

FANCY GOODS AND STATIONERY—Contln'd. specially adapted for Quebec trade, with the cover in the tricolor and a design introducing the beaver. The Royal Canadian is a bright design with the beaver, deer's head, and a wreath of maple leaves. The Monarch is an adaptation of the famous picture, "What we have we'll hold"—a bull dog on a warship with the British flag beneath his paws. Imperial Federation, has an emblematic design with a warship as the centre piece, the legend, Canada for one empire, one queen and one flag; the back has a map of the British Empire. The Royal Standard has the flag, and on the reverse a map of Canada. The firm promises some startling things in late covers ready for the trade next month.

THE PARKIN MAP.

A new edition of the Parkin map of the British Empire is out. This splendid map has all the British possessions marked in red, with the coaling stations, etc. Retail at \$6.

LATE TABLETS AND PADS.

Six new lines are presented this month by Warwick Bros. & Rutter: Kenmore Linen, Archives Vellum, Commercial Correspondence, Imperial Note, Original Blue Granite, and Royal. The designs on all the covers are handsome pieces of work, and the whole series are very superior products of the stationer's art. It would be hard to find a handsomer design than the embossed red crest and name which accompany the Kenmore, and, on the others, equal praise may be bestowed. The prices are moderate, and it does not appear that the makers charge anything at all for the striking covers which are put on these fine papers.

NEW EXERCISE BOOKS AND SCRIBBLERS.

The line of scribblers and exercise books turned out this season by Warwick Bros. & Rutter contains a number of new, up-to-date ideas and a few favorites of last season. The popularity of bicycling warrants such designs as "Ups and Downs" (250 pp.), an amusing quartette of girls on a bicycle going merrily down one hill and slowly climbing up another; "All the Rage," girl and boy on wheels, with hands clasped; "Bound to Win," a racing wheelman; "The Swift," a race between a locomotive and a bicyclist; and so on. The national and Imperial spirit which is abroad in the land is well met by "One of the Best," a full-length figure of a Gordon Highlander, and on the back is a printed account of that regiment's achievements; "One of the Finest" (150 pp.), a picture of the warship H. M. S. Majestic, on the reverse side an article on British naval strength; "The

Waterloo" the charge of the Scots Greys, (crown quarto). "The Little Cracker" (demy octavo), a squirrel, is a new scribbler. "Just Out," the chicken strutting out of the shell, (which had a large sale last year), is again seen. A large post quarto, for advanced students, is "The Student's Victorian," and is bound with a cloth back. In scribblers, there is quite an array of thick-nesses this year. A new exercise book is "The Peacock," the bird having the feathered tail outstretched. The "Ontario Scribbler," with its valuable cover, a colored map of the Province, is to be had in imperial and crown sizes this year. The range is full and attractive.

NEW TORONTO STORE.

It would be hard to find in Toronto a place more suitable for the retail book and stationery business, than the store into which The Bain Book and Stationery Co. have just moved. It is on Yonge street, a few doors north of King, the busiest section of Toronto. This position, combined with its beautiful front, will naturally do much in keeping this firm well in the public eye.

The front is narrow, but has a good display window, and elegantly finished in cherry wood and brass, with a deep row of Luxfer prisms along the top. The Bain company have, at present, as a central figure in their display, a photograph of Mr. Gilbert Parker, with a number of his works. An assortment of other books, stationery, purses, etc., on the floor of the window, with two rows of illustrated weeklies, complete a very attractive display.

There are no counters in the front part of the store. The books and magazines are here arranged on shelves in such a convenient manner, that a customer can immediately find and examine any of them. Back of the books are the stationery, purses, etc. For the better display of this section of the stock, two counters and a large table are added to the shelving. Behind the store proper, and separated from it by a wood and glass partition, is a stock room, which will be used at Christmas time for the display of the stationery peculiar to that season of the year.

A light, extending the full width of the store at the back, the prismatic glass at the front, and a large light well overhead, brighten up the store excellently; and, as the fixings throughout are finished in the most up-to-date manner, the whole air of the store is one of cheeriness and beauty. The store is one that could be examined with advantage by all retail booksellers. Mr. Huestis is to be congratulated on the new stand.

Special Announcement. Fresh Arrivals.

STATIONERY ACCOUNT BOOKS LEATHER GOODS

Etc.

Our stock is complete.
We aim to keep everything in the
STATIONERY LINE.

Special cheap line in

ACCOUNT BOOKS

Day Books, Order Books, Counter Books,
Copying Letter Books, Memos., etc.

TABLETS—Something quite new and
low-priced.

FANCY NOTE PAPER and ENVELOPES.

We keep all the best makes of Pencils.
The most popular one now is the

"KOH-I-NOOR"—In all degrees.

PENS—Every good make, but we are the
Canadian Agents for the popular
**ESTERBROOK STEEL
PENS.**

Just opened out a wonderfully cheap line of
WIRE BASKETS, RACKS, ETC.
TISSUE PAPER—All colors and white.
CREPE TISSUE—All the new shades.
CREPE TISSUE—New shaded. Same price.
OFFICE SUPPLIES—Every requisite.
PRINTERS' SUPPLIES—Billheads, Letter-
heads, Statements, etc.
CARD AND BRISTOL BOARDS—Very
complete stock.
**SPECIAL NEW LINE—"ALBERTA
BOND"**—17 x 28-17 x 22. All weights. Low
price.

LEATHER GOODS

Quite new styles and designs in

Wallets, Purses, Letter and Card Cases, Port-
folios, Belts, etc., of the finest and newest makes
of Leather, unsurpassed by any foreign make, and
much lower in price.

The **BROWN
BROS.** Limited

Wholesale and Manufacturing Stationers.

64-68 King
St. East

Toronto

The Complete Stationery Warehouse.