

cludes the Keron heater (patented) with all accessories and 24 sticks of Dennison's perfumed sealing wax, samples and book of instructions, the other outfit includes simply the heater and book of instructions.

Dennison's passe portout outfits and gummed passe portout bindings—for photo and picture framing always have a large sale during the Christmas season. These outfits are made in three styles and are very attractive and useful.

There are many other attractive products in the Dennison line as their handy boxes filled with tags, labels, glue, rubber bands, paper fasteners, twine, etc. and other of their representation products; perfumed sealing wax casket and sets; complete outfits for paper flower making; Christmas tags, gift coin boxes, Christmas garlands, etc., which no dealer should be without at this season.

One of the finest examples of color printing is Dennison's 1904 crepe paper catalogue showing all the new designs in this beautiful decoration material. Write their nearest store for copy, also for their 148 page stationers' catalogue if you are a dealer and do not possess a copy.

A SUCCESSFUL YEAR.

WARWICK BROS. & RUTTER have enjoyed splendid success during this year, business having been far in excess of any previous year. In every department of the concern substantial increase has taken place. During 1903 Warwick Bros & Rutter manufactured for the first time their own line of papeteries. The result has been that their trade in this class of goods has more than trebled. This is gratifying, and shows the public are willing to support Canadian industries when the goods are equal in every respect to the goods imported. The travellers have now wound up business for the year, and will be out again on January 1 with a full range of commercial stationery and many new lines of papeteries and general stationery suitable for the Spring trade. Warwick Bros. & Rutter have found the demand for the Raphael Tuck goods this year far greater than in the past.

POPULAR IN CANADA.

THERE are some lines of goods that it is a pleasure for the retailer to sell, when he can offer them with absolute confidence and assurance that they will give satisfaction to his customers. To attain such a reputation is the constant desire of the best manufacturers, but only by continual care and watchfulness is such success possible. Higgins' inks and adhesives have won by their merit the absolute confidence of both buyer and seller. This company backs up their reputation with a guarantee which leaves no shadow of doubt for the retailer. "Merit in their goods" has always been the motto of this firm, and this tells the whole story of their success.

MAP OF THE WEST.

Morton, Phillips & Co. have lately published a new map of the Province of Manitoba and Territories of Saskatchewan and Assinibon, which is a welcome addition to our knowledge of the growing west. The map is mounted on rollers, and is 7 ft. 6 in. wide by 4 ft. 6 in. high. It has been compiled from the latest Government surveys. The price is \$6.

A SUCCESSFUL SEASON.

WJ Gage & Co. report business as having been during the whole of the year in every way satisfactory. Each month has shown an increase over the previous one, and the Fall trade has been particularly brisk. The tendency has been to buy better goods, and the trade has been encouraged along that line with a result that there is being manufactured in Canada now goods that were in very slight demand as late as three years ago, and were then imported in small quantities from Great Britain and the United States.

Messrs. Gage & Co.'s travellers will be on the road at the commencement of the new year with a fresh range of samples of all the newest and best lines suitable for the coming season's trade.

BUSINESS DURING 1903.

THE COPP, CLARK CO., LIMITED, report that business done during 1903 has been remarkably heavy. The Fall season has been a particularly successful one. The demand for the many lines of games, etc., has been far in excess of any previous season. The call, too, for private greeting cards has also become greater. Dealers who twelve months ago could not be induced to touch this line have now taken up the idea and are doing a splendid business. Unfortunately, some retailers did not realize the advantage to be gained by looking after this trade until rather late in the season—too late to take full advantage the line offers as a profit-bearer.

The travellers will be out as usual on January 1 with a complete assortment of samples of commercial stationery and staple lines in general stationery.

The Copp, Clark Co., Limited, are printing this season for the first time their own lines of comic valentines. The designs, which are by Canadian artists, are all new and will be printed in several colors.

THE PLAYING CARD TRADE.

NEVER before has the playing card trade been so heavy as during the present season; on every hand we hear of heavy sales. The dealers who are selling playing cards should make a point of looking after the wants of their patrons in every respect: users are not fully equipped when they have bought one or two packs of cards.

Whist is apparently to be the leading game this season and the demand for whist trays and scoring sheets is sure to be heavy. The "Wallace" whist tray is becoming very popular and is now in use in many of the eastern whist clubs, including Toronto, London and Hamilton. It is manufactured by The Copp, Clark Co., Limited, who are also paying considerable attention to this class of trade and can supply whist score sheets, bridge score pads and sheets and any requirements the dealer may be called upon to supply.

NEW PLAYING CARDS.

THE Union Card and Paper Co., 9 Blury street, Montreal, are issuing from the press in a few weeks time, a new and unique series of playing cards. The backs of the cards are handsomely lithographed in colors, and represent a series of sports such as bicycling, lacrosse, etc. The cards are to be issued in the regular size, and also in miniature, that is about half the ordinary size. The smaller packs are as perfect in every way as the larger ones, but are particularly adapted for the popular game of "Patience" or any game where a large number of cards are required to be laid upon the table at once. Another feature in favor of the small cards, is that they can be sold very much cheaper. The whole series is finished in the well-known good style of the Union Card Co., who are the only manufacturers of this class of goods in Canada.

CHAMBERLAIN POST CARD.

MR. CHAMBERLAIN'S dominating personality, and the importance of the fiscal question he is discussing, give added interest to the statesman's home, "Highbury" near Birmingham. Delittle, Fenwick & Co., of York, deem this sufficient reason for the introduction of a set of picture post cards, produced by special Carbon Gravure process, which gives beautiful effect, in photo brown. Besides a photo graph of the Ex-Colonial Secretary, there are views of his home, library, hall, orchid house and gardens. BOOKSELLER AND STATIONER considers it an interesting group.