

Our Special Fall Number

Goes to Press August 1st

This Special Number affords the best possible medium for advertisers

of all kinds of Stationery Lines, Fancy Goods, Books, Wall Paper, Picture Post Cards, Leather Goods, Musical Instruments, Photo Supplies, etc., to reach the trade in Canada.

We guarantee to place a copy of this number in the hands of every buyer in Canada, wholesale and retail. We spend time and money to make it extremely attractive.

Secure a Choice Position

Ours is the only recognized medium published north of the

International Boundary. We are the official organ of the trade associations and are in direct touch with dealers throughout the country by means of the numerous representatives of the MacLean Publishing Company.

By Reserving Space Early

We are prepared to design advertisements that will draw busi-

ness. Page Space Costs \$25.00. Half-page Space \$15.00. Quarter-page Space \$10.00. For all information address

Bookseller and Stationer of Canada

Toronto

Montreal

Winnipeg

London, Eng.