



The fancy goods trade is fairly good, although not so active as some would seem to wish. The travellers are sending in orders which are very fair, but the imports are not so bulky with most houses as they were last season.

The comic varieties of Christmas cards are more extensive than ever.

Electrical effects in flat Christmas cards are the great attraction this season.

Handsome black satin shopping bags or reticules, hand painted, and well finished, are finding a ready sale. Copp, Clark & Co. are handling them.

Dealers requiring fans should try the Hemming Bros. Co. They have a splendid assortment and claim to be making a specialty of fans from all countries.

The Methodist Book Room expect the sale of their art calendars to run over twenty thousand. They sell some very beautiful lines, and as a souvenir they are superior to almost anything else in point of price and usefulness.

Celluloid Novelties are going to be the rage this year. They deserve a degree of popularity, for they are decorative as well as useful. They are taking the place of the more expensive lines of Christmas cards which used to sell so largely.

Horn goods are also holding their own. Samples we have seen lately are better put together than last year's goods, and the polish is quite creditable. Comparing the horns in the rough with the polished ornaments one wonders how such an evolution can take place.

Fancy plush box cards for the Christmas season are still abundant, but their sale this year will not be very extensive, despite the strenuous efforts put forth by the manufacturers and wholesalers, to keep them in fashion. Many new varieties are seen, different novelties being introduced to help their attractiveness. The flat cards are having a greater sale and they seem likely to hold their old position in public favor.

It is not so many years ago that aluminium, a delicate white metal, the lightest known, was more expensive than sterling silver. This, and the fact that it couldn't be soldered, made it unsuitable for use in the fancy goods trade. It is now, however, found in much greater quantities than previously. In places where, a few decades ago, it was supposed not to exist, it is now almost picked up in the open without any labour at all. This has brought down the price until it is cheaper than almost any other metal. At the same time improved methods of working it have been invented, so that it can not only be soldered, but engraved, en-

amelled, embossed, and otherwise relieved with various ornamentations. The consequence is that it has come rapidly to the front in the manufacture of fancy goods, and at present it seems to be "all the go." Of a dull whitish grey, not unlike oxidized silver, it is the only metal which keeps its colour without any lacquer, and never tarnishes in any climate. To contrast with and relieve the dullness of the surface, the centre or corners are embellished with polished plated arabesques, &c., or a bright effect is produced by engraving, by gliding, by coloring, &c. Treated in this way, it makes the daintiest inks, ash trays, frames, vases, serviette rings, match, pin, trinket, and stamp boxes, baskets, and similar nicknacks imaginable. Light almost as a feather, yet unbreakable and untarnishable.

Silver photograph frames which represent a wreath of flowers tied with a bow of delicately colored ribbon are among the latest novelties.

Last year Copp, Clark & Co. placed a new line of handkerchief and glove sachets on the market. These were their own manufacture. This year they have improved these and introduced some new features and are now offering several very attractive lines which are meeting with the ready appreciation of the retail trade. They are mostly satin, hand-painted and perfumed, but their attractiveness is much strengthened by the variety of beautiful shapes introduced.

### THE STATIONERY TRADE.

Messrs Brown Bros. have just received an extensive shipment of Faber's goods and Esterbrook's pens.

The E. B. Eddy Co. commence about the 6th of June to manufacture white tissues, and they will be placing them on the market at once.

Buntin, Gillies & Co., Hamilton, are advertising a nice line of foolscap for examination purposes, and some new goods, especially a new line of copying leads.

Papeteries are holding a strong place in public favor, and the trade is reported to be fairly active. Messrs. Brown Bros. have just added several new and very attractive lines to their already varied stock.

Some very beautiful tablets have just been placed before the trade by Brown Bros. One especially, the Sandringham, in letter size of excellent paper with a good body, is a tablet which is exceedingly good value. They are also handling this paper in ordinary note size, along with two other new lines, the Satin in plain and ruled and the Buckingham. The latter is a new style, with what is called a kid finish, and makes a very attractive paper.

Most of the jobbers in Toronto have bought heavily in toilet papers from The E. B. Eddy Co. Their main lines are the Diamond, 2000 sheets to the roll, which is a good seller to hotels; the Standard, perforated, 1000 sheets to the roll, and Imperial and Royal in packages. Since the Eddy Co. have embarked in the manufacture of toilet papers they have built up quite an extensive trade. They are also supplying the large paper jobbers in Toronto and elsewhere with manilla wrapping, bag manilla, tissue manilla and brown wrapping paper.

### SKYTOGEN

Skytogen is the name of a paper substitute for calico and leathering in bookbinding and fancy goods. The surface is soft and leather like to the touch, does not scratch so easily as leather and is not so easily soiled as calico. It does not break in folding nor does it retain any wrinkles after being crumpled. It is especially suitable for colored printing and embossing. Skytogen is manufactured in sheets and on account of its many good qualities will no doubt be a favorite article for bookbinders. M. M. Vardon 67 Yonge St. is agent for the manufacturer.

### AMONG THE WHOLESALERS.

Hickson, Duncan & Co. are closed for a few days for the purpose of stock-taking.

H. A. Nelson & Sons are about the first of the wholesale houses to receive their full importations and are opening hundreds of cases daily, all containing fresh and beautiful goods.

The Riverside Literary Series, (17 cents each), English Classic Series, (15 cents each), and Modern Classics are three lines of books which every dealer should see. They are sold in Canada by Copp, Clark & Co.

The Willard Tract Depository are doing a large trade in toy books and also in a new line of Christmas text cards, called the Keswick Series. This series comprises about a dozen different packets and makes an extremely taking line of cards. The designs and texts are very appropriate.

With sixty different styles of binding, letter-press, and finish, in Presbyterian Hymnals, the Methodist Book Room are doing a huge trade. They have given close attention to developing this part of their trade. They have also made some very heavy sales of Christmas cards and booklets, mainly to jobbers.

Shape toy-books are found in endless variety this year and forming an exceedingly desirable change from the old-fashioned style. Dutton's are handled by C. M. Taylor & Co., and are very cleverly designed and as usual show extreme carefulness and considerable display of art in their make up. Messrs. Taylor & Co. show also a nice line of art booklets with sepia drawings and ornamented celluloid covers.

Nada, the Lily, Haggard's new book, has been having a splendid sale, and the Toronto News Co. are exceedingly pleased at being fortunate enough to secure the Canadian copyright edition. Its great sale shows that a good paper edition of a work at a high price will not deter people from buying if the book is worthy. W. Clarke Russell's book, *Alone on a Wide, Wide Sea*, is also selling very well.

Copp, Clark & Co. are handling several new books which the trade will find profitable. Rudyard Kipling's new volume of poems, entitled *Barrack room Ballads*; *The White Company*, by Coyle; *The Scapegoat*, by Hall Caine; and *The Escapes of Cassanova and Latude from prison*. In MacMillan's 75 cent cloth novels: *Helen Trevelyan*, *The Story of Dick*; *The Three Fates* (Marion Crawford), and *Nevermore* are the latest issues. Copp, Clark & Co. are also selling a number of new R. T. S. Juveniles and several new publications from the Scribner's.