

STATIONERY

TRADE IMPROVING IN THE WEST.

MR. W. CAULDWELL, manager Montreal branch of The Canada Paper Company, was in Toronto a few days ago. He has just returned from a trip through to the Coast in the interest of his firm. To a representative of BOOKSELLER AND STATIONER he said that business in the West was improving and that the decision of the Government to aid the silver lead industry in British Columbia is having a stimulating effect on business.

"I was in Nelson," said Mr. Cauldwell, "the day that the Government announced its policy and it seemed to have an immediate effect on business, imparting increased confidence."

It is three years since Mr. Cauldwell made his last trip to the Great West and he informed BOOKSELLER AND STATIONER that he saw a very great improvement during that time. In Winnipeg the improvement was particularly marked. "Do you know," he said, "that it is practically impossible for a newcomer to get a house in Winnipeg, unless he builds it himself?"

SEALING WAX.

MENZIES & CO., Toronto, are Canadian agents for Lyons' Inks Limited, Manchester, makers of inks and sealing wax. This sealing wax has been much liked by banks and other large commercial institutions and by the legal fraternity. From very small initial orders has come such a demand that ordinary stocks carried were not sufficient. Customers insisted on "Lyons'" wax, and were impatient if they had to wait or use temporary substitutes. In consequence Menzies & Co. are forced to carry an unusually large stock of this line of stationers' requisites.

MAP MOUNTING.

OF the making of maps there is no end, and the boys and girls of to-morrow will find their studies of the map of Canada more burdensome than did those of us who had only Upper and Lower Canada to labor with. There is a side to the making of maps, however, that is seldom considered—the mounting of maps. After the Department of Survey, after the map printer, comes the map mounter, and it takes trained eyes and swift hands to match and mount on linen or cotton the big sheets that the printer has prepared. Paper has a web and wool, a circumstance of frequent annoyance to the map mounter when the paste is applied.

The map mounter does more than mount maps. Tracings, engineers' drawings, municipal plans, insurance, corporation, railway and Government drawings are committed to him to be prepared in durable form.

In Toronto C. Tarling & Co. do work for the Government, the City Hall map publishers, insurance companies, etc., and for many outside municipalities. Mr. Tarling, sr., has been in the business for 40 years, serving his apprenticeship in England with a firm that has pursued this vocation for over a century.

OFFICE SUPPLIES.

NEW shipments of office supplies have just been opened up by The Copp, Clark Co., Limited, in office baskets rubber stamp pads and inks, sign-markers and letter balances, also a new envelope-opener and paper-cutter, known as The Victor. Any information regarding these lines will be willingly furnished.

The Dominion office diaries are now ready for delivery. Seventeen different styles, rulings, etc., are shown in the foolscap size, in marble and cloth bindings, while in the quarto size 24 are published. In the foolscap, long quarto size, it is made in one way only. This does not include the scribbling diaries, which are made in large post, 8vo., large quarto and foolscap in six styles, interleaved with blotting paper and without. A special edition is also made for bankers, insurance companies and lawyers, and contains information of special interest for these professions. These well-known and popular diaries are published by The Copp, Clark Co., Limited.

HIGH-CLASS RETAILING.

THE stationery trade of retailers is dignified and aided by the use of attractive packages for purses, card cases, novelties, cards, stationery, etc. The customers value such marks of a merchant's appreciation of their trade. Druggists and jewellers have been users of fancy boxes in which to send out purchases, and why not stationers? B. B. Collett, 611 King street west, Toronto, makes plain and fancy boxes, and inquiries as to cost, etc., addressed to him will be acknowledged.

STYLES IN STATIONERY.

STATIONERY for social uses assumes from season to season many sizes, colors and finishes, and one is safe in saying that it will always be so. Feminine fancy delights in newness, and the stationer who caters to womankind must reconcile himself to the inevitable.

One of the newest treatments in fine stationery is the Crash Linenette, the word "crash" indicating the character



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of the finish. It is a note paper of good quality, very attractively put up in papeteries, containing 24 sheets of paper and 24 envelopes. It comes in three colors, white, grey and azure. At 40c. per box this line pays handsomely. The "labelling" or "dressing" of Crash Linenette is out of the ordinary. This new finish is handled by The Barber & Ellis Co., Limited, Toronto.

NEW NOTE PAPERS.

A NEW mourning paper just to hand is the Cambric Linen, cloth finish; this may be had in the best selling borders and envelopes to match; Salisbury shape with wallet flap. This is the shape which is so popular in note papers at the present time. The Copp, Clark Co., Limited, are showing this line. The newest and the most dainty line of papeteries which it has been our pleasure to see are the lines known as Hemstitched and Mexican Stitch. The material is of cloth finish with edges representing the name. Both lines are shown in three tints, white, tincture blue and grey. That these are popular is denoted by the large sales for these boxes. Scotch Raglan is another popular line with a ragged edge, of parchment stock. The price of the papeteries mentioned is \$4.50 per dozen.

The most popular price for papeteries are those retailing at 25 cents, and The Copp, Clark Co., Limited, carry a large