

FANCY GOODS AND STATIONERY—Continued.

visit the fine new building now occupied by The Brown Bros., Limited, and inspect the various departments, which are ahead of anything in their line in the Dominion.

NERLICH & CO.

This firm's showing of fancy goods and toys for the Fall and holiday trade is almost complete, and their travelers are starting on their respective trips.

As usual, their range in all departments is very large, and new and striking novelties



NERLICH & Co.—Preserved Palms

are everywhere in prominence. THE BOOKSELLER'S representative noticed numerous improvements that the trade should welcome, about the most conspicuous being the general tendency for better quality goods, that ever come into demand in prosperous times.

In celluloid cases, this year's new dark colors and decoration designs strengthen the importance of the line materially, and the ebony celluloid manicures, with sterling mounted fittings, have a richer effect than anything of the kind before shown. They can be retailed with a good profit at from \$3 to \$5 each. In albums, a growing objection has been overcome by Nerlich & Co. having all their better lines made so as



NERLICH & Co.—Albums.

to accommodate either cabinets or the newer 5 x 7 size photos. Photo frames are also to be had to hold the larger pictures.

Preserved palms and other plants are increasing in popularity, both for store and

home decoration, and here is found a good variety of specimens preserved by the most durable process. They retail at popular prices.

In looking over the usual vast line of dolls carried by this house, a very striking feature is the khaki soldier dolls. They retail at from 25c. to \$1, and are sure to take well. In doll furnishings, a new line of enameled steel doll cradles and beds, to retail at from 15c. up, are very desirable.

In European and American toys of all descriptions, this house show big assortments of stable toys and many new mechanical, musical and novel toys.

Nerlich & Co. are working on their illustrated catalogue for Fall and holiday trade, and BOOKSELLER readers who will send in their names will be mailed a copy as soon as it is completed.

A RECORD BREAKER.

Warwick Bros. & Rutter, sole Canadian agents for the "Khaki" playing cards, report that the advance sale of this line has been such that the first shipment has already been exhausted.

A second lot has just come to hand, and dealers who have not already ordered should do so at once to insure their orders being filled promptly.

The feature of the card is that it is not only a beautiful, patriotic souvenir, but also excellent value as a stock playing card,



NERLICH & Co.—China.

being hand-somely boxed, with gold edges, to retail at 50c. per pack.

The "Empire" is the name of a new line of writing tablets just marketed by Warwick Bros. & Rutter. On each sheet of the paper in the pad is lithographed in colors a unique design showing the British and Canadian flags interwoven, together with the coat of arms of Great Britain and the historic Canadian beaver. The cover of the pad is embossed with the same design in enlarged form, and gives the finishing touch to a most attractive writing tablet. The "Empire" fills the universal demand for patriotic stationery, and no dealer should be without it.

Another popular line shown by the same house is a papeterie embossed with the Canadian flag. This line is now looked

upon as a standard stock number. The paper and envelopes may also be had in bulk, embossed in the same way.

The travelers representing Warwick Bros. & Rutter are now on their respective routes showing Tuck's famous line of art publications. Nineteen hundred promises to be the banner year for Christmas cards and calendars, the sales of one traveler alone for this house being already 37 per cent. ahead of last year, when the sales of their goods were thought to have reached high-water mark. Undoubtedly part of the increase is due to the beautiful patriotic designs, to which we referred more minutely in a former issue. It is also owing to this series that the line is being shown so late this year, but dealers are being amply repaid for withholding orders.

Another line Warwick Bros. & Rutter have just placed in the hands of their travelers is a series of fancy papeteries for this season's trade. Lack of space prevents us giving details of the series this month, but we will do so in a later number.

All sorts and conditions of envelopes are to be found at The Barber & Ellis Co.'s, but official envelopes are a specialty with this well-known house, more being turned out of their large factory yearly than by all the competing Canadian concerns combined. Banks, insurance companies, legal firms and all large institutions invariably seek the Barber & Ellis goods.

All the up to date stationers and lithographers seem to handle the "Lion" series of steel pens, which have made a good record for themselves not only in the mercantile world, but also in the realm of society. The Barber & Ellis Co. are the selling agents, and cheerfully forward samples of "Lion" pens to the trade on application.

Wedding stationery, of all stationery, must be strictly "a la mode." The wedding goods of the Barber & Ellis Co. are in great request this season, being as correct and aristocratic as the highest grade of imported goods, yet, of course, being home-manufactured, retailed at a much lower price. People are waking up to the fact that there's no need to go farther and fare worse, for the Dominion is not behindhand in the matter of stationery, whether it be wedding goods, social stationery, or that in request by the man of business.

The H. A. Nelson & Sons Co., Limited, claim to have the finest line of dolls in the country, and that a glance at this assortment justifies the claim. Many novelties are shown in this range, including the tumbling doll, which throws a somersault if you hold him the right way and humor his fancy. A good feature this season is the extra fine line of magic lantern slides, to fit any lantern in their collection. The school season will soon be on, so hold orders till you see this company's line. Some handsome scribbles are making their appearance for the first time. Last year this company showed a line of opal glass goods, colored in fine rococo work, with very handsome flower decorations in natural colors. A new line of rubber, squeaking balloons has just arrived and are selling well.