

**W. J. GAGE & CO.**  
LIMITED  
**TORONTO, CAN.**

Leaders in—  
Business=Bringing  
School Supplies.

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## Every Stationer and Bookseller Interested.

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In one sense there is no difference in a SCRIBBLER OR EXERCISE BOOK. Each is intended for the one purpose at school—a book in which the student may record his lessons and exercises.

But wide-awake dealers do not need to be told that there may be a great difference in the selling quality of these goods. Their experience has proven this. None are quicker than school children to appreciate the attractive features of school necessities—and this especially in the case of an article like a Scribbler.

We are placing before the trade for the new school season a line of

### PATRIOTIC SCRIBBLERS AND EXERCISE BOOKS



that will, beyond any question, stand peer of anything on the market. We may put the statement so broadly as to say that there is nothing on the continent that will compare in variety and attractiveness with our line.

This is Canada's year. The air is full of patriotism. It has permeated our schools from the highest division down to the kindergarten. It is well that it has done so, though the price of it has been the blood of our own sons on the South African battle-field.

A military, patriotic and Canadian spirit is the feature of our new series of Scribblers and Exercise Books, embracing twenty-five entirely new lines, and along with these the best of our very popular lines of the past season.

On the first and fourth pages of this announcement we have reproduced covers of two of the leading lines, and on the opposite page to this we give some particulars of the many different lines that we have prepared for the trade.

Samples are now ready and in travellers' hands on the road. As an item of plainest self-interest every one who sells school supplies will exercise wisdom in holding off their orders until they see our samples. They will carry the sweep of victory in next season's school term as surely as Lord Roberts has carried victory over the veldt and kopjes of South Africa.

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**W. J. GAGE & CO. LIMITED.**

54, 56, 58 FRONT ST. WEST,  
1, 3, 5 PIPER STREET.

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**TORONTO, ONT.**