

## STATIONERY BRIEFS

THE progressive dealer should be always educating his customers to the use of a better quality of stationery. The average person will go along using the cheapest kind of paper and envelopes possible as long as nothing better is offered. But if a high-class paper is shown and displayed in the window it will not be long before a good demand for it springs up. It is often said that you can tell a man by the stationery he uses. If that is so the stationer has much to answer for. A stationer in a town in Western Ontario issued a neat booklet illustrative of the lines of paper he carried. He sent out about a hundred to the people who would be likely to adopt better stationery. The experiment proved successful. No one will use inferior stationery when he, or particularly she, knows that it will have to pass the criticism of some one else.

Cigar and match cases run in very well with the stationery stock. They are among the numerous articles which have to be shown to be sold. A man very seldom goes into a store with the intention of buying either. But if one is brought to his attention, unobtrusively, the fancy may seize him to have one. If he is a smoker it is just a question of time till this desire comes. A select assortment will bring the day of his purchase so much the sooner. Besides the profit which accrues from a business in these novelties or necessities of the smoker, they add to the general appearance of the stock.

Every one is looking for novelties now-a-days. Have you tried showing seals and sealing wax in connection with your stationery? It does not cost much money to lay in a little stock of these things. Yet they add a touch of originality, just something out of the common, and that, as we said before, is what the public is seeking. Wax is sold in all colors, which makes it easy to put up an attractive display. Seals, too, may be had in all stages of elaboration. Simple initials and monograms are the commonest, but various devices are sold.

Too much cannot be said about the necessity of stocking up on pictorial post cards and view books. If properly worked these will prove a lucrative part of the Summer business. The retail dealer has to grasp any prospect like this and make the most of it. There is a large transient trade in the stationery business, and it is necessary to foresee the demand and be ready for it.

Paper knives, too, provide a very saleable article during the season of new books and magazines. They do not cost much, and most people would feel that they could stand the luxury of one if they were only shown properly. A neat display near the book counter would cause the sale of many of these articles.

## NOTES OF THE TRADE.

H. L. Cruso and Dr. McKenzie have formed a partnership to carry on a stationery, book and drug business at Fort Frances.

T. C. Jack, of the firm of T. C. & E. C. Jack, publishers, Edinburgh and London, was a visitor in Toronto last week. He will handle Morang & Co.'s books in Great Britain hereafter.

We have received from The Charles H. Elliott Co., of Philadelphia, a new catalogue of tally and dinner cards. A great number of lines are enumerated and illustrated and the catalogue cannot fail to be of very great interest to the progressive stationer. Elliott & Co. will send a copy of this catalogue to any of our readers who make application.

A special line of novelties in ladies' hand-bags is being shown by Warwick Brothers & Rutter. A fancy, beaded design will be popular for next season. Swagger bags in fluffed alligator are most attractive. Another bag which is shown contains a miniature watch in the side. Perhaps the newest thing is the vanity bag, containing a tiny mirror, puff and other toilet accessories.

Wm. W. Sanford, of Sanford & Bennett, manufacturers of fountain and stylographic pens, New York, has been making one of his periodical business trips through Ontario and Quebec. He was in Toronto on the 10th inst. and in conversation with Bookseller and Stationer reported that his firm's trade in Canada was gradually growing. The firm is preparing to put on the market another new fountain pen which promises to take well.

The Northwest Territories have a new agricultural magazine, The Farm and Ranch Review, published at Calgary. The initial number is a most creditable one, well printed, well illustrated, and containing much matter of great interest to farmers and stockmen. At its recent convention the Territorial Grain Growers' Association adopted the new publication as its official organ, and a goodly percentage of its space is devoted to reports of the able papers and discussions at that gathering.

Owing to the Montreal epidemic of high and seemingly unjust rents, as well as realizing the necessity of more commodious premises, the well known book and stationery firm of Wm. Foster Brown, corner of Mansfield and St. Catherine Sts., Montreal, will remove this spring almost directly opposite to the store now occupied as a dry goods store by Marchand. Many improvements will be seen in Mr. Foster Brown's new store. Bookseller and Stationer trusts to illustrate this store after it has been fitted up and occupied by the above firm.

## THE ASSOCIATED PRESS.

THE wires of the Associated Press, that great organization for gathering and spreading the news of the world, form a network across the continent from St. John, N. B., to Seattle, Wash., and from Duluth, Minn., to New Orleans, Galveston, and the City of Mexico. The news it gathers during twenty-four hours, from every part of the world, amounts to thirty-five columns of a newspaper of average size. Seven hundred papers use this service. Melville E. Stone, the vice-president and manager of the Associated Press, has written of the organization, aims, and workings of the association; and the story will run through several issues of The Century. The April number will tell of its operations in Europe, and how its present efficiency was brought about. The present satisfactory conditions abroad were gained only through considerable diplomacy and through Mr. Stone's personal presentation of the matter to the Pope, the President of France, the Emperor of Germany, and the King of Italy.