

FANCY GOODS AND STATIONERY.

CARDS AND CALENDARS FOR 1900.

It appears certain that the sale of calendars, booklets, cards, toy books, etc. will be exceptionally large this year. This is due chiefly to the extraordinary efforts made to produce artistic goods, embodying new ideas and the latest improvements in color printing and decorations. THE BOOKSELLER AND STATIONER had an opportunity last week of examining the whole line of samples

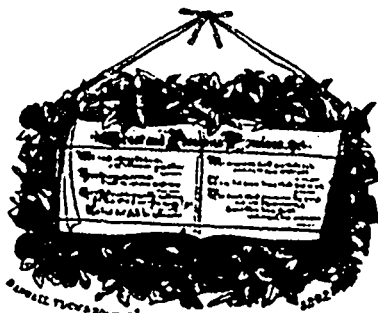


No. 3371 The Century Garland.

of Raphael, Tuck & Sons, Company, Limited, whose productions Messrs. Warwick Bros. & Rutter are handling in Canada. The line is one of the finest collections ever shown to the trade. A notable feature is the variety and perfection of the 5, 10 and 15c. lines in calendars, cards, etc. while the versatility shown in the combinations of colors is remarkable. The execution is as fine in the case of the cheap lines as in the dearest, and each design is carefully worked out down to the smallest detail. Fine stock is used throughout so that no warping takes place. No designs are duplicated, so that you have not a cheap line eclipsed by a dearer line with the same design.

The line of calendars contains innumerable designs. There are leaflet calendars and drop, novelty and booklet calendars by the score. Where all are new it is hard to single out the most notable. But a few may be particularized and the accompanying illustrations will describe better than words could do. In drop calendars there are some beautiful designs showing lilac branches and apple blossoms—(Nos. 3368 and 3369). In the novelty goods, with mechanical effects, there are some capital new ideas: in one, two love-birds (No. 3373) are seen and by pulling the string the months are disclosed; a hen on the nest, (No. 3375) another movable piece, is a capital calendar; while yet another shows a fence, above it a row of dogs' heads,

which by pulling a string becomes a row of cats' heads (No. 3382). There is a folding up standing calendar with a figure of a girl with Japanese decorations, which is very fine. Another standing calendar is a handsome colored series of military figures in the comic vein, called "Soldiers of the Century." A Japanese garden scene with lanterns suspended from the boughs is a beautiful design (No. 3370). There are



No. 3382. Devotional Drop.

also several thermometer and barometer designs which are taking. Another movable piece (50c.) is the see-saw with the groups of Japanese figures (No. 3376). Another design shows a kitten and parrot howing to one another. There is a lovely calendar called "From Century to Century" (No. 3428) showing four types of beauty of



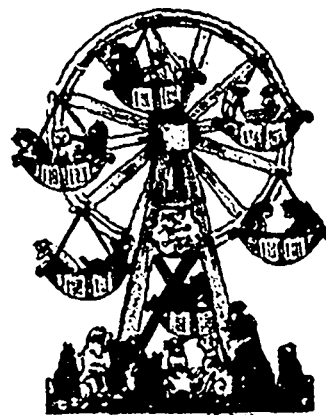
No. 3367. God Speed.
(Balloon novelty.)



No. 3422. Grecian Aria
(Leaflet.)

this century and the last, and right here it may be said that next year being 1900 seems to have inspired artists and publishers to make the most of this fact in the way of novelty and design and execution (see cut No. 3371). The "Wishing Well" (No. 3386) with its moving bucket is very pretty, while a line of little childrens' figures (50c.) is a pleasing novelty. We have the usual

line of poets' calendars containing all the leading poets, Shakespeare, Milton, Longfellow, etc. A fine drop calendar (25c.) shows a garland of forget-me-nots (No. 3330) and it may be said generally that the floral designs are exceptionally beautiful this season. "The Jewel of Asia," (No. 3343) is a Japanese girl with lanterns in her outstretched hands. The whole line of calendars run from the cheapest to the highest prices and are perfect in color and design. There are religious, floral, sporting and other subjects embodied in these goods.



No. 3413. Ferris Wheel with
dogs and cats.

In booklet calendars there are many unique lines. One or two with the Wedgewood idea, and some in the form of letter cards, and others for religious purposes. There are also some 25c. lines with antique designs and some very handsome work embodying hand painting. A new idea is the line of wall calendars called "Gems from the old Masters." These are beautifully executed photogravures, some of which are large and can be framed, as the calendar on the margin does not disfigure them.

It is a mistake to suppose that the trade in Christmas cards is likely to die. It is now a thriving staple trade, and Tuck's designs for 1899-1900 should do much to stimulate it. In fact the line is a marvel in point of variety and originality. The cards with a simple inscription with illuminated letters are likely to take well. There is a nice 5c. line of these. Floral decorations, in the present popular tints, are shown in a line retailing for 20c. A line of floral cards that fold will retail for 10c. There are some pretty novelties in which playing cards and pipes are introduced. A feature of the cards is the employment of a single idea or design which, by means of fine coloring and simple treatment, stands out with pleasing distinctness. The "new century"—1900—is a prominent note in the phrases used on many cards. Among the 5c. lines may be noted a series of jeweled flower designs and another of ani-