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The MacLean Publishing Co.
 Toronto Montreal

1904

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in a new tint is also just ready.

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TORONTO

*All in cut Book 14
Page 46
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SPORTING GOODS

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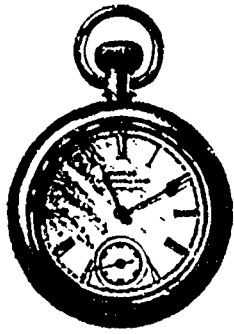
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First—It is absolutely guaranteed to keep accurate time.

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All first-class jobbers have them.

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THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XX.

MONTREAL AND TORONTO, CANADA, JANUARY, 1904.

No. 1.

CURRENT TOPICS.

ON another page of the present issue of "Bookseller and Stationer" appear a number of letters from readers, dealing with the general condition of the book and stationery business in Canada during the year just closed. A perusal of these letters, we feel sure, would do all our readers good. They contain much food for reflection and offer solutions to several of the difficulties at present confronting the retail trade. Without a single exception, all our correspondents express satisfaction at the results of the general and holiday business of 1903. Not only do they speak for themselves but they speak also for the centres in which they are located, so that beyond a doubt the year just closed has been an entirely satisfactory one in the book and stationery business.

AGAIN and again, booksellers and stationers are urged to pay more attention both to their advertising and their window dressing. As a rule window-dressing is a strong point with booksellers and more attention is directed to a bookseller's window than to most others.

Advertising and Window Dressing

This is in large measure due to the great variety of the material with which he can work. On the other hand his advertising is either nil or ineffective. The paucity of book, stationery and fancy goods advertisements in the average newspaper is well-known and evidences a deplorable lack of confidence in publicity. Why it is that the bookseller refrains from advertising, while the dry goods man uses pages and half-pages is beyond the understanding of most people. On another page of this issue attention is directed to this important subject, as well as to the kindred subject of window-dressing.

DURING the Christmas season the sales of books naturally increased to a considerable extent. In addition to the popular works of fiction of the Fall months there was the usual demand to be noticed for standard works and gift books and large sales were reported of both classes. Enormous quantities of cheap editions of famous books were disposed of at every bookstore and book counter and the sale of annuals was as large as ever. The popular books of the day in current fiction included "The Little Shepherd of King

dom Come," by John Fox, jr.; "The Heart of Rome," by F. Marion Crawford; "Wings of the Morning," by Louis Tracy; "Two Little Savages," by Ernest Thompson-Seton; "The Blood Lilies," by W. A. Fraser, and "The Long Night," by Stanley J. Weyman.

THE charge made by our correspondent that booksellers in this country are not up to their calling, reminds one of the controversy recently carried on in English publishers' journals on the very same subject. There, it was charged that with but few exceptions the modern bookseller was entirely ignorant of the contents of his books and treated his stock as just so much matter to be trafficked in. To these accusations, indignant denials were made, not only by booksellers themselves, but also by numerous readers who came forward, in most cases, to champion the cause of individual booksellers with whom they were acquainted. How far the charge is justified by the facts in Canada is matter of doubt. It would perhaps be safer for us to steer a middle course and assert that we have in Canada many admirably qualified and well-read booksellers and that there may also be found some, concerning whom, it is to be regretted the same cannot be said.

The Modern Bookseller.

IN the February issue of "Bookseller and Stationer" a new departure will be inaugurated, which it is felt will be of material benefit to our readers. Hitherto a great lack in the book trade in Canada has been the absence of a complete list of Canadian publications, together with names of publishers, sizes and prices, to which Canadian booksellers could refer at will. It is the intention of "Bookseller and Stationer" to attempt to supply this deficiency and in the February number, there will in all probability be published as complete a list as possible of all the publications of the year 1903, which bear the imprint of Canadian publishers. Henceforth, every six months, a similar list of the publications of the preceding half year will be compiled, which will serve as a handy reference guide to our readers. We bespeak the assistance of all Canadian publishers of books in making the "Bookseller's" list complete and authoritative.

A Canadian Book List.

**BOOK
BREVITIES**

DURING January the Copp, Clark Co. will publish the following books: January 2, "Odd Craft," by W. W. Jacobs, cloth, \$1.25. January 9, "The Vice-Admiral of the Blue," by Molineux, paper, 75 cents. January 16, "Dr. Xavier," by Max Pemberton, paper, 75 cents. January 23, "The Long Night," by Stanley J. Weyman, paper 75 cents. January 30, "Christian Thal," by M. E. Francis, paper, 75 cents, cloth, \$1.00.

The theme of the new novel by M. E. Francis (Mrs. Frances Bluntell) entitled "Christian Thal," is music. The scene is laid principally in German Summer resorts, shifting later to England. (Copp, Clark Co., cloth, \$1.00; paper, 75 cents).

Norman Duncan is recognized as a literary phenomenon rare in this age, because he considers quality rather than quantity. His new book, "The Way of the Sea," deals with the life and character of the Newfoundland fisher folk, and consists of about a dozen stories, showing all the fine study of the character and the strength



NORMAN DUNCAN

and reality of expression that brought Mr. Duncan his reputation as a literary artist in his first book, "The Soul of the Street." Mr. Duncan is Professor of Rhetoric at the Washington and Jefferson College, but the very day the college closes, he leaves for his "happy hunting ground," which is Newfoundland and the coast of Labrador, and returns only the day before he is to meet his first class in the Fall. In Newfoundland he is the people's friend and the people's guest, especially when he makes his headquarters at Exploits, Burnt Island, a community of some four or five hundred souls in Notre Dame

Bay, on the Northeast coast. With this place as headquarters, he has made excursions far up into Labrador, which he knows probably better than anybody alive, except the natives. (Fleming H. Revell Co.).

The favor with which the reading public has received thin paper, pocket editions of standard works, has led publishers to bring out numerous handsome sets. Among these special mention might be made of Newnes' Thin Paper Classics and Thin Paper Novels published by George Newnes, Limited, of London. The former series includes Bacon, Shelley, Burns, Milton, Shakespeare, Pepys, Keats, Poe, etc. This same house are also publishers of the famous Newnes Art Library, a series of volumes illustrative of the works of great artists.

In the "Red Triangle," by Arthur Morrison, the Copp, Clark Co. have secured a very strong piece of fiction. It is a detective story, which is bound to enthrall the reader. The New York Tribune declares it to be even better than "Sherlock Holmes." (Copp, Clark Co., cloth, \$1.25, paper, 75 cents).

It is hard to conceive a more beautiful series of standard works than Thomas Nelson & Sons' "New Century Library," printed on India paper. This series has been advertised in our pages in numerous issues, but specimen copies of recent issues lie before us and call for special mention. We do not know how many volumes are now numberer in this series, but new ones are being added continually, the most recent being the complete works of Jane Austen in two volumes, four volumes of Charles Lever's works, and four of Bulwer Lytton's. Amongst forthcoming volumes to be published in 1904, are the completion of the works of the Brontes, Scott's Poetical Works, in three volumes, etc. Each book is complete in one volume, and so dainty and compact are they, that a book of 900 pages can be carried in the breast pocket of one's coat without the slightest discomfort. The bindings are cloth, gilt top, limp leather, gilt top; and leather boards, gilt edges.

The beautiful children's picture books and reward books issued by this firm are worthy of attention. The "Uniform" series of reward books being especially good. Each book contains eight colored plates and is printed and bound most tastefully. Ranging in price from 30 to 60 cents they are remarkably good value.

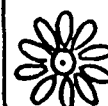
The Copp, Clark Co., Limited, of Toronto, have recently brought out Mr. W. W. Jacobs' new book, "Odd Craft." This is a collection of fourteen of Mr. Jacobs' inimitable short stories, most of which deal with the ways and deeds of the seafaring men, with whom the reader has become familiar in Mr. Jacobs' earlier books. (Cloth only, \$1.25).

The latest novel by Agnes and Egerton Castle is entitled "Incomparable Bellairs," and deals with the adventures of Kitty Bellairs, the notorious jilt, who was acknowledged as the Queen of Bath. Her affaires d'amour are an unceasing cause of fun and laughter to the end of the book. (Copp, Clark Co., Limited, cloth, \$1.25).

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 Page 70
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NEW AND FORTHCOMING BOOKS



FICTION.

- Castle, Agnes and Egerton.** "Incomparable Bellairs." Toronto: The Copp, Clark Co. \$1.25.
- Francis, M. E.** "Christian Thal." Toronto: The Copp, Clark Co. Price, \$1.
- Glasgow, Ellen.** "The Deliverance." New York: Doubleday, Page & Co. \$1.50.
- Jacobs, W. W.** "Odd Craft." Toronto: The Copp, Clark Co. \$1.25.
- Makin, Richard L.** "The Beaten Path." New York: The Macmillan Co. Price \$1.50.
- Molineux, Roland B.** "Vice-Admiral of the Blue." Toronto: The Copp, Clark Co. Paper, 75c.
- Morrison, Arthur.** "The Red Triangle." Copp, Clark Co. Price, \$1.25.
- Nesbit, E.** "The Literary Sense." New York: The Macmillan Co. Price, \$1.50.
- Pemberton, Max.** "Dr. Xavier." Toronto: The Copp, Clark Co. Paper, 75c.
- Spearman, Frank H.** "The Daughter of a Magnate." New York: Charles Scribner's Sons. \$1.50.
- Weyman, Stanley J.** "The Long Night." Toronto: The Copp, Clark Co. Paper, 75c.
- Alexander, Mrs.** "Kit, Costello." Toronto: William Briggs.
- Crane, Stephen, and Barr, Robert.** "The O'Ruddy." Toronto: William Briggs.
- Wiggin, Kate Douglas.** "Rebecca of Sunnybrook Farm." Toronto: William Briggs. \$1.25.

