

Notes for the Stationer

and Fancy Goods Dealer.

MONTREAL STATIONERY NOTES

Montreal, February 8.

THE active business of the month is being done in stationery. The holiday trade in extra fine and all fancy writing stationery was a good one, and present business runs more on plain papers, in all grades, from the finest to the cheapest. Scarcely a retail store but has a number of reductions to offer on notepaper. Many of these "knocked down" papeteries are what have been left from such fancy stock as children's picture notepaper, etc., more suitable for the Christmas trade than anything else.

But reductions are also being made in ordinary fine notepaper. The very best goods are not marked down, but good vellum and bond papeteries in white and cream shades (seldom in other tints), are being offered at reduced prices all over the city, and there is a lot of it purchased.

"Dimity" stationery is having a good run. White, perhaps, leads as regards the shades, but cream, grey and blue sell also. The demand for grey notepaper, which, during the past year, has been fairly large, was thought to be due to a great extent to the period of mourning over the death of Queen Victoria. This apparently had little, if anything, to do with it, as now that the mourning year is over, the demand for grey shades in all kinds of good writing stationery keeps fully up to what it has been.

It is not possible to point out any one size or shape that leads in "Dimity" stationery. There are two or three sizes, which are equally popular, and both the square and wallet-shaped envelopes are taken.

The best demand is for white paper. In the smooth finished papers, white and cream are by far the best selling shades, and just now smooth papers are selling best, at least, the very rough fibre papers are not selling as well as they did. Blue is a good shade, if it is not too dark. Several light tints are being taken. Grey is about the only other shade that has any degree of popularity. Pink notepaper seems to be a

thing of the past. Here and there some khaki note is seen. A short while ago there was a pretty fair demand for it, but it is very little used now.

The new linen-finished paper, brought out a few months ago, is still one of the leading lines. It is made in all the fashionable shades, but blue seems to be the best liked.

"Rookwood" is rather an odd-looking paper, which, although decidedly pretty, does not take very well. The tints are in light green, and the paper has a cloudy effect, which is new but not popular.

There are several lines of envelopes with white edges which are selling well. The colors are blue, pea green and dove grey. In the corner of the envelope flap a neatly embossed initial in white produces a very pretty effect. Any initial desired can be had, and the demand for these with paper, of course, to match is very good among the best trade.

Hurlbut's "Old Holland" is a line that takes well, and deservedly so. It is made in all the popular shades. The sheets are oblong. The envelopes are of the popular wallet shape, but not so narrow as some. On each sheet, at the top, there is a small initial embossed in white. It is usually surrounded by a circular design. In this also any desired initial can be had. In some of these papers the initial is in bronze, and the effect is pleasant, provided it matches with the shade of the paper.

It is only the largest stationers, however, who can carry a full line of these papeteries. Many of them have only certain common initials, preferring to order others as needed, rather than keep them in stock.

In wholesale circles the stationery business is very active. There is an increasing demand for bond and ledger paper from our Montreal houses, and it is plain that the trade are recognizing that these papers can be made as well in Canada as in the United States.

Messrs. McFarlane, Son & Hodgson are getting up a new line of tablets, to which special care is being paid. They have not

yet been given a name, but will appear on the market shortly.

Messrs. J. B. Rolland & Fils are making arrangements to put out a new line of writing stationery, for which the demand is likely to be great. Hitherto, their well-known "Record" and "Ernscliffe" papers, which, it will be remembered, were given the Grand Prix at the Paris Exhibition, have been used only in the making of blank books, pads, etc. But some of the leading retail stationers in the city fancied them for notepaper, and promised to buy them if they were put up in writing sizes. Arrangements are being made for fancy boxes, and the papers will be put up in octavo and Empress sizes. The medium finish of these papers, being neither very rough nor very smooth, makes them popular. They are to be made in white and azure.

Not all stationers are going in for valentines, but many of them are. It must be confessed that although there are the usual number of new designs in this year's valentines, there are almost no original ideas. There is, perhaps, not the same incentive to produce new things in valentines that there once was. St. Valentine's Day is not considered seriously by any but a very limited class of people. Formerly the young man sent to the only girl on earth a complicated creation in paper lace, with cupids and butterflies and all that sort of thing, in all earnestness, but if he does it now it is only as a joke. The favorite aunt gets one from the children, and that rarest of human beings, a beloved schoolteacher, gets several, but the average schoolteacher gets the other kind. Apart from this, there is "little doing" in valentines.

Unhappily, those things that are called "comic" valentines must be excepted. They still continue to make life miserable for a large number of people, mostly young ones. There are doubtless a great many respectable, grown-up persons who know somebody that ought to receive one of these nightmares, but they are ashamed to go in and buy them. But scores of angel-faced tots of five or six years troop in to the valentine counter and pick out hideous caricatures of "a dirty plumber" or "a lazy blacksmith," with the usual red nose and ill-trimmed whiskers, which they seem