

stock of many varieties that may be sold at this price. The new boxes just to hand are the Cambrie Linen, in two sizes and tints, blue and white, in crown and boudoir sizes. The material is imitation linen and envelopes have new shaped flaps. The cover of the boxes is simple in design, but neat and effective. Royal Velvet is another popular box in three tints, white, blue and heliotrope. The paper is Albert size and of parchment finish. It is a size most handy for short notes or invitations. The linens just mentioned are all \$2.00 per dozen.

London Society is Princeps size with parchment paper in assorted tints. The Post Office Box is unique in design with superior quality cream stock of similar size. Price \$1.50 per dozen.

Camelia White contains vellum wove note paper and envelopes, the cover of the box is very neat. This papeterie is not a new one but a staple line which has a big demand. Price \$1.50 per dozen.

The Huckaback Linen papeterie in Empire size contains paper and envelopes in imitation of toweling. It should be a good seller, being the happy medium between plain and fancy paper. It may be had in white and blue. Price \$2.00 per doz.

A DESIRABLE FEATURE.

THE Canada Pad Co., 114 King street west, Toronto, are manufacturers of blank books and writing tablets. Their writing tablets they believe to be particularly good. A flexible and special gum is used, which allows the pad to be opened flat at any point without hurt to the pad, and in detaching sheets there is no tearing of the edge or adherence of the gum. These are desirable features.

SOMETHING ABOUT PENS.

THE Copp, Clark Co., Limited, have the exclusive Canadian agency for the Crucible series of steel pens. These pens are manufactured out of the finest crucible steel, which is the very best material used in the making of pens. Ten styles of pens compose the series, and include pens to suit all

classes of writers. In selecting the various points and shapes of pens for this series only those known to be the best by years of trial and experience of the most renowned pen-makers have been included, besides entirely new patterns. The pens are finished in gilt, grey steel, bronze, black and silver gilt, while the points made have fine, broad, stub, turned-up and pellet points. The trade should send for a sample card of complete samples and prices, and thoroughly test these pens for their own satisfaction.

DENNISON MANUFACTURING CO.'S LATEST PUBLICATIONS.

ALWAYS alive to the interests of the trade, The Dennison Manufacturing Co. has recently added to its list of catalogues and booklets the following, which will be of special interest to the dealer as well as consumer:

"Table Decorations in Crepe Paper," containing full instructions in artistic table decorations with crepe paper, the making of crepe paper table covers, etc.

"Crepe Paper Hats," giving examples of artistic creations in headgear and specific instructions for making crepe paper hats.

"Crepe Paper Napkins," containing lithographic reproductions in colors of Dennison's 1903 line of crepe paper napkins.

"Framing Pictures with Dennison's Passe-partout Binding," containing instructions for making artistic passe-partout pictures and showing samples in colors of passe-partout binding.

"Kerco, the New Art in Sealing Wax Colors," gives full instructions in this new art in perfumed sealing wax decoration, showing how the finest enamel effects in colors can be duplicated in wax.

Dealers desiring copies of these booklets or any of them should write to the nearest store of The Dennison Manufacturing Co., either Boston, New York, Philadelphia, Chicago or St. Louis.

PLAYING CARD DEPARTMENT.

IN almost every community during the Fall and Winter months, the commonest form of entertainment is "cards." Round the tables where such games as euchre, pedro and whist are played are gathered nightly hundreds upon hundreds of young and old people, and the interest in card-playing grows more intense as the season progresses.

This condition of affairs provides an unfailing market for one line of stationery—namely, playing cards. Given attractive cards, of good quality, effective display and persistent salesmanship, and the revenue from this one department can be doubled and trebled, without a doubt.

Playing cards make excellent prizes for card parties and are very appropriate for gifts. Sentiment finds a satisfaction in knowing that the gift will be handled and recalled times without number. Furthermore, pretty backs provoke constant admiration.

The present season sees a wide range in playing cards of excellent beauty, retailing at from 25 to 75c.

Playing cards are staple goods, and the investment necessary to carry a fair stock is really very small. Playing cards have an advantage that is sure to be appreciated by many people. They can be sent through the mails inexpensively and with the minimum of preparation. There is another aspect that must not be forgotten: A good line of playing cards is an advertisement of rare sort.

ATTRACTIVE NEW CARDS

A. O. Hurst, American representative for Chas. Goodall & Son, London, England, is just opening up this firm's new

Fall samples. He is showing in his playing card assortment 17 new and artistic lines in the better qualities, to retail at 50c. Some of the outstanding among these are "The Serenade," representing three tramp musicians; another is called "Pet," a little child sitting and holding a sea-shell to her ear. Through the same series the floral backs are very beautiful and most artistically designed and are printed in from four to eight colors. Two other very pretty lines are designated "Picturesque," representing farmyard and pastoral scenes. Landseer dog studies furnish backs for others. The Mikado, Roman Chariot in cameo effect, Mother of Pearl, Heraldic constitute another series, to retail at 75c.

These two series make a magnificent assortment for high-class holiday trade. To the "Viceroy" series have been added seven new designs. The "Imperial Club" quality has become with many dealers the standard card, and is to be had in a large assortment of backs.

A playing card that sold very largely in the United States has a distinctively American design. It is printed in seven colors and shows vignettes of the Capitol, the White House and the Smithsonian Institute. The American eagle is there, sustaining in his talons a shield showing the Stars and Stripes.

Bridge whist promises to be society's card game this season, and wide-awake dealers will prepare for this demand by ordering sets in advance.