

BOOKSELLER & STATIONER

and
Canadian Newsdealer

Official Organ of the Booksellers' and Stationers' Association of Ontario

and for Twenty-Four Years the Recognized Organ of the Book, Stationery and Fancy Goods Trades of Canada

MONTREAL, 232 McGill St. TORONTO, 10 Front St. East. WINNIPEG, 531 Union Bank Building. LONDON, ENG., 88 Fleet St. E.C.

PUBLICATION OFFICE: TORONTO, SEPTEMBER, 1908.

UNDERWOOD'S INKS

We would especially draw attention to our

5-oz. Metal Cap Bottle

T
O
R
E
T
A
I
L



A
T
10
C
E
N
T
S

The finest package of Writing Inks on the market

Packed in cartons of one dozen, one gross to a case, in Everlasting Bank Ink, Egyptian Black Ink.

— ASK THE TRADE —

JOHN UNDERWOOD & CO.

Mfg. in Canada for 25 Years

96 Richmond St. E. - Toronto

"Canada's Pride"

Maple Leaf Lead Pencil has points of superiority that make it a favorite with all users. Its lead is thicker and smoother than in the ordinary pencil. The point is guaranteed never to break. It is a trifle larger than the ordinary pencil, and its round form doesn't cramp the fingers. It is made in six degrees, BBB to HHHH.



"CANADA'S PRIDE" is a pencil that will improve your trade. It retails at five cents with the largest profit known to stationers. Samples sent to the trade cheerfully upon request.

LIBRAIRIE BEACHEMIN LIMITED

Wholesale Booksellers and Stationers
256 St. Paul, 18 Notre Dame West,
26 St. Gabriel
MONTREAL