

a needed opportunity by giving his plate glass an occasional relief.

There is no mistaking this stationer. He is a retail man, and is not ashamed. He is, in fact, very retail, and does not hesitate to publish the fact that "his packet of paper and envelopes includes a holder and a nib, and there is no other like it in the market." This is an invidious claim, but it is his own, and we will let it pass.

In contrast to this advertiser of small things, we have the stationer who tries to throw a wholesale halo over his retail transactions. He cannot aspire to a warehouse and a mill, but does his level best to make believe. His walls of whitey brown, extended formations of ink jars, and towers and terraces of envelopes, seem to say, "These articles are supplied in quantities of not less than three hundred weight." But walk inside, expend a modest sixpence in retail needs; and you will find that the conception of a wholesale emporium is merely a freak of your misguided imagination.

These two representatives are at the opposite poles of decorative progress. While one seems doomed to empty the contents of his shop into his shop front, the fate of the other is to present an empty frame to the passers by. One is in the mental mood of the printer who has a wealth of ornament and endeavours to crowd it into one circular, while the other exploits the philosophy of a newspaper contributor, who is seized with a passion for purchase when only one article ornaments a jeweler's window.

Between these two extremes is found the art of effective window dressing.

The composer who defined the most expressive mood of music as "a rest," expressed a truth that applies to all forms of artistic expression, to the stationer struggling with a window design as to a composer wrestling with a divine afflatus.

When the stationer has fully realized the bearings of this composer's confession, he will no longer bewilder our eyesight with confused masses of ornament that leave no definite impression. Grouped designs, simple and definite, in an area of green or purple baize, cunning combinations on glittering shelves, will take the place of the towering columns and terraces, and jumbles of clashing items that now bewilder our eyesight and confuse our memories. — W. W. Fox in 'The Stationer, Printer and Fancy Trades' Register.

Mr. Chapman, St. Catherine street, Montreal, issued a nicely printed four-page list of "New Books for Summer Reading" giving prices of paper and cloth bindings. It also contained some stationery information and would make a nice memo for customers going to the country.

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