HISTORY AND BIOGRAPHY.

- Beveridge, Albert J.** "The Russian Advance." New York: Harper & Brothers. \$2.50.
- The Creevy Papers.** A selection from the correspondence and diaries of the late Thomas Creevy, M.P. 2 vols. New York: E. P. Dutton & Co. \$8.

TRAVEL.

- Abbott, G. F.** "The Tale of a Tour in Macedonia." New York: Longmans, Green & Co. Price, \$5.
- Stutfield and Collie.** "Climbs and Exploration in the Canadian Rockies." New York: Longmans, Green & Co. Price, \$5.
- Knight E. F.** "South Africa After the War." New York: Longmans, Green & Co. Price, \$3.60.

JUVENILE.

- Fenn, George Manville.** "Walsh, the Wonder Worker." New York: E. P. Dutton & Co. \$1.50.
- Overton, Gwendolen.** "The Captain's Daughter." New York: The Macmillan Co. \$1.50.

- Syngé, M. B.** "Growth of the British Empire." Edinburgh: William Blackwood & Sons. 2s. This volume concludes "The Story of the World" Series, covering the period from the Battle of Waterloo to the present day. It is compiled after the same style as the previous volumes and fully carries out the plan of the series. All we can do is to repeat our commendation of its scope, aims and execution and refer youthful Canadians to its pages for sound instruction.
- Wright, Mrs. Mabel O.** "Aunt Jimmy's Will." New York: The Macmillan Co. \$1.20.
- Fox, Frances Margaret.** "Little Lady Marjorie." Boston: L. C. Page & Co. A charming story of a winsome little maid, daughter of the Government weather man at Mackinaw, dealing with life on the upper lakes.

MISCELLANEOUS.

- Ashley, Professor W. J.** "British Industries." A series of General Reviews for Business Men and Students. New York: Longman, Green & Co. \$1.80.
- Avebury, Lord.** "Essays and Addresses." New York: Macmillan Co.
- Hammerton, J. A.** "Stevensonia." New York: A. Wessels Co. \$1.50.
- Harkins, E. F.** "Among the Men who have Written Famous Books." Second series. Boston: L. C. Page & Co. A book which gives the reader an excellent opportunity to become familiar with the lives character and writings of contemporary United States authors. The series includes the younger writers, such as George Ade, Irving Bachelor, Cyrus Townsend Brady, Robert W. Chambers, Thomas Dixon, Jr., etc. A full-page photogravure of each author accompanies his respective sketch.
- Okey, Thomas.** "Venice and Its Story." New York: The Macmillan Co. Price, \$6.
- "Waifs from the Highways and Hedges."** Montreal: The Anon Publishing Co. of Canada. Price, \$1. A handsomely designed volume bound in soft green leather with gold lettering and containing 100 pages of poetic gems gathered from newspapers and magazines of the day.
- Willson, Beckles.** "The Story of rapid Transit." New York: D. Appleton & Co. \$1.
- Burgess, Rev. Wm.** "The Bible in Shakespeare." Toronto: William Briggs.
- Addison, Julia de W.** "The Art of the Pitti Palace." Boston: L. C. Page & Co. \$2. An exquisite specimen of book-making and illustration, dealing with the numerous works of art in the famous Pitti Palace at Florence. There are forty full-page plates in photogravure, reproducing some of the more noted paintings. The author deals with her subject sympathetically and with illumination.



NEWS FROM TRADE CENTRES



MONTREAL BOOK TRADE.

THE Christmas book trade in Montreal was on the whole, good, though one or two dealers have observed that there was rather more demand for the medium priced goods than for the expensive lines, than was the case last year. The demand for sets and works of two or three volumes was also not as good as it might have been. There have been no startling arrivals in the book line on this market, though several of the latest novels have sold very well. The Christmas annuals and all books for children sold as usual. New editions of the favorite "old timers" also reappeared and met with a fairly good demand.

Elinor Glyn's odd book "The Damsel and the Sage," was a favorite Christmas gift apparently, judging by sales. "The Way of the Sea," another of Norman Duncan's books, dealing with the Newfoundland fisher folk, published in November, met with a ready sale. Mr. Duncan's books are well appreciated in Montreal.

Of new books there are very few that deserve mention. "The Heart of Hyacinth," another Japanese story by Onoto Watanna, promises to do very well. Another book dealing with Japan is published by McClure, Phillips & Co. The author is Clarence Ludlow Brownell and he tells interestingly of his trip through Japan. He gives some amusing examples of Japanese merchants' struggles in English. Over a drug store was the sign "Ramune Soda" for lemon soda; "Sasupre" did duty for sarsaparilla; "zinzukiza" was an attempt at ginger beer; while for ginger ale the nearest approach was "jinjiyac-l." A barber's sign said "To shave or dress hairs away" and a butcher's "cowmeat and pigmeat."

"The Reign of Queen Isyl," by Gelett Burgess and Will Irwin, is of recent appearance and novel enough to create interest. "Sea Scamps," by Dr. Henry C. Rowland is a good "book of the month."

TORONTO.

Tables of the contents of "The Canadian Annual Review" for 1903 have appeared in the form of Specimen Pages. The Review will contain a most exhaustive account of Canadian history and progress during 1903. Mr. J. Castell Hopkins, the editor, has been indefatigable in his researches and the result of his labors will prove a valuable addition to literature on Canada. (Annual Review Publishing Co. \$3.00.)

Moraug & Co., Limited, are the Canadian publishers of Eden Phillpott's new novel "The American Prisoner," a romance of the west country.

Melwood & Allen announce for publication the end of this month "The Real Diary of a Real Boy," by Henry

A. Shute and the new automobile story "The Lightning Conductor," by C. N. & A. M. Williamson, and have on press second large editions of "The Little Shepherd of Kingdom Come," by John Fox, Jr., and "The Wings of the Morning," by Louis Tracey.

NEW YORK NEWS.

Among the first novels of the year may be reckoned Ellen Glasgow's "The Deliverance," which Doubleday, Page & Co. are announcing.

Eden Phillpott's new novel "The American Prisoner" will be published about the middle of the month by the MacMillan Co. The scene is laid in the west country at the time of the American Revolution.

McClure, Phillips & Co. announce for immediate publication Henry Harland's sparkling Italian romance, "My Friend Prospero."

Mrs. Burton Harrison's new novel, " Sylvia's Husband," is to be published shortly by D. Appleton & Co.

The publication of Mr. Winston Churchill's novel, "The Crossing" has been postponed by the MacMillan Company until this month.

LONDON BOOK NOTES.

The autobiography of the late Herbert Spencer will in all probability be made public in the Fall. Its appearance is being awaited with much interest.

Rider Haggard's new novel entitled "Stella Fregelius" is announced for publication in February by Longman & Co.

Mr. Rudyard Kipling is at present paying his annual visit to South Africa, where he occupies the house provided for him by the late Cecil Rhodes.

It is announced that Mr. John Morley will visit America in the Autumn of 1904. He is to deliver the opening address at the Technical College in Pittsburg.

Mr. Frank T. Bullen's new novel is to be entitled "Sea Puritans" and will appear during the Spring.

The best-selling fiction on the London market includes "The Relentless City," by E. F. Benson, "Barlasech of the Guard," by H. S. Merriman; "Hetty Wesley," by A. T. Quiller-Couch, and "A Passage Perilous," by Rosa N. Carey.

The Christmas number of the Bookman is remarkably strong in every respect. Four separate mounted photographs of J. M. Barrie, Thomas Hardy, Rudyard Kipling, and George Meredith accompany it, while its pages are devoted to illustrated notices of Christmas books.

Mr. Gilbert Dalziel has just retired from the editorship and proprietorship of "Ally Sloper's Half Holiday," which paper he founded in May, 1884.

TO THE TRADE:

These are the Books you should show this month:

The Vice-Admiral of the Blue

By Roland B. Mellieux. Paper, 75c.; Cloth, \$1.25.

A biographical romance of the love story of Lord Nelson and Lady Hamilton.
 "An absorbing novel."—The Globe, Toronto.
 "A story of love and adventure which can hardly be surpassed in interest."—Montreal Star.

Odd Craft,

By W. W. Jacobs. Cloth only, \$1.25.

Dr. Xavier,

By Max Pemberton. Paper, 75c.; Cloth, \$1.25.

The Long Night,

By Stanley Weyman. Paper, 75c.; Cloth, \$1.25.

Christian Thal,

By H. & E. Francis. Paper, 75c.; Cloth, \$1.00.

The Copp, Clark Co., Limited
Publishers, TORONTO.

THE
Canadian Almanac

.. 1904 ..

57th Year of Publication.

SOME OF THE PRINCIPAL CONTENTS
 OF THE CANADIAN ALMANAC.

CLERGY LIST—ALL DENOMINATIONS.

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| Canadian Tariff of Customs. | Counties and Municipalities — Ontario, Quebec and Manitoba. |
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THE COPP CLARK COMPANY, Limited, - TORONTO

THE MOST SUCCESSFUL BOOK IN RECENT YEARS

Rebecca of Sunnybrook Farm

By **KATE DOUGLAS WIGGIN.**

Author of "The Birds' Christmas Carol," "The Story of Fatsy," Etc.

