

Notes for the Stationer and Fancy Goods Dealer.

A DEALER'S OWN STATIONERY.

A STORE is known by the stationery it uses, just the same as a man is known by the clothes he wears; only there is a great deal more chance for comment in the former than in the latter, more people are reached, for a little correspondence often passes through a good many hands. As a general rule, the people with whom a business house corresponds are strangers. They know little about you, save what they learn from their travelling men or read from your correspondence or gather from the commercial agencies. But they can learn a whole lot from the letters you write and the paper you write them on. So wouldn't it be well to give a little more attention to this branch of your business?

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BETTER GRADES OF NOTEPAPERS.

In Canada people of means are every year giving more attention to their stationery. This trade pays. The dealer should keep abreast of what is being done at home and abroad in this way. In nothing is individuality so clearly defined as in handwriting and the style of the paper used by the writer. The dainty lady of high social position will be speedily recognized by the rich simplicity of her paper, which, while emitting a very delicate aroma, does not stagger one on opening the envelope by a wave of heavy patchouli or musk odor. Then, again, her monogram or crest, though perfect in design and up-to-date, will not be obtrusive or gaudy. It is true there are many ladies who go in for oddities in the way of stationery, but it is usually the very young, and nothing is more chic than a distinctive tint and quality, with a really neat and artistic "die." These latter change from year to year; but many keep a distinctive heading, which is scarcely ever varied.

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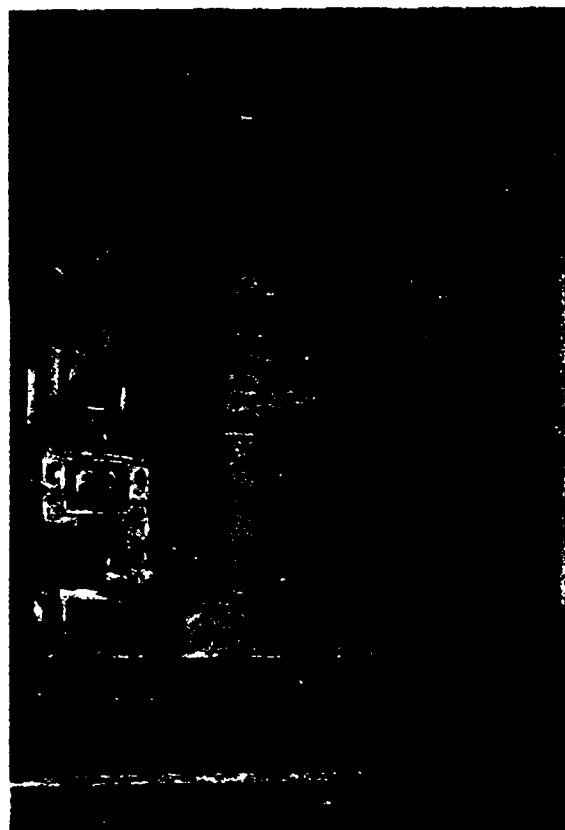
WHAT ENGLISH FASHIONS ARE

An English writer says that Her late Majesty kept always to the plain cream laid note paper, with square envelope, and Queen Alexandra uses the very sim-

plest devices, with the Royal crown and address in dark blue. The Princess of Wales uses a thick paper of parchment quality, with her signature "May," written in a copy of her own handwriting across the left hand corner. The Duchess of Sutherland has a very simple little monogram, two S's linked together, while Princess Henry of Pless's dainty

seal-like impression of white on a grey ground, while Lady Tweedmouth's monogram is also simplicity itself. The Marchioness of Londonderry and the Countess of Derby use perfectly plain paper, but the Countess Cadogan has a very pretty and rather elaborate design, and Lady Brougham's is also particularly dainty, with the quaint Greek name Zoe, which appears on most of her knick-knacks.

The people of the older school use more elaborate monograms, as, for example, Elizabeth, Duchess of Wellington, the Countess of Cardigan, and the Countess of Suffolk. The crest is almost completely



Stationery Window at Mr. James Clark's, Renfrew.

This display was arranged by William Cameron, one of the best window trimmers of stationery in Canada. Mr. Clark's stationery and drug store is a splendid one, and the popular proprietor himself has been several times Mayor of Renfrew.

monogram is done in rose color and silver, with her name "Daisy," written in the centre. Georgina, Countess of Dudley, generally uses a soft blue paper, with her address and coronet in a deeper tint, while the Countess of Warwick writes, as a rule, on a thick, white paper, with coronet and "Warwick Castle" in bright red.

The Dowager Duchess of Abercorn has her Christian name simply stamped on a

out of date, and although those who possess them generally use only a coronet with the address, a great many of the smart young married women have pretty devices with their Christian name.

There are women who change the style and color of their stationery every month; but even in these cases they keep to the general shape of their monogram dies. Perhaps the greatest favorite among these is the old heart-shape, with