

expected from the comparative dulness of the past couple of months.

Stocks are not as low as we supposed last month. There are more than enough of albums in almost every book store. Of general goods there is enough for current wants. All agree in predicting a fair spring and summer business.

Winnipeg and west, except in the immediate neighbourhood of the rising, were at last reports, undisturbed in trade.

### UNITED STATES.

**THE OUTLOOK OF THE SPRING.**—The country has survived the fever of another Presidential election and the shock which a change of administration and of party is supposed to bring, and there is little in the political atmosphere to cause alarm in the breasts of the strongest adherents of one party or the other. There are important questions of currency and revenue yet to be solved, whose solution will indeed greatly affect the course of trade for better or worse; but the waste of political agitation is behind us, and there is good reason to feel that the country is ready to start forward, from the present basis of "bed rock," on a new career of business prosperity.

The indications, so far, do not show that the tide has yet turned to the flood; we are rather at that moment when the ebb has stopped and the flood has not fairly begun. It is doubtless true, however, that the country will not be much longer kept back from its natural course of recuperation, and in the book-trade, caution on the part of publishers will not hinder, but will help. It is more important to sell great numbers of good books than to publish great numbers of new ones. The announcements of publishers in this Spring Number are not great in number, but it will do no harm to the retail trade if it uses the opportunity to make the most of the sufficient supply of books the publishers' lists already furnish. Stocks are undoubtedly low and orders are not speculative

in fact, scarcely speculative enough, but based on fair assurance of orders. Publishers who recognize that the day is one of cheap books, and who put their goods before the public with the least possible fictitious expense, are likely to get the best of the present market, and we trust that with the revival of business we shall have an adherence to sound methods of dealing.—*Publishers' Weekly.*

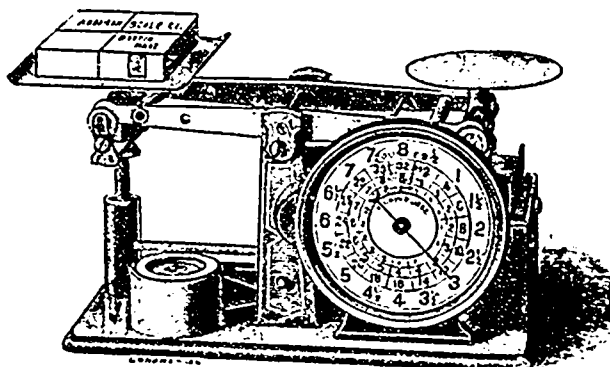
**THE STATIONERY MARKET.**—As a whole, the market is dull, but perhaps not more so than is expected at this time of the year. The manufacturers are looking back at the season's work, and are making comparisons, which, as a general rule, are not unfavourable. The fancy stationery men appear to be satisfied with the result of their work and feel highly encouraged. They are casting about for novel and striking ideas which may be worked into pretty and taking forms, and some of them promise that next season's goods will far outshine those of this season. The "Progressive Euchre" craze has struck the East, and the fancy stationers are reaping the benefit. There is still a good demand for sealing wax and seals, a fact which has caused surprise to many of the dealers, who supposed that at best it would be only a short-lived "whim." Staple goods do not show any improvement, and while a fair amount of busi-

ness has been done during the season, the total results are not very flattering. Patented novelties are in good demand and do not seem to care whether the season ends or not. They go right along just like other monopolies. Blank-book men are quiet, and say they will be until June, when they will begin to sell for fall trade. Cards continue in very good demand, both for fancy and staple stock.—*American Stationer.*

Our latest English exchange says: "In regard to trade in general, it has been looking up the last three weeks, and the orders for correspondence cards with envelopes in boxes have been immense. This is really one of the greatest features of the spring trade, and increasing week by week."

### Trade Notices.

#### COOKS AUTOMATIC POSTAL SCALE.



We have a decided novelty this month in Letter Scales represented in the preceding illustration, and which are designed at once to meet a need for something simple, convenient and correct for postal weighing. The novelty consists in the *Self-adjusting Weights and Registering Dial*, giving instantly the weight of article, and amount of postage to be paid. A single indicator tells the whole story by means of four circles of accurately divided spaces, properly figured. The exterior circle shows the weight by half ounces; the next, the postage required for letters, the third, that for book post; and the inner circle indicates the cost of parcel post. The dial is marked up to eight ounces, thus doing away entirely with small weights that were so liable to be lost. With each scale is furnished a half pound weight, and additional weights can be supplied when required. This we are safe in saying is the most complete Postal Scale that has been ever put in the market and we predict a large sale. The enterprising stationers, Hart & Company, 31 and 33 King Street West, Toronto, are the sole agents for Canada. The dial of the scale gives the amount of postage in Canadian postal rates.

**CHRISTMAS CARDS.**—Some of the leading manufacturers of Christmas Cards and Novelties have already placed their samples for the coming season before the Canadian trade. Among these are the measurably new, but wonderfully successful firm of Wirth Brothers and Owen, of London and New York, for whom, Messrs. W. Warwick and Son of this city