In REBECCA the author has created a character that is irresistible for quaint, humorous originality. Read what is said about it:

REBECCA will prove the look of looks.—Chicago Tribune.

REBECCA is the most laughable and the most lovable of all the children of Mrs. Wiggin's brain.—Life.

REBECCA has blended together the best qualities of both "Emmy Lou" and "Lovey Mary."—New York Commercial Advertiser.

REBECCA is the most human and lovable of girls.—The Outlook.

REBECCA is irresistible and original. Philadelphia Press.

REBECCA is one of the most delightful and lovable creations in literature.—The Watchman.

REBECCA is the best thing Mrs. Wiggin has written. San Francisco Chronicle.

REBECCA richly deserves success. Springfield Republican.

Recently published and over one hundred thousand copies have been sold.

CANADIAN EDITION READY SHORTLY. CLOTH, ONLY \$1.25.

WILLIAM BRIGGS, Publisher,
TORONTO.

FROM THE MAGAZINES.

In this department are catalogued the principal articles appearing in the latest issues of the leading publications.

CENTURY MAGAZINE Cole's Engravings of Old Spanish Masters, The Storm Centres of French Politics, The Latest News from Lhusa—a Narrative of Personal Adventure in Tibet, Thackeray's Friendship with an American Family, An American Palace of Art, *The Unexpected Strike*, The New Element Radium, Radium and Radio-Activity, A Million Immigrants a Year, The Isthmus, Fable and Woodmyth, by Ernest Thompson Seton (February)—Roman Villas, The Thackeray Fund, Current Misconceptions of Natural History, How to Live Long, Henry Van Dyke, In the Alps on a Motor Bicycle, The Dalai-Lama's new Tse-Boum from Paris.

"Chautauquin" (January) Immigration, Mexico and the West, Metropolitan Boston, America in Contemporary Sculpture, Crafts in Elementary Schools, Nature Study.

"National Monthly" (January) Canadians in New York, The City of Montreal, Our Lost Millions.

"Metropolitan Magazine" (January) The Real Parsifal, The Romance of a Private Secretary, The New Book Agent, A Painter of Ideas—George Frederick Watts.

"Everybody's Magazine" (January) What will Congress Do? Out Selfish Citizenship, School Children the World Over, The Forgetful Man—J. W. Gates, Kramer, Bicycle Champion, Richard Strauss, The Blockade and the Get Rich Man, A Woman Philanthropist.

"Collier's Weekly" (January, Household Number) North and South Cotton is King, The Return of Sherlock Holmes IV, Adventures of the Solitary Cyclist, Music and Medicine, Artificial Propagation of Oysters, Bridge Building with Sand, (January, 2) The Mormon Church Grapples with Trade Unions, The Results that Taft leaves behind him in the Philippines.

"Strand" (January) Sovereigns I have met—The German Emperor, Father Christmas.

"Pearson's" (January) To Spy Out the Sea Bed, Modern Methods of Finance, Making Staff Statuary at the World's Fair, The New Chinese Minister and his Home Life at Washington, Silhouette Photography, The Coming of Parsifal.

"Canadian Magazine" (January) The Fight with France for North America, Canada and the Chamberlain Movement, Professor Ashley and the Tariff Problem, Mr. Gladstone and Imperialism—Sir Henry Irving and Dante, Spain as a Canadian Seas II, The Legend of the Maple.

"Success" (January) The Brigantine: General Armstrong, Washington as a Social and Intellectual Centre, J. H. Hammond on Mining Engineering, Should a Girl Work who does not have to? W. N. Cromwell, the Man behind the Panama Canal, Mark Twain's Mother's Story of his Youth, The Man Behind the Headlines, How Success in Journalism has been Attained, The Latest Things in Science, How to Invest Money Safely and Profitably.

"Outlook" (January 2) Herbert Spencer, Theodore Roosevelt, the Citizen; The Putitan and the Cavalier, The Irish Literary Revival (January 9) The Last Appeal for the Chicago Anarchists, Religion and the Public Schools, Social Pride and Race Suicide, Women in German Universities.

"American Monthly Review of Reviews" (January) The New Year—Prosperity or Depression? I. The Outlook for Steel and Iron II. The Prospect for Railway Earnings, III. Good Crops and Good Times in the West, IV. The Promise of 1904 for Trade in General, Herbert Spencer, The English Walnut in Southern California, The Status of the Southwestern Oil Industry, The Texas Cattle Fever—how Science is Winning a Long Fight, J. I. Briston—the Argus of the Post Office Department.

"Harper's Magazine" (January) Is English Becoming Corrupt? The Siege and Capture of Louisburg, Disintegration of the Radio-Active Elements, America's Unconquered Mountain.

"Scribner's" (January) The War of 1812—A Valley in Southern Utah, The Smithsonian Institute at Washington.

"M. Clure's" (January) Can the South Solve the Negro Problem? History of the Standard Oil Company, The Wild Annual Surgeon and his Patients, An Escape from Lally Prison during the Civil War.

"Cosmopolitan" (January) Poverty in the World's Greatest Metropolis, The Oldest Republic in the World, The Attractions and Possibilities of Farming, The Odd and Eventful in the Drama, Heinze, the Copper King; Charles

Joseph Bonaparte, William Ramey Harper, Some Famous Hymns and their Authors, Peru and the Pizarros, the Dramatic and Industrial History of South America.

"Frank Leslie's Monthly" (January)—Imported Americans, What Not to Buy When you Buy an Automobile, The Gambling Spirit in American Life, A Few Real Boys, The *Manufacture of Pills*.

"Munsey's Magazine" (January)—The Absorption of Mexico, Domestic Science in the Schools, Foreigners of Little in New York, Sir Mortimer Durand; British Ambassador to the United States, American Sculptors at the Louisiana Purchase Exposition.

"The World To-Day" (January)—Graft in Business, Who Owns the Railways? Hudson Bay, Can Life be Originated? Against the Machine or in the Machine.

"National Magazine" (January)—Affairs at Washington, In the Canal Country: I. The People, II. The Revolution; Time to Repeal Bad Land Laws, America's Last Chance on the Pacific, A Sunday with Andrew Carnegie, Social Prospects, Herbert Spencer as Scientist, Philosopher, Moralist and Reformer, (February)—Socialism in America, Ski-Runners in Yellowstone Park.

"New England Magazine" (January)—An Experience in the Land of Icebergs, The Drift Towards Despotism, Sun-dials, The Remarkable Barye Bronzes, An Automobile Trip to the Arctic Circle.

"The Booklover's Magazine" (January)—Roosevelt vs. ? Joseph Chamberlain: The Man and the Statesman, The Largest Locomotive Works in the World, Modern French Sculpture.

"Guntton's Magazine" (December)—The Question of Labor in the South, (January) A Business Administration, Cancer Diseases, Asia in Transition, New Phase of the Labor Conflict, United States Consular Service.

"Atlantic Monthly" (January)—The Sunny Side of the Transcendental Period, Municipal Ownership of Street Railways in the United States, The Growth of Modern Advertising, The Ethics of Business, Part of a Man's Life.

"Lippincott's Magazine" (January)—The Theatre of the People.

"World's Work" (January)—A Notable Victory For Academic Freedom, Monopoly of Natural Products, Columbian Barbarites, The Best House to Live in, Herbert Spencer, Suburban vs. City Schools, A Day with Eskimo Seal-hunters, Labor Met by its Own Methods, Panama and Columbia, The Home of Invention, A busy City Under ground, The Main Plan of the Fair at St. Louis, The Politician in Life and Action, (February)—The Emigrant Russian Jew at Home, The Antiquated Postal Laws, Augustus Saint-Gaudens: the Greatest American Sculptor, The Public Schools of Philadelphia, The New Agriculture, President Roosevelt and the Trusts, President Roosevelt and the People, South America and South American Trade, The Newest Uses of Electricity, The Anthracite Strike Settlement.

"Country Life in America" (January) Country Houses of Famous Americans: J. G. Whittier, How to Make a Living from the Land: A Michigan Peach Farm, The Mind of a Horse, Violet Growing as a Business, A Farmer's Telephone Company.

"Cassell's" (January) The Captain of the English Team in Australia, Student and Singer: Mr. Santley at Home, Bluejackets on Board a Liner, Beauty Spots and Patches and their Meaning.

"Cassier's Magazine" (January)—The Commercial Side of Engineering, Arctic Railway Building, Problems for the Engineering School, Superheated Steam for Steam Engines, Hydraulic Power in Foundry and Machine Shops, The High Minimum Wage, Multi-Cylindrical Locomotives.

"Pall Mall Gazette" (January)—The Children of the Potteries, Sensations and Emotions of Aerial Navigation, Literary Geography, "The Bronte" Country, Master Works—Sir Oliver Lodge, A Famous Doctor and his Friends: Dr. George Bird, Mr. Sidney Lee and the Baconians.

"Bookman," English (January) A Recipe for Certain Society Fiction, The Literary Temperament, Wagner and the Grail Legend, The Novelist's Omniscience and Some Recent Novels.

"Critic" (January)—The Late Professor Theodor Mommsen, Herbert Spencer, Some Recent Losses to Literature, An Irish Poet and his Work, Some Recent Biography and Autobiography, Some American Portrait Painters, The Social History of England According to Punch, The Copy-

right Law of the United States and the Authors of the Continent.

