

## Notes for the Stationer and Fancy Goods Dealer.

### MONTREAL STATIONERY TRADE.

Montreal, April 10, 1902.

**T**HE Easter week brought with it a very good demand for novelties in stationery, as well as for the more staple articles, and no one in the trade but expresses himself as well satisfied with the business done during that period. At present, both wholesale and retail dealers report a moderately good business in the general list of the stationer's goods.

**S**INCE Easter a number of games have commenced to sell, notably ping pong, which, though properly a Winter game, is just now receiving so much advertising through the funny columns of the newspapers that all want to learn the game. Merchants handling other lines of goods besides stationery have seen profit in displaying ping pong sets in their windows, among them, fancy-goods dealers, sporting-goods dealers, and even hardwaremen, and it behooves the stationer to add this necessary game to his list.

**P**LAYING CARDS of all sorts are in good demand now, but the newest ideas, provided they are handsomely designed, always sell best. There are several new backs out, all more or less attractive. It is noticeable that manufacturers of playing cards are giving more and more attention to their artistic side, and recently some very fine specimens of color-printing, lithography and photography, have been offered to the trade, and the large demand is evidence of the public's appreciation of fine goods. A Toronto firm have been showing here samples of their "Coronation" playing cards, in two series, one with the King's head lithographed on the back, and another of the Queen, which are decidedly pretty and which are finding a good market. Later on, as the time for the Coronation approaches, these are likely to be in even better demand, along with the many different makes of writing stationery which are bound to appear also as souvenirs of the occasion. While on the

subject of playing cards, the useful little leather card cases must not be overlooked. They can be sold, in most instances, along with the cards, providing that the latter are of a good quality and not of the very cheap makes. When the cards are enclosed in this case they look very much like a prayer book, as the sides, top and bottom are left open, and all the more so when the cards are edged with gold, as many of the finer grades are. However, as the season of strenuous church-going is now over, it is not necessary to call the customer's attention to this feature of the combination.

**O**NE or two dealers, who apparently do not read this paper, are now at a loss how to profitably dispose of a number of pen handles in which they invested. Some time ago we called attention to the fact that these handles, although very attractive, were most unhandy and not likely to take well, which has turned out to be the case. The handles are of polished bone, mounted in silver. From the end protrudes a representation of a strawberry stem with two or three berries and leaves on it, making a pretty handle. They are hard to carry around, though, and simply will not go into the school children's pen and pencil boxes. In addition to this they will break on the shortest notice and with the least possible cause. As the demand for such fancy pen handles comes mostly from young school children, who, however, are not young enough to buy this variety, it is not likely that these dealers will be able to get rid of them except at a loss.

**A**S to writing stationery there is little that is new. The linen-finished note seems to be in the best demand. It sells in all the popular shades, and at prices ranging from 25 to 60c. a package.

One of the latest novelties in linen-finished stationery, or, for that matter, in stationery in general, is the deckle-edged notepaper. Not only are the side edges of the sheet deckled, but the flap of the envelope is also finished in this oddly artistic manner. This stationery

has had some success on this market, principally among novelty hunters, but the sales are not likely to be large enough to affect those of ordinary letter paper. It is shown in cream and blue, which shades sell about equally well.

**"ROYAL BUCKS"** is the name of a Montreal-made papeterie which is now doing well in the hands of almost every dealer in this city. It is smooth enough to allow of the easiest writing, but does not possess the glossy surface to which so many object. It is a silk-fibre paper, made in the popular azure tint, and is well boxed, so that an excellent window display can be produced with it.

**M**ANUFACTURERS nowadays must not only get up their stationery to impress the retailer, but must put it up in such a way that the dealer can make an attractive display of it as well. This double object has been carried out by Messrs McFarlane, Son & Hodgson in an admirable manner in their "Paleogoric" stationery. This is done up in dark blue paper, with strips of red running round it, giving the appearance of being tied with red ribbon. The effect produced is quite natural, and the idea should pay.

**G**REY is a good shade at present—perhaps the most in demand of all. But the long-popular azure still keeps to the front in many kinds of writing stationery. White, cream, and pea green are the other selling shades, though the last-mentioned is only taken in the fanciest stationery. In fancy stationery new shades and tints are continually being added, and if they are pretty, and not too pronounced, there is always a demand for them. Stationers must use their own individual taste in selecting such, for there is no leading shade.

**S**IZES and shapes depend altogether on the customer's tastes. Whatever they may be, they can be suited, for the variety is very great. Most of the trade find a growing tendency towards the "Boudoir" size, which, with its squarer sheet, necessitates a larger envelope than the ordinary.

### PATRIOTIC JEWELLERY.

Nerlich & Co. are showing a better line of enamelled jewellery than ever. They have this year added many new and