

FANCY GOODS AND STATIONERY—Continued and all are original. The colors and tints are very beautiful. These papers are likely to become great favorites. They are sold to the trade for 18c. per yard. The special blank books bound in full calf Russia bands, and half Russia, with extra finish, are made up in all sizes, imperial, super-royal, royal, medium, demy and foolscaps. Another special is the perpetual ledger, in which the leaves are securely locked in place by a new system, which, when unlocked, allows them to be removed easily without injury or disturbing other leaves.

The H. A. Nelson & Sons **QUALITY AND OTHER GOODS.** Co.'s travellers will soon be on the road with a finely assorted line of staples for Spring trade; new goods in every line. Their line of sleeping coaches and baby carriages is an improvement, even after that of 1900. In smallwares and staple fancy goods many new and striking designs are to be found. The Spring and Summer goods catalogue will be ready for issue the first week of February, and it will be well worth any dealer's trouble to write for a copy. This company will, during 1901, carry a full line of golf goods, and will be ready to fill all orders.

THE BLANK BOOK TRADE. At this time of year a big business can be done in all kinds of blank books by merchants who are sufficiently alive to their own interests to lay in a proper supply. An exceedingly complete and varied stock is shown in Copp, Clark Co.'s warerooms. The "Everlasting," No. 512, foolscap size, strongly bound in cloth with leather backs, comes in journals, long day books, and ledgers. It has 600 pages, unit ruled and paged, and sells to the trade for 75c., special price for quantities.

The "Neverwear," No. 612, is crown size, bound in rough sheep with red leather corners. The ledgers come indexed. This book is also made in cash books and journals, \$1.50 to the trade. Among the other blank books shown are pressboard cover account books, with cloth backs, to retail at from 10 to 25c., according to thickness; sales books, with canvas covers; private account books, journals, ledgers, day and cash books, in small and large sizes; minute books, in leather, cloth, canvas and board covers. These last should receive special attention, as at this time of year there are many changes being made in lodge secretaries, etc., and a stationer may do a good trade in them if well supplied. A line of day books, specially adapted for butchers and grocers, is meeting with a heavy sale. The Dominion housekeeping expense book,

designed for individuals or families, has been one of their best selling lines for 20 years, and is still going very well. Teachers' class books for Sunday-schools are offered to the trade for 35c. per dozen. These, besides the ruling for the names, contain many valuable hints to teachers. Another blank book for rolls is shown, with special ruling for this purpose. It is cloth bound, quarto size, and sells to the trade for \$3.60 per dozen. The combined diary and memorandum books have been selling so well that the cheaper grades have been all sold out. The newest addition to the series of Dominion diaries is the legal edition, made specially for the legal profession. It contains many things that are of particular value to that class, and should be easily disposed of by any stationer.

They have a very fine catalogue, descriptive of their blank book and general stationery lines, which dealers would do well to send for, as it is one that may be kept at hand for reference as long as desired. Besides the written description, there are many illustrations, together with a price list of all the goods. An announcement card is being prepared for their travellers to send to customers, which is a very attractive specimen.



GOOD STATIONERY NOVELTIES.

The cut shown above represents the "Gem" letter and parcel scale. It works automatically, weighs up to 8 oz., and retails for \$1. Buntin, Gillies & Co., Hamilton, offer them to the trade at a price which allows of a liberal profit.

VALENTINES AND EASTER CARDS.

There will be many totally new designs in Easter cards during the coming season. Copp, Clark Co. are showing some new effects in silver and gold, photogravures, and some pretty designs in parchment and crepe papers. These are entirely new, nothing like them having been shown in Canada before. Mounted photographs and

embossed work are among their best-selling goods, as are also ribbon booklets, hand-painted, floral and cross designs. The Whitney valentines may be expected to sell as ever. They are among the handsomest put out by any firm this year. The tints are very delicate. They are made in silks, satins, celluloid, parchment, etc., and combinations of these, some decorated with gold by hand.

NERLICH & CO.'S NEW BUILDING.

The handsome new building, just completed on Front street west, opposite the Union station, Toronto, is to be occupied by Nerlich & Co., whose increasing business compels them to take up larger premises. They are now removing to this building, where they will be fully installed in a few days. The building is a large one, containing some 60,000 square feet of floor, six storeys high, with all modern improvements, and especially adapted to the company's business. With the increase of space Nerlich & Co. are proportionately increasing their stock in all lines, and their travellers now on the road with Spring and Summer goods are showing many special lines in toys and notions of every description. The imported goods, samples of which the travellers will be showing in February, include French and Japan china, albums, writing desks, etc., besides a large range of novelties in china, metal, celluloid and plush.

DEVONSHIRE NOTE.

One of the largest, if not the largest deliveries of high-grade stationery ever made in Canada has just been shipped from the warehouse of Warwick Bros. & Rutter. It consisted of 2,000 reams of Devonshire notepaper, and 1,000,000 Devonshire envelopes.

This immense quantity of one particular line is all the more remarkable when it is known that the largest quantity sold to any one customer was 20 reams of paper and 10,000 envelopes.

This firm are making a specialty of this line of stationery and dealers who have not already taken advantage of the offer should place their order at the earliest opportunity. The value is unequalled.

ARTISTIC CORRISPONDENCE.

Warwick Bros. & Rutter are showing a new series of high grade notepaper and envelopes, called "Japanese Bond." The stock is of the finest quality of linen bond and is made with a cloudy effect, which makes it one of the most artistic papers to be found in the stationer's assortment. "Japanese Bond" is shown in azure and cream tints and in regent size. This size is the favorite for ladies' use, and dealers stock-