"Outing" (January)—Bentling the Wind on a Toboggan, The Story of the Shotgun, The Irishman and his Horse, On Southern Bayous, Fishing and Fishermen in Southern California, Walking Through Corea, Across the Forbidden Tundra: the Mt. McKinley Expedition, Horse Power in Automobiles, Show Dogs of England and America Compared.

"North American Review" (January)—Herbert Spencer: a Character Study, The Jewish Question: How to Solve It, The School of Journalism, Lynching of Negroes: Its Cause and Prevention, Morley's Life of Gladstone, Two Treaties of Arbitration, Parsifal and its Significance, Practical Causes of Caribbean Domination, Poetry and Poets of America, Woman's Assumption of Sex Superiority, The President's Message and the Isthmian Canal.

"Popular Science Monthly" (January)—Herbert Spencer, A Case of Automatic Drawing, The College Course, The Functions of Museums, Immigration and the Public Health, The Successful Woman of America, Southern Agriculture—Its Conditions and Needs, Voice, Song and Speech, What Knowledge is of Most Worth, The Progress of Science.

"Longman's" (January)—Marine Steam Turbines, Some Scouts, but Not Scouting; Humors of Eastern Travel.

"Forum" (January)—American Politics, The Russia Japanese Embroglio, International Chess Tournaments, The Need of a New Basis in Education, Architecture, Applied Science, Finance.

"Gentleman's Magazine" (January)—Water at Work, Athens under the Franks, The Fashionable Dinner, Character in Birds, The Curfew Bell, Italian Street Cries, An Adventurer in the 16th Century, his Home Then and Later.

"Independent" (January 7)—The Commonwealth of Australia, The Catholic Church in the Philippines, Panama and the Panamanians.

"Literary Digest" (January 2)—Panama and the Democrats, Cuban Favors and British Demands, Parsifal, Scientific Estimates of Spencer, How Medicines go to the Right Spot, The Decay of the Universe, Earth Currents: What and Whence are they? A Unique Protective Device for Firemen, Hidden Factors in the Russo-Japanese Crisis, Why the Sultan may Defy the Concert of Europe.

"Fortnightly Review" (December) The United States of Europe, Reform at the War Office, Morley's Life of Gladstone.

"National Review" (December)—The Economics of Empire, The Causes of German Socialism, America and Russia, "The New Liberal Review" (December)—Language and Jewish Life, A Tunnel from Great Britain to Ireland.

"The Nineteenth Century and After" (December)—The Rival Empires, British East Africa, History and War Office Reform, Impressions of Corea, The Administration of the National Gallery, The Carlsbad Cure at Home and Abroad, The Foreign Fruit Trade in Britain, Cash on Delivery, or Shopping by Post; The Woman who Toils in America, Hammurabi's Code, English Style and Some French Novels.

"Blackwood's" (December) A Great Adventurer: the Duke de Piffarda, Oxford Revisited, Voltaire, A Proposal for the Irrigation of Mesopotamia: Old Methods and Modern Science.

"Fortnightly Review" (December) The Lesson of Lord Wolsey's Life, A Board of War, The Sportsman's Library, Tammany Again, Mr. Balfour and Retaliation, The Life of W. E. Gladstone, The United States of Europe, Mommson and our Severance from Germany.

"Macmillan's" (December) A Chapter in Old Portuguese History, The Scott Gallery, School Fees and School Masters, The Poetic Aspect of Life, The Place of the Great Dead, The War Commission and After.

"National Review" (December) Social Democracy in Germany, Authority for a Closer Union with the Colonies, Some Early Impressions in Editing: Sir Leslie Stephen, A Plea for the Protection of Shakespeare, American Affairs, Progress in Education, Ireland, Retrospect and Forecast.

"Monthly Review" (December) The Cavalry and its Principal Arm, Theodor Mommson, Public Opinion and Macedonia, The Report of the Fleet Manoeuvres.

"Empire Review" (December) India and Preferential Tariffs, Imperial Fiscal Union: Trend of Colonial Opinion, Malaria in India and the Colonies, The Humors of Antipodean Politics, The Present Position of Zionism, The Story of Canada's Posts, How to Increase Britain's Agricultural Production, Scotland at the South Pole, France and Newfoundland, Indian and Colonial Securities.

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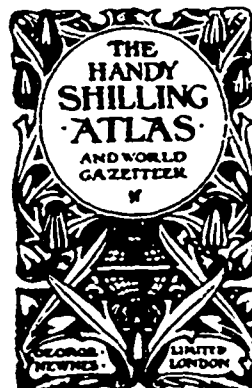
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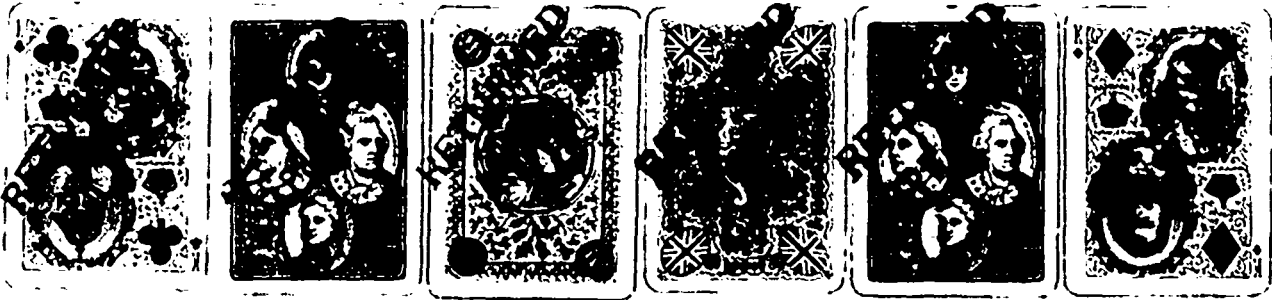
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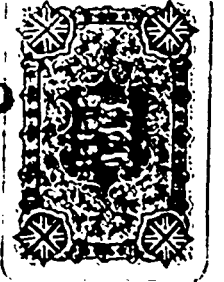
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A SENSATION IN LONDON.

By Our Own Correspondent, London, December 3, 1903

THE chief event of this month has been A. O. Hurst, who sailed for New York to-day, after putting in three or four weeks with his principals Chas. Goodall & Sons, whom everybody knows as leaders in playing cards over here. It is only a year since Mr. Hurst was appointed Canadian representative of this house, but in that year he has made a record for himself. I won't attempt to say how many times the Canadian sales of Goodall's products have been multiplied during the year, but I know that Mr. Hurst received many oafs on the back when he came across this year, and he went around wearing a smile of satisfaction that told its own tale. I was in and out of the Camden works several times, and could not help noticing the acknowledged superiority of the genial Hurst. He is certainly on top this year, and his principals are so encouraged with the way their Canadian trade is growing, that their representative returns to Canada to-day with a line of samples of playing cards, stationery, papeteries, etc., that will draw in larger orders than ever, during 1904.

As an evidence of the good feeling that existed I may mention that the house dinner for the travelling and executive staff, which usually takes place December 28th, was held one month earlier this year in order that A. O. Hurst might be the guest of honor. This dinner is always a very exclusive affair, and even your correspondent was not permitted to have more than a glimpse into the room while the festivities were in progress. It was held in a magnificent room of the "Hotel Diomedee," and the guests numbered 30. The head of the company, Mr. Montague Goodall, was in the chair, and referred to their Canadian traveller in most flattering terms. When the toast "Home and Colonial Travellers" was proposed Mr. Hurst was called upon to respond, and I think he told the company a few things about Canada and the Canadian trade that they did not know before. Not only did Mr. Hurst show himself to be a very entertaining after-dinner speaker, but he proved his ability as a vocalist by contributing several songs to the evening's entertainment, one of which had some topical verses written specially for the occasion.

"They All Love Hurst."

To the Tune "They All Love Jack."

When the ship is trim and ready,
And the jolly days are done
The samples all collected
And Hurst aboard is gone,
The lasses fall aweping
With tears their eyelids burst,
For all their cockney lovers
Are nothing after Hurst,
For all their cockney lovers
Are nothing after Hurst,
For his heart is like the sea
And has room for two or three
So the girls will lonely be,
And the young ones worst,
For if love's the best of all
That can a man befall
Why Hurst's the king of all,
For they all love Hurst,
Where he goes the tarts go with him
On that much sought-after ship,

And the shareholders will chuckle
At a "record breaking" trip,
And as o'er the sea she travels
The stokers down below
Are cool in their surroundings
Compared to Hurst's, I trow,
Are cool in their surroundings,
Compared to Hurst's, I trow.

A very interesting ceremony at the dinner was the passing of the loving-cup filled with champagne. This loving-cup is an exceedingly interesting and valuable piece of crown derby of unknown origin, but dating somewhere in the neighborhood of 1815. It stands about seven or eight inches high, and is decorated exclusively with designs of playing cards, executed by hand. It was in the year 1815 that the first pack of Goodall's cards was produced, and the ace of spades on the antique loving-cup corresponds exactly with the ace of spades specially designed for the first pack manufactured by Goodall. I might mention just here that in these days—the days of King George III., there was an inland revenue tax of 1s. 6d. on each pack of cards that was manufactured, and no manufacturer was allowed to print his own ace of spades. This was printed by the Government, and was recognized as the Government stamp, for which the tax was to be paid. I saw this first pack of cards. It is one of the treasures of the company. The cards are square cornered and thick, with plain backs, and a strange contrast is formed when they are placed side by side with one of today's productions. They were made before the days of printing, and were produced by the stencil process, and, as may be imagined, the registration was not in all cases the acme of accuracy. I saw also another pack, dated 1820, which was the first pack made with lithographed backs. At this time the inland revenue tax had been reduced to 1s. Now by the way, it is 3d. The ace of spades, which is always the maker's trade-mark, had been designed by Cruickshanks, the famous artist who illustrated the early editions of Dickens' books, and the design has never been changed.

