children's picture books and stories for young people. Get the little folks interested in your juvenile literature and your department will soon become popular with their parents.

THE PERIODU AL TRADE

"Do not be without periodicals. In most instances they are returnable to the publishers at cost, and they will attract hundreds to your department every week. People will come to you regularly for the magazines, and learn to come to you for books when they need them.

"Mark your goods at a profit of from 20 to 50 per cent., save in the case of the copyrighted works above referred to. Keep your department scintillating with newness. Move things around every few days. Make a generous use of price tickets and printer's ink. If you advertise a line of books advertise the titles with them.

"If you run your book department right you will find at the end of the first year that no branch of your business has netted you more money in proportion to the investment. You will also find in your book clientele many customers who had not previously been frequenters of your store. Through the treatment accorded them in the department, and through their constant practice of purchasing books of you, they will have become firm friends of the store.

We disagree with the price cutting spoken of in this article, but otherwise it contains some useful and practical advice -EDITOR FOOKSELLER AND STALIONER,

TRADE AND PERSONAL.

R. T. Williams, stationer, Victoria, has been succeeded by the Victoria News Co., Limited.

Walter F. Mullen, with Charles F. Dawson, Montreal, has been paying a visit to New York

E H. Harcourt, of The Copp, Clark Co. lamited, has returned from New York where he picked up some novelties and specialties for the school opening trade in September.

BEST SELLING BOOKS JUST NOW.

THE UNITED STATE

- Lo Have and to Hold that civ
- Red Pottage (*) Janue Meredith
- When Knighth a law 1 40
- Richard Carrel
- The Gentleman from Indiana
- Resurrection

ASSESSED.

- The Iransvaal from Wittin Forty one Years in India
- Roberts (Lord) Life
- Buller (Sir R 1 Life
- Impressions of South Africa. From Sea to Sea

NEW CAHADIAN COPYRIGHTS

Begintered at Oriana between April 4, and May & Ire

Compiled for BOOKSBILLER AND STATIONER

11267. Drink and Drudgery. Social Sins. By Frederick L. H. Sims, Weston, Ont.

11268, Coupon de Prime. Alphonse Gelinas, Ste. Anne de la Perade, Que.

1:260. Sons Across the Sea. Patriotic Song. Words by Louis B. Butler and Charles D. Bingham. Music by Gustave Anglo American Music Pub-Chandoir. lishers' Association, Limited, London, Eng.

11270. The Cause of it All: Oom Paul Kruger. Illustrated Envelope. George Alfred Lowe, Toronto.

11271. First Mounted Review of Strathcona Horse at Ottawa. Ont., March 7, 1900 Photo; No. 59113. Steele & Co., Winnipeg.

11272. The Monterey Leaving Halifax with Strathcona Horse for South Africa, March 17, 1900 Photo; No. 59180E. Steele & Co., Winning,

11273 Special Contract with Travelers. Form. J. L. Nichols & Co., Toronto.

11274. The New Laws of Employers' Liability in England and France By Frederick Parker Walton, C. Theoret, Montreal

11275. By Way of the Wilderness. By "Pansy" (Mrs. G. R. Alden) and Mrs. C. M. Livingstone. Wm. Briggs, Toronto.

11277. Lightning Coal Sales Book, (A.) Arthur Miville Dechene, Montreal.

11277. Lightning Coal Sales Book. (B) Arthur Miville Dechene, Montreal.

11278. l'erpetual Calendar. Central Machine Works, Toronto.

11279. Art Metal Office Construction. The Eclipse Office Furniture Company of Ottawa, Limited, Ottawa.

11280. The Waters of the Great Magi Caledonia Springs. Book. The Grand Hotel Co., Caledonia Springs, Ont.

11282. The Correct Measure. Chart and Scale, Signard Maxime Beaudoin, Montreal, and Prosper Alfred Bissonnet, Stanstead, Que

11284. Guide Map of Rossland, British Columbia. R E. Young, Rossland.

11285 Herd of Buffaloes in the National Park, Banff, Northwest Territories, Canada, (Photo marked A.); Joseph Rouer Roy, Ottawa.

11286. Herd of Buffaloes in the National Park, Banff, Northwest Territories, Canada. (Photo marked B.) Joseph Rouer Roy, Ottawa.

11287. Herd of Bustaloes in the National Park, Banif Northwest Territories, Canada

(Photo marked C.) Joseph Rouer Roy, Òt!awa.

11288. Montreal. Marche-two step. Par lean Julien Clossey. Albert Turcotte. Montreal.

11289. General Sir George Stewart White, V.C., G.C.B. (Picture.) Joseph C. Clarke, Toronto.

Joan of the Sword Hand. By 11201. S. R. Crockett. (Book.) Ward, Lock & Co., Limited, London.

Second Charlottetown Detach-11202. ment who Volunteered for Service with the Canadian Contingent for the War in South Africa. (Photo.) George H. Cook, Charlottetown, P.E I.

11293. The Canadian Annual Digest, 1899 By Charles H. Masters, Q. C., and Charles Morse, B.C.L. Robert Reid Cromarty, Toronto.

11294. The Song of the Heroes. By Jacob Goldenberg, Wapella, N.W.T.

11295. South Africa and the Boer-British War. I'lustrated. Volume I. By J. Castell Hopkins, F.S.S. and Murat Halstead. J. L. Nichols and Co. Toronto.

11296. Newlands Hayes' Educational and Business Chart. Newlands Hayes, Windsor, Ont.

11297. The Educational Music Course. By Alex. T. Cringan. Book IV. Canada Publishing Co., Limited, Toronto.

11298. Angelica Waltzes. By Harry J. Weiler, Baden, Ont.

11299. Remember Our Soldier Boys. Patriotic march song. Words and Music by Harry J. Weiler, Baden, Ont.

11300. The Medical Directory of the City of Toronto and Suburbs. Compiled and published by Frederick Smily, Toronto.

11301. With Number Three. By Rud-Published in The Citizen, vard Kipling. Ottawa, Ont. (Temporary copyright.) Rudyard Kipling, London.

11302. The late Major H. M. Arnold. of the First Winnipeg Contingent to South Africa. (Photo 71/2 x 93/2.) Arnold Kohnen, Winnipeg.

The late Major H. M. Arnold, of 11303. the First Winnipeg Contingent to South Africa. (Photo 10x 13.) Arnold Kohnen, Winnipeg.

INERIM COPYRIGHTS.

630. Forty Ninth Battalion March. For Band. Frederick Charles Snider, Trenton, Ont.

631. South-African Soil is my Grave. Annie. Words by A. W. A. Bartlett. Music by Harry LaBelle. Arthur Weal Bartlett, Monteagle Valley, Ont.

632. The Green Flag and Other Stories of War and Sport. By A. Conan Doyle, London.

633. The Farringdons. By Miss Ellen Thorneycroft Fowler, Woodthorne, Wolverhampton, England.

634, A Kent Squire: Being a Record of Certain Adventures of Ambrose Owynett, Esq., of Thornbaugh. By Frederick W.

Hayes. William Briggs, Toronto.
635. The Imperial Budget, Publication. The Imperial Budget Publishing Co., Carleton Place, Ont.

636. Mechanism of the Attraction of Gravitation. Four dissertations on the ocean tides, currents and trade winds, etc. By Frederick H. Young, Picton, Ont.