported papers and envelopes during the eight months, May to December, both inclusive, 1897, continue to indicate a considerable expansion in trade. This is under the new tariff which went into force about May 1, 1897. The details are not given in the official figures, only the totals, as follows, which we supplement by giving the figures for the same months in the previous year:

## IMPORTS OF PAPER, ENVELOPES, ETC.

	1896	1897.
May .....	\$ 91,561	\$106,300
June .....	82,936	105,110
July.....	75,541	79,194
August .....	68,975	78,029
September .....	77,336	103,671
October .....	82,940	89,847
November .....	78,093	95,032
December .....	78,663	89,923
	\$626,547	\$747,106

## THE CURLER'S PAPER WEIGHT.

All curlers should have a fitting paper weight and inkstand on their desk at this season of the year, and the Brown Bros., Limited, have just the thing (see cut on this



The Brown Bros., Limited.

page). The trade should see that they have a few on their shelves.

## ALL KINDS OF PENS.

At the warerooms of the Brown Bros., Limited, can be had almost every first-class writing pen made, and the finest fountain pen ever made, viz., the Paul E. Wirt. A million and a half in use.

## THE BROWN BROS., LIMITED.

The Brown Bros., Limited, have just opened out a line of inkstands suitable for banks, insurance and loan companies, some especially suitable for the tables in board rooms. A fresh supply of letter scales have also been added to stock. They have also a complete line of the "Economic fountain inkstands for saving ink and keeping it fresh. They are not only economical