Although the loving-cup and the original pack of cards are regarded by Goodall as priceless treasures, yet so great is their appreciation of Mr. Hurst's work that they have loaned him these curiosities to exhibit in Canada. He proposes placing them on view in the principal cities of Canada, through the medium of some of the leading stationers. Mr. Hurst is carrying back with him the good wishes of his principals and the entire executive staff of Goodall's. They recognise his ability to do business for them when backed up with good samples and a full need of the right kind of assistance and co-operation. Mr. Hurst will, during the year, cover Canada from the Maritime Provinces to British Columbia, and he tells me he hopes to have the pleasure of introducing Mr. Montague Goodall, the head of the concern, to his Canadian buyers during the Summer.

Shortly before Mr. Hurst left London he received the appointment as the Canadian representative of H. C. Stevens, makers of Stephens inks. This appointment is one of great importance to all concerned, and no one who knows Mr. Hurst can have any doubt as to the success he will make of it. Both the manufacturers and the newly appointed representative are to be congratulated.

J. M. McK.

A Retrospect of the Book and Stationery Business for 1903.

Opinions of Several Booksellers Expressed—A Successful Year's Trade—Bright Prospects for 1904.

IN the book and stationery business, the year, which has just closed, has been one of unqualified success. Reports from all parts of Canada repeat the same story of increased sales and general satisfaction with returns. The Christmas trade was considerably in excess of previous years, while the business from year-end to year-end maintained itself at a satisfactory level.

In order to supply readers of "Bookseller and Stationer" with the exact condition of the trade, information has been sought from leading retailers all over Canada. A large number of letters were received in reply, from which the following extracts are culled:

C. H. Ruggles & Co., Halifax.

So far as we can understand the book and stationery business in this city for the past year has been exceptionally good. As regards ourselves it has been ahead considerably of any previous year in the history of our business. Re any grievances so far as we are concerned everything is fairly satisfactory except that perhaps we might mention when goods are ordered from Montreal and Toronto they so often take such a ridiculously long time in reaching their destination, no doubt as a result of long delay in shipment.

J. & J. Sutherland, Brantford.

We are pleased to say the book and stationery business for the year just ended has been most satisfactory, being with us by far the best year's business since our house was established, over 50 years ago. It has been an exceptionally good year for books, the people buying eagerly and wanting the better editions.

Robert Duncan & Co., Hamilton.

We have no criticism to make of the book and stationery trade of last year. Trade to us in all departments has been very satisfactory indeed, and we have no grievances unless it be that our competitors are disgustingly active. This condition of affairs we do not think can be improved by kicking.

Charles L. Nelles, Guelph.

The book and stationery trade for December and the past year has been very satisfactory and prosperous, as far as I can judge, in this section of Ontario. In my own business the volume of trade for last month seemed greater than ever, but the sales hardly reached the same month in 1902, although the whole year is larger than I have ever had the pleasure of doing in my 13 years' experience. I think as far as December is concerned that the more valuable goods were very slow in moving, but the medium and lower priced articles were more saleable than ever. My book business was a great surprise to me as I had bought a fine line of standard sets in good bindings, which were very successful a year ago, but this season seemed to be a drug on the market as we carried almost the complete line over, only two sets having been sold by Christmas.

Calendars and cards had as great a sale as ever and the annuals were even better than usual, for which we are

very thankful. I had a nice range of private postal cards with Guelph views made up in November, comprising 12 in the series. The sale of these reached nearly 3,000 for the December month and were considered just the thing to send to friends abroad. The new up-to-date books were also very satisfactory and, as we carry a heavy stock of these for the holiday season, we did an excellent business with them.

Taking our whole business together, trade was very satisfactory and we do not carry over any perishable stock of any description, while the outlook for 1904 is very encouraging. The Book Lovers' Library have had to close their branch here after one year's trial. They were only able to procure about 40 subscribers and consequently must have had quite a loss during their short life. While on this subject, I would like to say that with the present postal rates it is impossible for the bookstores in the smaller towns to keep up-to-date with the new books as published, as they cannot purchase a sufficient number of any one of the new books to come by express and the cost by mail being from eight to ten cents on one book or double that on two, which is about as many as are required of eight out of ten of the immense number published, making an extra cost of 20 per cent. to books that we pay 50 and 55 cents for and are retailed in the departmental stores at 65c. I wonder if it is possible for the publishers to make an arrangement with the retailers to send five of the new books as published and accept returns within 30 days of those unsold. They could then go by express at a cost of five or six cents and make quite a difference in the cost, also enabling the retailer to make a good display in the window and on the table, an item that always helps the sale of a book.

Hattie Tweedie, Moncton, N.B.

Trade has been good with me during the past year; in fact it has been the best year I have ever had. There seems to be more money and people are more willing to spend it. I find an increasing demand for a better class of books and for better stationery. For Christmas trade I put in a good stock of expensive books and fine stationery and found no difficulty in disposing of it. I get all the latest novels as soon as they are to be had and do a good business in that line. Certainly our Canadian houses are deserving of great praise for the fine stationery they turn out as also for the well and attractively bound books. Regarding grievances I have none. My business relations with the trade in Toronto and Montreal are of the most friendly character. Twice a year I take a trip to your city in order to get new ideas and I am always well repaid.

Since starting in business I have taken the "Bookseller and Stationer" and find it a very great help.

Thomas H. Manley, Sarnia.

The book and stationery business around Sarnia varies somewhat from that of inland towns as our people visit Port Huron and Detroit daily. Sarnia has had the good fortune to enjoy somewhat of a boom during the past year, both in the way of becoming quite a Summer resort

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and also all along the line of general business. The three book stores here and also the department stores carrying books and stationery have all, I understand, done a prosperous year's business.

During the past year, however, I took note of the following facts which may be of some interest: Linen note paper, similar to our French organdie, Holland linen and dimity is sold on the American side by the pound at a much lower price than we can buy it for in Canada. The 10, 15 and 25c. papetries on the American side are gotten up in very fancy style and seem to sell well. In other lines of stationery we seem to have about the same values as on the American side.

Sarnia, I believe, is somewhat noted for being a poor book town. We have tried every means of moving the popular books of the day but without success, while across the river at Port Huron the book trade is good. Although they have to compete with Detroit departmental store cut prices, dozens of copies of each new book are sold in Port Huron at not less than \$1.15 each.

For Summer and Fall trade the 25c. paper-covered lines of copyright books such as "Graustark," "When Knighthood was in Flower," and "Arms and the Woman" have been big sellers and some more copyright books at that kind of price would take well around these parts. One of Collier's men told me that he was collecting on over \$3,000 worth of books sold in Sarnia on the subscription plan and yet I have had a first-class 24-vol. set of Scott in my windows quite often marked \$10, and another dealer has a nice set of Dickens in his window marked \$7. The subscription plan seems to beat us.

We tried an experiment in Sarnia last November in cutting school book prices. One dealer gave 20 per cent. to compete with Eaton's price and another beat him by giving 25 per cent. We were all mixed up in it more or less and the children ran here and there, having a regular picnic with us. After the whole business was over a general summary revealed the fact that we were all more or less stuck with various lines and out of pocket. It is to be hoped that next year we will all unite and sell at the marked prices.

I think a general understanding about prices among dealers in the same town, with a few kind words from the wholesale travellers to dealers inclined to cut prices, would be a great help to the book and stationery trade in general and in closing I might add that if the Canadian dealers would strongly support our trade paper "The Bookseller and Stationer," and use its columns for saying what we have to say to one another about trade in general we might do each other a lot of good during 1904.

From a Correspondent in Collingwood.

Trade in all lines has been good. In fact trade for the year just closed has been the best, I believe, in the history of our town. Speaking of our own particular lines we have found a marked improvement. Customers demand a better class of goods than in former years. There has been a good demand for new and daintily got up books, fine leather goods and high-class stationery. The demand for calendars and Christmas cards was fair, but appears to be gradually falling off.

Carter & Co., Limited, Charlottetown, P.E.I.

The book trade for the past year, especially during the holiday season, has been fairly good. The demand for a better class of books is growing.

We feel very much, of course, the effects of the big departmental stores in the upper provinces in the methods of their doing business, especially in the book trade, which is no doubt demoralizing the retail trade to a large extent.

The stationery business during the past year has been very good and we have no reason to complain. This is specially so in staple lines with a good demand for novelties. On the whole we think the season's business in the above lines has been fairly satisfactory.

AS MONTREALERS SEE IT.

MONTREAL wholesale stationers do not think their trade will be in the least affected by the agreement among Toronto stationers to adopt a uniform practice in regard to rebating freight on goods shipped to the Maritime Provinces so as to put themselves on the same basis of selling in that market as the Montreal stationers.

Apparently for some time various methods have prevailed among Toronto stationers to meet the requirements of the situation. At the meeting of the booksellers and stationers' section of the Toronto Board of Trade on December 18, resolutions passed will place all under the same rules, but from the Montreal point of view the Toronto men, as a body, will be no farther ahead of their competitors in Montreal as regards Maritime trade than before. They will either have to cut prices, which is not expected, or allow the freight between Toronto and Montreal; just as at present Montreal wholesalers allow freight between their city and Toronto, when selling to Hamilton or London customers.

