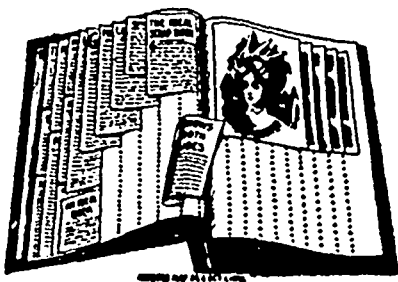


LETTER-HEADS AS ADVERTISEMENTS.

A BUSINESS can scarcely be too small to make use of special writing paper with a letter head that states the name, business, and address. The firm that carries on its correspondence on ordinary writing paper only stamps itself as small and unambitious. The carefully prepared correspondence sheets show distinctly that an effort is made for trade.

A rather ridiculous over-confidence or over-sight is sometimes displayed in letter heads by the omission of the style of business carried on. The printed matter contains nothing but "John Smith, 135 King St.," and the reader is left to discover in some other way whether Smith is a butcher or a men's furnisher. Conceit in the extent of his fame is no doubt often responsible for this, but what can be gained by it is difficult to discover.

The readers of the letter are naturally interested in knowing just what John Smith offers to the public, but if he will not take the trouble to inform them, they are not going to hunt up his business.



**IDEAL
SCRAP
BOOK**

Expansion Back Leaves Removable Triple Capacity Clipping can be read both sides. Has no equal No paste job. No sticky fingers.
BIG SELLER. MANUFACTURED BY IDEAL SPECIALTY CO. RIGHT PRICE.

THE BROWN BROTHERS, Limited
Agents. - - TORONTO.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word first insertion, 1c. a word each subsequent insertion.
Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittance to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

FOR SALE

We offer for sale, under chattel mortgage, the business of Thos. Morley & Co., of Nelson, B.C., stock, fixtures and lease. After Vancouver and Victoria, Nelson is the largest city in British Columbia. It is the commercial and transportation centre of the Kootenay district. The climate is delightful. This is the best Stationery and Book Business in the city. It has a good connection. The stock is in good condition. For further particulars apply to "The Thomson Stationery Co., Ltd.," Nelson, B.C.

ARTICLES WANTED.

GENERAL GEORGE WASHINGTON, first President of the United States. Wanted, old engravings, prints, etc., of, or relating to, George Washington. State full particulars to Box 106, BOOKSELLER AND STATIONER, Toronto.

WANTED.—Second-hand copy of "The Canadian Contingents," by Sanford Evans. State price, postage paid, to Box 167, BOOKSELLER AND STATIONER, Toronto.

WANTED.

A FIRM of wholesale stationers to take charge of the sales in Canada of a first-class line of fountain pens. Write Box 154, BOOKSELLER & STATIONER, Toronto.

A WORD TO THE WISE

EVERY STATIONER and BOOKSELLER SHOULD HAVE OUR SPECIAL TRADE PRICE LIST FOR VISITING, WEDDING, AT-HOME CARDS, CRESTS, Etc.

LEGALLEE BROS., ENGRAVERS AND DIE PRESS PRINTERS, 19 Bleury Street, Montreal



'ROB ROY' PENS

HINKS, WELLS & CO. beg to draw attention to this new series of

TURNED-UP POINTED and other PENS,

made of the same materials, by the same tools, by the same process, and at the same works as the "WAVERLEY" Series of Pens, which HINKS, WELLS & CO. have for 30 years and upwards (prior to September, 1901) manufactured for and supplied to Messrs. Macniven & Cameron, Limited.

Is. 6d and Gross Boxes Sold by all STATIONERS

When answering advertisements please state that you saw the advertisement in Bookseller and Stationer.

DO NOT TAKE ANY substitution, imitation or variation OF THE WAVERLEY PEN

Now of Unexcelled Quality.

They come as a lesson and a blessing to men, The Pickwick, the Owl, and the Waverley Pen

SOLD BY ALL STATIONERS.

MACNIVEN & CAMERON, Limited
EDINBURGH AND BIRMINGHAM

The Topaz Pencil

As good as any at any price
Better than any at the same price.

HB -- H -- HH -- HHH -- B
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Indelible Copying.

Write for Samples to

Warwick Bros. & Rutter, Limited
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PAYSON'S INDELIBLE INK



Trade supplied by all Leading Wholesale Drug Houses in the Dominion.

Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893; and Province of Quebec Exposition, Montreal, 1897.