

mous number of samples is open to every Canadian dealer, through the energy and progressiveness of Warwick Bros. & Rutter, Limited, Toronto, who for the twenty-eighth consecutive time have just opened their annual display.

The upper floor of their splendid new building presents a gorgeous appearance, with its elaborate decorations of red, white and blue bunting, its clusters of electric lights, its gaily decorated stands and tables, on which are ranged in rows and tiers the thousands of beautiful articles that make up the show.

To commence to enumerate and describe the various articles would be useless and all but impossible. The trade will take it that after so many years' experience, Warwick Bros. & Rutter know their business from top to bottom. They understand the market where they buy and they have access to the most desirable goods, and they arrange to furnish these goods to the Canadian trade upon the most advantageous terms. They understand the needs of the Canadian market. And in addition they possess an enormous advantage in selling by samples. They are able to show an immense range and it is immaterial to them how many of any one article their customers purchase.

In conclusion, Bookseller & Stationer's representative, who inspected this year's show, can but emphasize the fact which impressed itself upon him as he strolled through the various sections of the exhibition that here was to be found everything that a dealer could possibly desire. Every conceivable article was represented in many different styles and finishes. The prices, too, were right, ranging from the very cheapest up, and centring for the most part around twenty-five cents.

PERSONAL MENTION.

Mr. Charles Walton, of Charles Scribner's Sons, New York, is due in Toronto this week.

Mr. George Sully, representing Little, Brown & Co., Boston, called on the Canadian trade recently.

Mr. C. A. Caldwell, of the Dana Estes Company, Boston, was in Toronto, calling on the trade, recently.

Mr. Frank Dodd, of Dodd, Mead & Co., the New York publishers, was seen in Toronto about the beginning of the month.

Mr. A. D. McMullan, traveling representative of the H. M. Caldwell Co., of Boston, left Toronto for California on the 5th inst.

Mr. John Hopkins, of the Thomas Y. Crowell Co., New York, is at present busy on the Maritime Province route. He went east from Toronto.

After fifteen years service Mr. H. C. Roxborough has severed his connection with The Copp, Clark Company, Limited, to join the staff of the E. H. Harcourt Company, Limited.

Mr. P. Gumlich, manager of the Montreal Import Company, Montreal, has returned from Europe, where he has been in connection with the placing of his Spring orders for illustrated post cards.

Mr. Wm. E. Coutts, of the departments of stationery and leather goods of Ryrie Bros., Limited, Toronto, recently returned from a two weeks' buying trip to New York, Boston, Philadelphia, and other eastern cities. He captured some exclusive novelties for the Toronto trade.

Mr. W. B. Walker, representing the New York office of Raphael Tuck & Sons Company, Limited, has been in Montreal and Toronto recently in connection with the establishment of a branch office of the Tuck Company, at the corner of St. Antoine and St. Genevieve streets, Montreal.

Mr. Samuel M. Toy, senior member of the firm of Grand & Toy, Limited, commercial stationers, Wellington street west, Toronto, passed away on the morning of March 1, as the result of an attack of apoplexy. He had been at his office until 5.30 on the preceding evening. Deceased had been twenty-five years in business in Toronto.

ITEMS OF INTEREST.

The Thompson Stationery Company, Limited, Adelaide street east, Toronto, have assigned to E. B. Burt. The liabilities are about \$3,000.

Mrs. W. C. Irving has purchased the stationery and fancy goods business formerly carried on in the Heenan Block, Pembroke, by Miss Murray, and will continue the same in all its branches.

The 1906 catalogue of Premo cameras, manufactured by the Rochester Optical Co., is out, and is as comprehensive as ever. The cover design, a pretty golf girl, is an attractive one and should cause the catalogue to be in demand.

The Boost Club, of New York, held an "instructive" smoker on February 27, in their rooms, 82 Duane street. The affair was quite a success and the "boys" had a thoroughly good time, as they generally manage to do. This was the first of a series the club intends to hold.

In a letter to Bookseller and Stationer, Miss L. J. Frazer, of Hamiota, Man., reports that she found the best selling books at Christmas to be "A Specimen Spinster," by Kate Westlake Yeigh; "St. Cuthbert's," by R. E. Knowles, and "The Lure of the Labrador Wild," by Dillon Wallace.

Gatchel & Manning, Philadelphia, have splendid facilities for turning out high-class engraving. They employ a staff of forty artists in their designing and illustrating rooms, who are kept constantly busy producing high-grade designs and illustrations. They can undertake all kinds of book, catalogue, advertising and general commercial work.

The Chas. H. Elliott Company, Philadelphia, have just got out two characteristic black and white pictures that should be popular decorations for club rooms, bachelors' dens, etc. They are entitled respectively "The Customer's Point of View" and "The Bartender's Point of View," which express very well the nature of the pictures. The execution is excellent and the price \$6 per 100.

With a share capital of \$100,000, the Standard Envelope Company, Limited, have been incorporated by Ontario charter, to manufacture, buy, sell, and otherwise dispose of envelopes, letterheads, billheads, paper and stationery, photo mailers, etc., and to carry on the trade or business of general printers, lithographers, embossers and engravers, etc. The incorporators are H. W. Brick, G. H. Wheeler and J. A. Stewart, of Perth; J. M. Lawson, of Toronto, and Edward Newell, of New York.

A new playing card company will soon be in operation in the United States, known as the Frank A. Cleland Playing Card Company, with office at 377 and 379 Broadway, New York. Mr. Frank A. Cleland, the head of the company, was formerly salesmanager for the United States Playing Card Company and the Kalamazoo Paper Box & Card Company. The factory site is now located, the machinery has been ordered, the designs for the cards drawn up, and everything is almost in readiness. Gold bonds have been issued, guaranteed by the State of Missouri.