The Montreal houses have probably the lead over other western Canadian houses in the Maritime market, at least in the more staple lines of stationery. In novelties and notions Toronto leads throughout Canada. Messrs. W. J. Gage & Co. have a flourishing branch in the Maritime Provinces, as well as in Montreal itself.

Altogether our Montreal friends tell us that they expect little if any change in the position of the two cities in the Maritime market, as a result of the Toronto stationers' action.

Another subject introduced at the Toronto meeting was that of uniform cash discounts. A Montreal representative of this paper is informed that Montreal wholesalers have received communications from their Toronto brethren in regard to this matter, but so far nothing has come of it. The feeling in Montreal is hardly in sympathy with the proposition. As one manufacturer remarked: "It is a matter for each to manage individually. As far as we are concerned we usually allow a cash discount of 3 per cent. on lines that are rather close cut, and 4 per cent. on general stationery. There is a vast difference between the class of goods handled by some stationery houses and others, and it strikes me that a great deal of difficulty would be experienced in creating a uniform rate of discount which would be satisfactory to all, especially as between Montreal and Toronto houses."

The Library Bureau of New York, inventors and makers of the card system, expect to have their factory in operation at Ottawa sometime during this month and will shortly open offices in Montreal and Toronto.

A WORD TO THE WISE

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

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

We Wish to Introduce to firms selling Artists' Materials Talen's Oil and Water Color, OVER 100, MADE on these goods and WE INTRODUCE THEM for you to the artists of your town—Ask for our plan.

Geo. Ridout & Co., 77 York St., Toronto

Sell Graphophones in Your Store.

A Good Advertisement and a Good Money-Maker



We want an agent in every town and city.

We'll help him sell. We are Canadian agents for the Columbia Phonograph Co., of New York. We sell nothing but graphophones. The retailer who links himself to us will be a lucky man. Write us for an idea of what there is in it.

The Disk Talking Machine Co.

277 Yonge Street,

TORONTO, CANADA.

SOUVENIR

PHOTO VIEWS, CARDS, BOOKLETS, THERMOMETERS, &c. BURNT, CARVED AND APPLIQUE LEATHER, METAL, GLASS, PAPER, OPAL AND WOOD NOVELTIES, INDIAN GOODS, RAFFIA WORK, &c., &c.

We are now showing the largest and most complete line of souvenir goods ever carried in Canada. Upwards of 800 lines, every article artistically and cleverly made.

All our goods are exclusive and appeal not alone to the dealer, but to his customers.

It will pay every dealer to await our travellers, who will call at every town in Canada, from Halifax to Vancouver.

We are also showing a line of FRAMED and MATTED PICTURES, decidedly new.

WRITE FOR FURTHER PARTICULARS.

YOUNG BROS.,

Manufacturers and Importers of Fancy Goods, 33 Church St., - TORONTO.

ELTONBURY



Velvet Crêpe Paper

ENGLISH MANUFACTURE.

"BRITISH ISLES" TRADE MARK.



Made in 30 Shades.

This Velvet Crêpe Paper on account of its SOFTNESS and PLIABILITY is especially adapted for making small fancy articles, such as candle shades, etc. Its BRIGHTNESS of COLOR is as fully maintained as in the celebrated "Dancing Girl" brand, both being made by

Jas. R. Crompton & Bros.

Limited

BURY, - ENGLAND.

Shade cards and prices can be had from the leading Wholesale Stationers and Fancy Goods Dealers.

STATIONERY

THE TRINER SCALE.

DURING the early months of the year the majority of business houses are buying stationery and the opportunity presents itself for the introduction of postal scales without which no office is properly furnished.

An accurate postal scale not only saves much annoyance but quite a financial saving is made in postage expense, hence, it is almost imperative for the mail clerk to have one on his desk. Mr. Triner, who has invented nearly all of the automatic postal scales, has been in the business for 12 years. This cut is his latest production and was developed because of the demand for a scale of extreme accuracy. It is made in four sizes and is so constructed that the dial is easily read, no matter how much the package projects beyond the edge of the platform.

Another feature is that the principle of construction is simple and varies only in minor details. The dealer can readily appreciate the advantage of this because it does not entail handling 10 or 12 different shapes and styles. Being made of cold rolled steel throughout there are no castings to break or cog-wheels to get out of order.

The Triner Scale and Mfg. Co. 128 S. Clinton street, Chicago, will be pleased to mail a descriptive booklet to any reader of "Bookeller and Stationer" upon request.

EASTER CARDS.

EASTER day this year falls on April 3rd and already the number of orders placed with the wholesale trade for Easter cards points to the demand being brisk. The "For The Empire Series" are this year unique, dainty and entirely new and are sure to be popular. These lines are, as is generally known, handled in Canada by the Copp, Clark Co., Limited who are also showing a number of novelties in the way of chickens in different forms and a nice line of Easter Drops that are of good value.

CRAYONS IN CANADA.

WE have received from the American Crayon Co., of Sandusky, Ohio, and Waltham, Mass., a catalogue of their wax and oil crayons. This firm manufactures crayons for every use, from the one cent packet to the high grade article needed by artists, etc. They are also makers of the well known "Waltham" and "Empire" brands of school chalks. The American Crayon Co. are looking after Canadian business and are represented by Mr. A. J. McCrae, of Toronto.

NEW SERIES OF PLAYING CARDS.

THE Union Card and Paper Co., Montreal, have an interesting advertisement for their new series of Sports' Playing Cards on another page of this issue. Mention was made last month of this series and of the handsome style in which they were turned out. The Union Co. playing cards are "made in Canada," every item of their manufacture from the cardboard to the finished article being strictly Canadian. The cards would

do credit to any manufacturer. The firm will be pleased to submit samples and prices to the trade. In addition to the playing cards they are also manufacturers of photo mounts, mounting boards in many varieties, embossed and with fancy designs, also plate sunk. Another line in which they do considerable business is in glazed white and colored papers, for manufacturers of paper boxes, etc.

THE KIND TO USE.

THE use of crepe tissue paper as a decoration, and for making lamp shades and other small articles has been steadily growing, and now the merchant who can supply that class of paper most suited to these purposes has the wherewith to work up a profitable trade. The Velvet Crepe Paper manufactured by James R. Crompton & Bros., Limited, Bury, England, is widely used in this way, and year by year its suitability is being recognized by a growing list of customers. It is made in a great variety of bright colors and its softness is remarked upon by all. It can be obtained from the leading wholesale stationery and fancy goods houses of Canada.

FOR MAILING PHOTOGRAPHS.

AN ingenious device for facilitating the mailing of photographs has been put on the market by H. C. Lovette, 230 Washington street, Chicago. The contrivance is very simple, consisting of two pieces of paste-board over which paper has been laid. The photograph to be mailed is placed between the cards and the paper pasted down. A photograph can thus be done up as quickly as a letter can be sealed in an envelope. Prices range from \$1 per 100 to \$3.50 per 100, according to size.

COMMERCIAL STATIONERY.

BUSINESS in commercial stationery is likely to be heavier this Spring than ever before; it can hardly fail to be so, considering the number of new business concerns started in Canada during the past 12 months is over the 15,000 mark.

Messrs. Brown Bros., Limited, of Toronto, have made preparations to cope with a great volume of trade in office supplies, etc., and have a thoroughly complete range to show their customers. Their lines in general stationery are in every way complete and up-to-date.

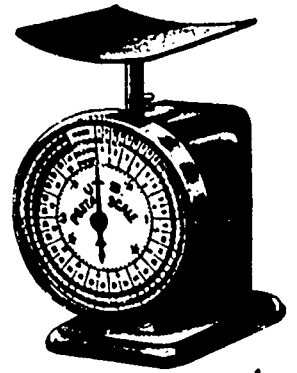
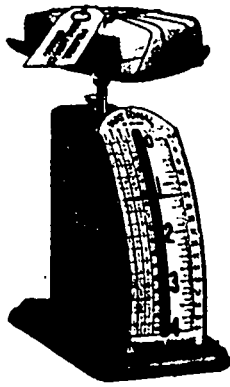
They are offering a new line of steel rulers—Hunt's inflexible. It is made of two pieces of steel with blotting between, thus preventing the possibility of ink running from the ruler. This ruler is made in 15 and 18-inch lengths.

NEW PAPERERIES.

THE COPP, CLARK CO., LIMITED, Toronto, are showing line of papereries which will be among the best sellers this season. Toile-De-Lin, is a linen finish paper, put up in a very artistic box which cannot fail to impress. The paper is made in three colors, blue, white and azure. Another line is called "Indian." The paper, white and grey, is put up in boxes with the head of an Indian embossed in bronze on the cover, a striking design. Among the lower priced goods they have many pleasing lines. Lithographed and embossed floral designs are prominent. "Forget-me-not," "Cottage Nosegay" and "Wayside Flowers" are some of the lines which will

PELOUZE

Reliable Postal Scales.



They tell at a glance exact cost of postage
in cents on all mail matter.

Made in 12 Styles.

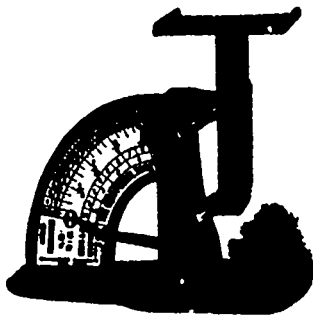
For Banks, Offices, Stores and
Individual Use.

