

- 14350. Plan VI. of The Identification and Protective Company of Canada, Limited. Circular. George I. Goddard, Montreal.
- 14351. Body is the Temple. Sermon by Rev. Frank DeWitt Talmage, Chicago, October 25, 1903. William Bailly, Toronto.
- 14352. Two Country Walks in Canada. By Arnold Haultain. Illustrated. George N. Morang & Company, Limited, Toronto.
- 14353. The Heart of Ronce. A Tale of the Lost Water. By Francis Marion Crawford. The Copp, Clark Company, Limited, Toronto.
- 14354. Plan VI., Special Circular, of The Identification and Protective Company of Canada, Limited. George I. Goddard, Montreal.
- 14355. Memorare Solo. Duet on Frio. Par F. S. J. Louis Laberge, Toronto.
- 14356. De la Culture des Arbres et des Arbustes Fruitières. Par Alee Santerre. Joseph Beauchamp, Quebec.
- 14357. Borm Diagram for the purpose of Indicating the Earth Quantities on the top of Rock Cutting of 21 feet base and 1 to 1-slopes. Henry Purdon Bell, Victoria, B.C.
- 14358. Une Maniere et une Autre. Livre. Sultana Manufacturing Company, Montreal.

"VICTOR" SPORTING GOODS.

The Fancy Goods Co., of Canada, Limited, are finding an enormous demand for "Victor" sporting goods. We would recommend our readers who are interested, to turn to their announcement on another page.

CANADIAN POCKET DIARIES.

The Brown Bros., Limited, are now sending out their Canadian pocket diary, which they have been publishing for the last 40 years and it is safe to say that the 1904 issue will be far superior to any previous year's publication. They issue in connection with these diaries a complete list of office daily journals and pocket diaries, copies of which may be obtained by writing to the firm.

CLEARING OUT.

Fred & E. W. Kelk are offering their stock for this month and next at very low prices to clear up their warehouse for Spring goods. They always begin the season with fresh goods. Everything that is left now in dolls, toys, games, fancy china, glass, water sets, toilet cases, albums, in fact all Christmas lines will go out now with a rush at reduced prices. If you require a leader in any line you can get it by writing for a sample, or a personal visit, which is always the best. Their business in dolls in the city alone was enormous, this particular line being their special. Write for sample of their 25c. dressed dolls, each one in a box about 17 inches long, very tastily dressed in pink, blue and red.

PERSONAL MENTION.

Mr. Van Duyne, of The Dennison Manufacturing Co., visited Toronto recently in the interests of his firm.

The genial Mr. Dick Best was in Toronto recently. He found the demand for the J. Faber productions even greater than in the past.

The Book Supply Co., Limited, Toronto, are moving from King street west to very handsome and commodious premises at 62 Front street west.


BOOKSELLER AND STATIONER a few days ago received a visit from Mr. Crusins, of The United States Playing Card Co., who reports business as particularly good all along the line

TRADE OUR MARK **AUER LIGHT MANTLES** OUR TRADE MARK
LONGEST LIFE & BRIGHTEST

A COMPARISON


TRASH A cheap mantle gives a fair-light for a few nights, then grows dim and shrinks up to a "wasp-waist" like this:

This is caused by the cheap chemicals which the manufacturer used.



The "Wasp-Waist" Cheap chemical.

QUALITY A good mantle, which cannot shrink, made of the purest chemicals, is the only kind we put our trade mark **A** on. It guarantees you **A** the best that is made and will satisfy your customers.



The Auer Light Mantle Pure chemicals.

Lowest prices on mantles, shades, chimneys, globes and sundries.
Write us if you are interested.
AUER LIGHT CO., MONTREAL

ONE OF THE NEW GAMES

"SIR HINKUM PINKUM" AND OTHERS.

"UNDER THE UNION JACK."

NATIONAL EDUCATION

AT HOME.

SEND FOR TRADE PRICE LIST TO . .

The Copp, Clark Co., Limited, Toronto.