

FANCY GOODS AND STATIONERY—Continued
Royal Families, may now be sold at retail for 50c. At this price the sales of this beautiful novelty in playing cards should be exceptional.

NEW SOUVENIR POST CARDS. A new series of patriotic post cards has just been issued by Raphael Tuck & Sons, which are perhaps the most beautiful examples of these goods ever issued. The numbers most interesting are those showing pictures of the Royal Family of England. The cards are put up six in an envelope and retail at popular prices. No. 248 contains six cards with photos of King Edward and Queen Alexandra beautifully reproduced and surmounted with the floral emblem and crown embossed in bright colors. No. 243 contains designs showing the Duke and Duchess of Cornwall and York with the Union Jack and Royal Standard draped and embossed in colors. The Khaki and Queen numbers are also shown and the trade should write for samples to Warwick Bros. & Rutter who are sole agents for Raphael Tuck & Sons for Canada.

FANCY STATIONERY. Warwick Bros. & Rutter invite the attention of the trade to the largest and most varied assortment of staple and fancy papers, boxed in dainty and attractive boxes, they have ever submitted to the Canadian trade.

The demand for fancy boxed stationery has steadily increased the past few years until this class of goods has become one of the leading lines with the retail dealer, and, in order to meet and satisfy this demand, Warwick Bros. & Rutter have this year gathered together a collection of papeteries from which the retailer may select his stock no matter what his requirements nor how fastidious the taste of his customers.

A number of the lines are particularly worthy of special reference, and among these were noticed: "The Violets"—a beautiful lift-off box, with a floral design of wood violets on a green background; the paper contained in the box stands upright, with the envelopes divided on either side. This style of box has become a standard line, and is shown in a variety of styles, among which are the "Dorothy," "Oriental," "Tulips," "Canadian," "Torreador," and "Pierrot." The "Pierrot" and "Canadian" contain paper and envelopes of the small Albert size for invitation or juvenile use. That in the "Torreador" is the small square shape, known as the Boudoir size. The lines "Tulips," "Violets" and "Dorothy" contain the standard octavo size, while the

"Oriental" is fitted with the large square paper and oblong wallet envelopes. This line promises to be among the leaders for the coming season. All of the above styles may be had with cream stock or with assorted tints, and either ruled or plain. One of the most attractive numbers in the entire series is "The Belgravia." This box is also of a floral design, with the paper inserted in a receptacle attached to the lid, which swings on a hinge showing the paper standing upright and the envelopes prettily tied with ribbons in two rows in the box proper. The "Blue Bell," as the name implies, is another of the floral patterns and contains the popular square size of paper and may be had with cream or grey contents. The grey tint is shown in the antique finish now so much in demand. The "Regal" series is again to the fore, being shown in four sizes, Albert, Boudoir, Octavo and Regent, and contains white antique stock with wallet-shaped envelopes. The "De Luxe" series is similar to the "Regal" in size, the contents being of a delicate azure tint.

Old favorites, such as "Flaxman" and "Chippendale," have not been overlooked and will still be found among the leaders.

These lines all retail at 25c. A cheaper series consisting of four styles is made of the "Cycle," "Royal Mail," "Aquarian" and "Birds and Cherries." These lines are special values to retail at 15c., and may be had with either cream or printed stock.

In the higher-class goods a number of beautiful styles are to be seen, specially noticeable being the "Papier Ophelie," "La Fleur Moderne," "The Lohengrin" and

"Renaissance Stationery." These lines all contain the popular square size known as the Empress or Regent, of the highest grades of fine stationery. The entire series is being shown by the travellers of Warwick Bros. & Rutter throughout Canada, and may be had for immediate or Fall shipment.

ALUMINUM NOTEPAPER.

In these days paper is used in the manufacture of various things to an extent undreamt of by the grandfathers of the present generation. Articles, useful and ornamental many of them in daily use, are manufactured in such number and variety that it would seem difficult to say what cannot be made with paper. Houses have been built with it, basins and jugs have been talked of in connection with the manufacture of heavy ordnance.

There is an amusing rumor afloat to the effect that paper has had its day, and that its successor is to be aluminum, which some people claim, can be rolled to a thickness not exceeding one two-hundred-and-fiftieth part of an inch. Thus, it is urged, the printer will be enabled to use it instead of paper. Aluminum, if reduced to the thickness of ordinary paper would be lighter, and would be invaluable for the purpose of keeping of records, in addition to which it could be easily disinfected if necessary.

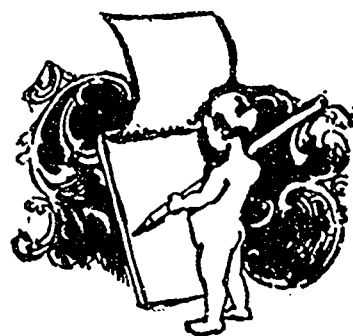
In order to obtain expert opinion on the subject a Daily Chronicle representative called at the offices of the British Aluminum Company. The commercial manager stated in reply to his questions:—

"If aluminum is rolled to the thickness of ordinary paper it is impossible to obtain a greater width than two inches, owing to the brittle nature of the metal. This would be useless for newspapers. It would, perhaps, be possible to put into the same purpose as notepaper; but, as it would cost from about twenty to thirty times as much as paper of the very best quality, it would not meet with much approval or support."

Booksellers and Stationers

cannot afford to pass us on these lines, as we are showing better values than ever—greater values than any other house in the trade:

Social Note Papers,	Bill Heads,	Mailing Envelopes,
Wedding Stationery,	Business Envelopes,	Writing Tablets,
Commercial Stationery,	Document Envelopes,	Pads,
Flat Papers,	Pey Envelopes,	Papeteries,
	Paper Boxes, etc.	



The Barber & Ellis Co., Limited, Toronto