SEND FOR CATALOGUE "P."

Splendid Sellers.

Buy of your Jobber.

PELOUZE SCALE & MFG. CO., CHICAGO.

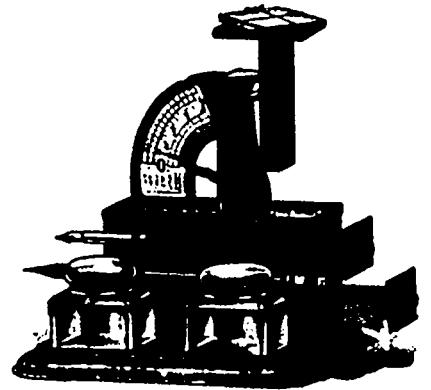


THE TRINER POSTAL SCALE

RECORDS INSTANTLY THE EXACT COST, IN
CENTS, ON ALL CLASSES OF MAIL MATTER.

Article can be placed anywhere on the platform,
yet always show accurate weight. Our successful
development of this scientific principle has
produced the only perfect postal scale.

They save stamps—Your jobber has them.



MADE IN FOUR SIZES.

The "SUPERIOR,"	capacity 4 lbs.	by 1/2 oz.
The "IDEAL,"	" 2 "	" 1/2 "
The "GEM,"	" 1 "	" 1/2 "
The "RELIANCE,"	" 8 oz.	" 1/2 "

Triner Scale & Manfg. Co.,
128-130 S. Clinton St., CHICAGO, ILL., U.S.A.

FAST MAIL.
Capacity 1 pound by 1 ounce.

VALENTINES

"KANADIAN KOMICS."

Most sentimental and novel, designed and manufactured by ourselves. Newest designs in LACE, NOVELTIES, VALENTINE DROPS, SCENICS, CARD ASSORTMENTS, CARD MOUNTS.

ST. VALENTINE'S DAY, 1904, IS FEBRUARY 15th.

Send for our illustrated Catalogues describing all lines. Order now.

EASTER CARDS

EASTER BOOKLETS, EASTER NOVELTIES. Complete lines of samples are being shown by our travellers.

EASTER DAY IS APRIL 3rd.

THE COPP, CLARK COMPANY, Limited

67, 69, 71 Colborne St., TORONTO. 64 66 Front St. West,

Of all the financial institutions of Canada receiving money on deposit, only three have a paid-up Capital as great as that of the Canada Permanent Mortgage Corporation, Toronto Street, Toronto.

A deposit account with this exceptionally strong institution may be opened with one dollar. Interest allowed at three and one-half per cent. per annum, compounded half-yearly.

If not a resident of Toronto, you can conveniently deposit by mail. Send your address for our booklet "SAVING MONEY BY MAIL."

Your Bank Account

Will receive every care if kept at

The Bank of Toronto.

Head Office: - TORONTO.

Paid-up Capital
\$2,950,000.00
Reserve Fund
\$3,150,000.00
Total Assets (over)
\$24,000,000.00
Incorporated 1855.

BUSINESS ACCOUNTS
Invited.
SAVINGS ACCOUNTS
receive interest
every six months.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.
W. C. MACDONALD, ACTUARY. **J. K. MACDONALD, MANAGING DIRECTOR.**
HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMENCE

Paid-up Capital, - - - - - **\$8,700,000**
Reserve, - - - - - **\$3,000,000**

HON. GEO. A. COX, President. **S. E. WALKER, General Manager.**

HEAD OFFICE: TORONTO, CANADA.

LONDON, ENGL. OFFICE.
66 Lombard St., E.C.

NEW YORK AGENCY.
16 Exchange Place.

The attention of exporters and importers is requested to the undemoted list of correspondents of this bank, embracing all parts of the world. In conjunction with its widespread system of branches, numbering 105, and covering all important ports in Canada and on the Pacific coast of the United States, it is thus enabled to offer them unequalled facilities for the transaction of domestic or foreign banking business.

List of Bankers and Chief Correspondents:

- GREAT BRITAIN—**
The Bank of England; The Bank of Scotland; Lloyds Bank Limited; The Union of London and Smiths Bank, Limited; Parr's Bank, Limited.
- UNITED STATES—**
New York, The American Exchange National Bank, The Fourth National Bank; **Boston,** The Bank of Nova Scotia, The National Shawmut Bank, The National Suffolk Bank; **Buffalo,** The Marine National Bank; **Chicago,** The Northern Trust Company; **Detroit,** The People's Savings Bank, The Commercial National Bank; **Minneapolis,** The North-Western National Bank; **New Orleans,** The Commercial National Bank.
- FRANCE—**
Credit Lyonnais, Paris; Messrs. Lazard Freres & Cie, Paris.
- GERMANY—**
Deutsche Bank.
- HOLLAND—**
Disconto Maatschappij, Rotterdam
- BELOIUM—**
Messrs. J. Mathien & Fils, Brussels, Banque d'Anvers, Antwerp
- SWITZERLAND—**
La Banque Federale, Zurich.
- INDIA, CHINA, JAPAN and the PHILIPPINE ISLANDS—**
Chartered Bank of India, Australia and China; Hongkong and Shanghai Banking Corporation.
- SOUTH AFRICA—**
Standard Bank of South Africa, Limited; Bank of Africa, Limited.
- AUSTRALIA and NEW ZEALAND—**
Union Bank of Australia, Limited; Bank of Australasia; National Bank of Australasia, Limited.
- HAWAIIAN ISLANDS—**
First National Bank of Hawaii, Honolulu; Bishop & Co, Honolulu.
- SOUTH AMERICA—**
British Bank of South America, Limited; London & Brazilian Bank, Limited; Bank of Tarapaca and Argentina, Limited.
- MEXICO—**
Banco de Londres y Mexico.
- WEST INDIES—**
Bank of Nova Scotia, Kingston, Jamaica; Colonial Bank and Branches; National Bank of Cuba, Havana, Cuba; Bank of Bermuda, Hamilton, Bermuda.

Foreign Exchange Bought and Sold. Commercial Letters of Credit Issued.

In the Execution of Trusts

THE TORONTO GENERAL TRUSTS CORPORATION

takes every precaution to prevent loss. No investment is made without the approval of the Executive Committee. All investments are registered in the Corporation's books in the names of the Estates to which they belong, and are kept separate and apart from the assets of the Corporation.

The entire resources of the Corporation are responsible for the faithful performance of Trusts administered by it.

CAPITAL, - - - - - \$1,000,000
RESERVE FUND, - - - - - 290,000

The Metropolitan Bank

CAPITAL PAID UP, - - - - - \$1,000,000.
RESERVE FUND, - - - - - 1,000,000.

DIRECTORS:

REV. R. H. WARDEN, D.D., President. **S. J. MOORE, Vice-President.**
C. D. MASSEY, T. BRADSHAW, F.L.A., D. E. THOMSON, K.C.

HEAD OFFICE, - - - - - TORONTO.

W. D. ROSS, - - - - - GENERAL MANAGER.

SAVINGS BANK DEPARTMENT

at all Branches.

Interest allowed on all deposits of \$1.00 and upwards at highest current rates.

FINANCE AND INSURANCE

AN examination of the list of stockholders in Canadian banks reveals the surprising fact that directors of the various banks are comparatively small holders of the stock in the institutions represented by them. In nearly every case they hold personally an insignificant proportion of the capital stock and many of them own barely enough to qualify for a bank director. Does it not appear a little strange that those to whom the piloting of a financial ship is entrusted should have so little practical interest in it?

THE banks of Canada raised their entire authorized capitalization to \$97,046,666 during the ten months of 1903, ending with October, an increase of \$13,714,100 over last year's capitalization; their paid up capital to \$49,989,361, an increase of \$5,471,680; their note circulation to \$70,480,611, an increase of \$9,906,467; their demand deposits to \$118,070,088, an increase of \$2,179,639; their notice deposits to \$275,939,608, an increase of \$21,721,739; their aggregate loans to \$452,137,008, an increase of \$34,168,075; and their assets to \$660,520,201, an increase of \$25,131,992; call loans in Canada have been pulled down by nearly \$11,000,000, and current loans for commercial purposes increased to the extent of \$59,953,073.

A "COMMUNITY of interest" agreement has been arranged between the Dresdner Bank and the Schaaffhausen Bankverein, two of the largest banks of the German Empire, making the new combination, as far as mere capital is concerned the strongest banking institution in Germany. The capital of the Dresdner Bank is £6,500,000, with £1,700,000 reserves; that of the Schaaffhausen Bankverein £5,000,000 with £1,000,000 reserves. Thus the combination will have a total active capital of £14,200,000. In future both banks will conduct their business in common while maintaining each its separate existence, and will divide their earnings upon the basis of the capital and reserves of each institution. At the same time, two directors and three members of the Board of Overseers of each bank are to be elected by the other bank, thus securing a personal as well as a financial union. The form of union here outlined is not uncommon in Germany. Many industrial establishments have become allied on the same basis, and two of the chief banks of the kingdom of Wurtemberg have maintained a similar arrangement for above 20 years.

IT is rumored that English life assurance companies are becoming alarmed at the shrinkage in their Canadian business. The offices of home companies are rapidly increasing their business, while the branches of English companies situated in Canada show a record of steadily diminishing receipts. One reason given for this is the protective measures adopted by the colonies in respect to insurance. Another reason undoubtedly is the

comparatively low rate of interest on securities prevailing in England. Insurance companies can realize more on their investments than the English companies and have the additional advantage of being on the inside in the event of competition.

