

"We have been trying hard to pick out the best-looking of the three, and called to our aid the various young ladies employed in this office, but the opinions are so evenly divided as to whether the stately and forceful president, James B. Gillies, or the dapper and energetic vice-president, C. W. Graham, or the intellectual and astute secretary-treasurer, David S. Gillies, deserves the palm, that we are forced to call it a draw and 'stand pat.'"

"Sincerely yours,

"UNITED STATES PLAYING CARD CO. OF NEW YORK."

"THE BARGAIN COUNTER SUPPLY HOUSE."

AN interesting event has taken place in Toronto within the past few weeks, namely, the opening of a new firm.

Although new, both gentlemen have been long and favorably known amongst the business community. Mr. G. A. Weese has been in the jobbing business in Toronto and Lindsay, Ont., for a period of over thirty years, while Mr. G. W. Weese has built up a substantial stationery and printing business on Yonge Street. These two firms have amalgamated, and, having leased the large four-storey warehouse at 44 Yonge Street, will be known in future as G. A. Weese & Son, wholesale jobbers. They will carry a full line

of "business booming specials," and aim to keep the country storekeeper supplied with bargain items which are trade bringers. A large retail stationery department on the ground floor gives the new house an inviting appearance.

SCHOOL SUPPLIES.

NOW that the universities, colleges and schools are in full swing, it will pay the enterprising stationer to cater to the wants of students and scholars. We have seen a full range of this class of goods at The Copp, Clark Co., Limited. It includes drawing inks, mathematical instruments, drawing pencils, mapping pens, flexible rulers, camel hair brushes, erasers, tweezers, and, in fact, everything that the stationer who wishes to cultivate trade amongst students will require.

SWISS CAMBRIC.

The Brown Bros., Limited, are showing a very dainty line of mourning note and envelopes called "Swiss Cambric." This paper comes in three sizes—Geneva, Lucerne and Como, and in borders varying from Italian to extra broad. This line is very handsomely and appropriately boxed and will at once recommend itself to persons of artistic tastes.

PLAYING CARDS.

WITH the advent of colder weather and shorter daylight, card games are coming into renewed favor. The Fall offerings of the dealers exhibit many new fancies of a strikingly artistic character. The increasing favor in which card games are held is evidenced by the great variety of the goods being shown and the large number of new designs on the market. Not so long ago one or two new backs were sufficient to keep the trade satisfied. To-day new backs are to be counted by the score.

The manufacturers are straining every nerve to increase sales and are employing novel methods to display their goods. Prize competitions for windows filled with particular makes are being held with immense success, which in itself is a sign that a card window is worth while.

As regards card windows, it has been said that no more effective materials for decking a window are possible than a few packs of cards. It would be interesting if some of our readers would try their hands at it.

Inside the store it is requisite that the cards should be shown and not kept concealed in drawers or cabinets. The old idea that a store is merely a place in which goods can be packed away until asked for is very much out of date. A store should be a place of activity, and the dealer should exert himself to bring all his wares to the notice of customers. The cards must be brought out of their hiding places, opened up and exhibited. In this effort to sell them the dealer will be ably assisted by the manufacturer or wholesaler, who supply many devices to assist sales.

A UNIQUE BRIDGE SCORE.

BRENTANO'S, of Union square, New York, have published a unique score book for bridge whist. It is in pad shape and contains about 50 conveniently ruled leaves. At the head of each sheet an appropriate and amusing design, parodying expressions in the game, is reproduced in red and black. Thus, at the head of the first sheet is a picture of Brooklyn Bridge, on the span of which is a ludicrous figure holding a deck of cards.

Page two is entitled a "Spade in Hand," and represents an odd-looking laborer carrying three spades. "Cutting the

Cards" is well portrayed by a naughty child and a huge pair of shears; "Following Suit," by a thief being pursued by a policeman, and "Cutting" by a haughty lady ignoring a poor youth. The other pictures are equally good.

NEW DESIGNS.

Buntin, Gillies & Co., Limited, Hamilton, are offering the eight new designs of Congress playing cards, also a large range of fine English playing cards, including the Tartan series in four designs, the Landseer series in two designs and the Sultan series in three designs, all of which will retail at 50c. and give dealers a large profit. For a 25c. card to give



Auto Series Playing Cards
(5 designs).

Buntin, Gillies & Co., Hamilton.



Tartan Series Playing Cards
(4 clans).

Buntin, Gillies & Co., Hamilton.

good satisfaction and fair margin the Auto series in five designs is one of the best cards on the market. We illustrate two of the designs on this page.

This firm also offers a large range of the celebrated Gibson line of tally cards.

A nice line of playing cards is shown by The Copp, Clark Co. The National Arms series comprises cards with backs showing arms of Canada, England, Ireland and Scotland, which they sell at \$4.20 per dozen. They have also a full stock of cards to retail at 5, 10, 15 and 25c. per pack.

*See Cut Book
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