

FANCY GOODS AND STATIONERY—Continued
is really a marvelous collection of the most attractive picture cards. In box cards, you find that the patriotic designs of British soldiers and sailors, etc., are prominent, with such characteristic British mottoes as "England expects each man this day to do his duty"; "Naught shall make us rue if England to herself do rest but true," and then "Britons hold your own."

There are some pretty fan-shaped calendars, ornamented with flowers and medallion pictures. As usual, there is a great array of toy books. One of these, called "Young Sons of the Empire, dealing with Australia, Canada, India, etc., is timely. Another entitled "Our Volunteers" is also in line with present sentiment. Painting books, paper dolls (in which there is such a large sale in the United States just now), gift books, picture and Scripture books, etc., are among the other outstanding features of this attractive line.

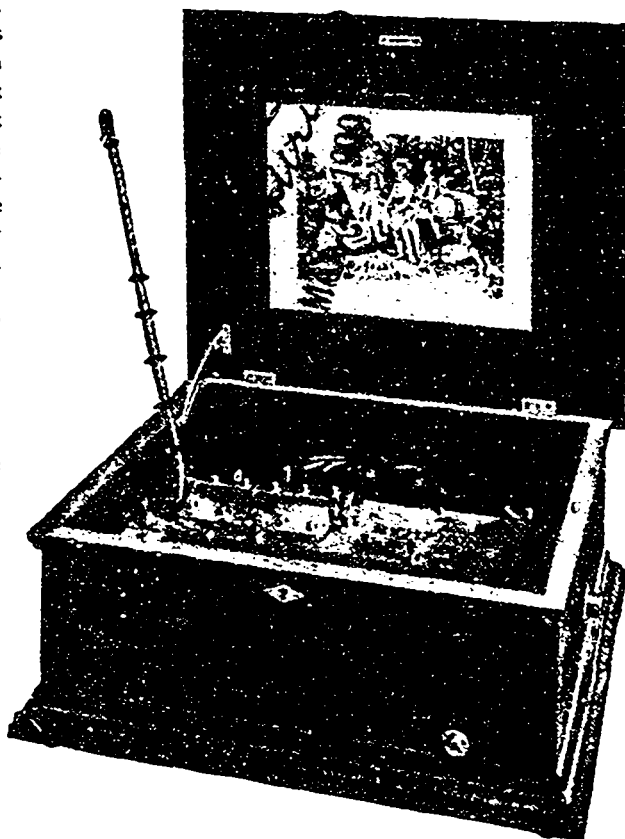
There are some features in chinaware which have an interest for the fancy goods trade. Nerlich & Co. are showing a fine line of imitation wedgwood jasperware, with figures and groups in relief, done in the most elaborate way. This line includes plaques, ranging from \$2 to \$30 a dozen—heart and fan shaped trinket boxes, hair boxes, fern pots, candlesticks, ash-trays, etc., at reasonable and popular prices. Their Canadian emblem china is going to sell even better than before for the souvenir trade, owing to there being such a general request for patriotic goods. The firm are also carrying a large variety of Haviland china, the name of which is a guarantee of its good quality and neat style.

The agents for the Imperial symphonium, Messrs. Nerlich & Co., report an increased demand for these magnificent instruments, due, no doubt, to the splendid qualities and good values. This firm have handled this class of musical goods for many years, but have never had a complaint of any break, or of an instrument being out of order, as is the case with other makes, during their experience of 40 years. Anyone who needs an Imperial is invited to

write for a special list to the firm, who are sole agents for Canada.

If we judge by the display of dolls that Nerlich & Co., Toronto, show, the buyers of these goods are going to have a great choice this season. The firm are carrying a much larger line of dressed dolls than ever, ranging from 10c., 25c., and 50c. leaders to dolls that are \$6 each. The dresses are new and catchy. As to jointed dolls, they have these goods from 10c. up to the best quality at \$15 each. In kid dolls there is, this season, an unusually large variety, of which they guarantee a nice clean stock, so that every piece sent out is saleable. If poor stock is delivered the dealer cannot sell more than half he gets. This firm have the sole control for the Canadian market of a factory turning out cheap goods in the very best quality possible.

A very neat novelty in dolls this season is the perambulator doll, which is a hair-stuffed body doll with a composition head, and gets its name from the fact that it will sit up straight in a baby carriage, which other dolls cannot do. It proves a splendid toy. There is also a large variety of soldier dolls with much better values than last year.



Nerlich & Co.

The success which they had last season and the present demand for military toys compelled them to order an extra heavy stock of these goods. Rag dolls, in long and short dresses, are also plentiful, and

special attention is directed to a leader in 25c. rag dolls with an entire rag face and painted eyes, which is an advantage over the old style of glass eyes, which were liable to be pushed in.

A special display of pencils is to be seen at The Copp, Clark Co's. this month. The



Nerlich & Co.

chief feature is the assortment and new ideas in tints. One assortment (No. 1631) shows a tray of different colored woods, the pencils being, of course, all black. Another line, also 5c., is Faber's Rafael, a colored assortment also, the Obelisk is another line of pencils made by the Eagle Pencil Co. and is shown in hexagon. A nice line of penholders and pencils, six dozen to the box, \$2 per box, is the tortoise shell finish. This firm have just issued their Spring circular concerning inks, and if any of the trade have been overlooked in the sending out of these circulars, a card will promptly supply the omission.

A new, fancy fountain pen for import trade, which The Copp, Clark Co. are showing, is for 25c. retailing. It is called "The Meteor" and three extra pens go with it. Also for the import trade is being shown a pencil, in appearance like to Kohinoor, called the "Powerful," and issued at \$1.50 a gross. Another pencil is the "Drum-Major," with a large rubber ball on the end for the eraser. A big shipment is expected this week of the "Khaki" notepaper, of which The Copp, Clark Co. have sold a great deal already. The paper is intended to be an exact imitation of the color and the fibre of the cloth now worn by our soldiers in South Africa. It comes in three kinds: "Prinsep," plain edge with envelopes to match, \$1.50 per ream, with envelopes \$4 a thousand; "Octavo," with a red border, \$2.40 per ream, with envelopes to match at \$5.50; "Duke" size, plain edge, \$2.40 a ream, and \$5.50 per thousand with envelopes. There has been a