THE new president of the American Bankers' Association is Mr. F. G. Bigelow, president of the First National Bank of Milwaukee. Mr. Bigelow is recognized all over the States as one of the ablest bankers in the country. He is in addition a man who has kept in close touch with and taken a prominent part in the initiation and development of the more important industrial and commercial enterprises in the United States.

A LEADING exchange says there is no business or profession which offers so much freedom and independence, and such excellent opportunities to young Canadians of enterprise and energy as that of life insurance. In these days of the strenuous life, no matter what profession or business a person is engaged in, success cannot be achieved by sitting down and "waiting for something to turn up." But the young man who applies the same amount of energy, determination and systematic work to the conducting of a life insurance agency as might be applied by him to any other profession or business, will, as a rule, secure a greater immediate return, establish a more permanent income and have better prospects of ultimately attaining to a prominent position equivalent to that held by most men in the commercial, financial or professional life of the country.

AS far as the leading banks are concerned business throughout the Northwest this year has been greatly hampered by the enactments of the Grain Act. Although the banks have made special provision in order to meet all demands, they find that their money will now be tied up until the opening of navigation simply because in many instances farmers have been unable to get a sufficient number of cars.

THE Havana Post refers to the recent completion of the Cuba Railroad between Santiago de Cuba and Havana, and of the new electric railroad running from Havana to Marianoo, as memorable events for Cuba and Canada. Both are Canadian enterprises; the Cuba Railroad owes its existence to Canadian capital and the Canadian railway magnate Sir Wm. Van Horne, and will undoubtedly prove a great factor in the development of Cuba. The new electric railroad was built mostly with Canadian capital, its president being E. Hanson, one of the most progressive of Canadians.

THE LOW PRICE OF EXCHANGE.

AS the price of exchange has been declining to the lowest level in over a decade, a great amount of outside interest has been stimulated in the situation. Everywhere people are asking how it is possible for prime sight drafts on London to be offered at \$4.83.

Among the factors which have worked together to curtail the demand for exchange are the comparatively high level of money rates, the cessation of purchases of foreign-held stocks, easing discounts in London, and a falling off in imports.

At the same time there has been a considerable increase in the supply of bills. The turn in the stock market has induced considerable foreign buying, creating credits abroad on which some American stock exchanges have been drawing freely. Such a class of bills do not pass in the market at the same rate as bills of the regular exchange bankers. The low record of exchange is largely due to the offering of these stock bills. But neither stock bills, nor any class of solid exchange on London could be selling at such a low figure, but for the fact that there is a far greater amount of exchange offering than there is any demand for.

According to present indications there is no reason to believe there will be any great diminution in the near future in the volume of exchange against exports. The latter, in the opinion of men familiar with exchange conditions, is the principal reason of the great decline in exchange. It all goes back to the elementary principle that heavy exports of merchandise and produce results in credit balances abroad and force down the price of exchange. This continent is sending abroad as much or even more merchandise than before. "but," says a New York paper, "we are neither buying London's stocks, nor have we heavy maturities to settle on the other side of the water. The supply is there, but the demand—a counteracting condition necessary to keep up the price of exchange—is lacking. The result is that the market declines."

FINANCE AND INSURANCE NOTES.

The business of the Empire Loan and Savings Co. has been transferred to the Sun and Hastings Savings and Loan Co., of Ontario.

The site occupied by the Molsons Bank at the corner of King and Bay streets, Toronto, has been sold to the Canada Life Assurance Co.

The Bank of Montreal has recently established branches at Edmonton, Alberta; Greta, Man.; and Sherman avenue, Hamilton.

The Bank of Montreal is erecting premises for the branch at Birchy Cove, Newfoundland. It has also acquired a property at the corner of Greene and Western avenue, Westmount, where premises are being erected for the occupation of a branch to be established there.

Blair & Co, bankers, St. John, N.B., have suspended. The house has been in business about fifteen years and consists of A. C. and A. Blair.

Halifax banking institutions are reported to have made great strides during the year 1903, bank clearings showing an increase of \$5,334,729 over 1902.

W. R. Travers, manager of Merchants' Bank, Hamilton, has resigned, owing to ill-health. His successor is A. B. Patterson, manager of the St. Thomas branch.

The London Financial News is authority for the statement that there is talk of the establishment of a special department on the London Stock Exchange to be devoted exclusively to Canadian securities.

The past season has been the most disastrous for inland lake marine underwriters since 1898. Their aggregate losses, including cargoes, were about \$2,100,000, which also represents the total amount of premiums paid.

The old banking house of E. D. O'Flynn & Sons, Madoc, have sold out to the Dominion Bank. F. W. O'Flynn remains as manager of the Dominion Bank, Madoc, and H. H. O'Flynn, has accepted a position with the bank in Toronto.

In compliance with a request from the civic authorities from London, Ont., the Fire Underwriters Association have agreed to reduce fire insurance rates in that city as soon as certain improvements in the fire protection system are made.

The banks who are members of the Toronto Clearing House have begun to do business in the new office at the northeast corner of Wellington and Yonge streets, Toronto. At present there are nineteen chartered banks doing business through the clearing house in that city.

UP-TO-DATE

Financial and Commercial Corporations ask applicants for positions to furnish a Guarantee Bond instead of letters of recommendation. For particulars apply

**DOMINION OF CANADA
GUARANTEE & ACCIDENT INSURANCE CO.**
Cor. King and Yonge Sts., TORONTO.
J. E. ROBERTS. - General Manager.

WESTERN Incorporated 1851
ASSURANCE COMPANY.

FIRE AND MARINE

Head Office	Capital	-	\$2,000,000.00
Toronto,	Assets, over	-	3,333,000.00
Ont.	Annual Income	-	3,536,000.00

HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y
FIRE AND MARINE.
Incorporated 1833

CASH CAPITAL, \$1,000,000.00.
TOTAL ASSETS, \$1,864,730.13.
LOSSES PAID SINCE ORGANIZATION, \$22,527,817.57.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.
GEO. A. COX, President. J. J. KENNY, Vice-President.
P. H. SIMS, Secretary.

<p>This list is for the purpose of placing retailers, manufacturers' jobbers, and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,</p>		<h3>Leading Canadian Accountants and Auditors</h3>		<p>adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.</p>	
<p>DAVID HOSKINS, F.C.A. Chartered Accountant, Auditor, Financial Valuator. 307 Manning Chambers, City Hall Sq., Toronto, Canada. Cable Address: "Wigwam." T. G. WILLIAMSON, Chartered Accountant and Auditor, 18 Toronto St., Toronto, Canada.</p>	<p>F. H. KIDD, Chartered Accountant, Auditor, Assigee, Etc. Room 50, 77 York St., Toronto.</p>	<p>HENRY BARBER & CO., Accountants and Assigees. Offices: 18 Wellington St. E., Toronto, Ont.</p>	<p>GEO. O. MERRISON, Chartered Accountant, Trustee, Assigee, Liquidator, Auditor, Etc. 27 Wellington St. E., Toronto. Phone Main 4744.</p>	<p>JENKINS & HARDY, Assigees, Chartered Accountants, Estate and Fire Insurance Agents. 18 1/2 Toronto Street, Toronto. 485 Temple Building, Montreal. 100 William Street, New York.</p>	<p>WILLIAM FAHEY, Accountant and Auditor 462 McKinnon Building, Toronto.</p>
		<p>This space \$15 a year.</p>		<p>This space \$15 a year.</p>	

<p>This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,</p>		<h3>LEGAL CARDS.</h3>		<p>organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature. For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.</p>	
<p>BEATTY, BLACKSTOCK, FASKEN & RIDDELL, BEATTY, BLACKSTOCK, CHADWICK & GALT, Barristers, Solicitors, Notaries, Etc. Offices, Bank of Toronto. Tel., Main 3812. Toronto, Ont.</p>	<p>JAS. H. BURRITT, K.C. Solicitor, Notary, Etc. Pembroke, - - - Ont.</p>	<p>I. L. O. VIDAL, Barrister, Solicitor, etc. Collections and Commercial Law. Montigny and Quebec City, Que.</p>	<p>J. C. HAMILTON, LL.B., Barrister, Solicitor and Notary. McKinnon Building, Toronto. Phone, Main 65.</p>	<p>D. O. CAMELON, Barrister. Equity Chambers, Toronto. Branch Office, Oakville, Ont.</p>	<p>TUPPER, PHIPPEN & TUPPER, Barristers, Solicitors, Etc. Winnipeg, - - - Canada.</p>
				<p>ATWATER, DUCLOS & CHAUVIN, Advocates, Montreal. Albert W. Atwater, Q. C., Consulting Counsel for City of Montreal. Chas. A. Duclos, Henry N. Chauvin.</p>	

<h2>Educational Department.</h2>		<p>The following institutions for the education of business men's sons and daughters are recommended by this paper:</p>	
<h3>EXPERT BOOKKEEPERS.</h3> <p>Every bookkeeper should be a Chartered Accountant. The degree of C. A. is recognized by the business community of America. Examinations are not beyond the reach of of any industrious bookkeeper who is anxious to qualify for the highest positions in his profession.</p> <p style="text-align: center;">ASK FOR PARTICULARS.</p> <p style="text-align: center;">Canadian Correspondence College, Limited, 42-46 King St. W., - TORONTO, ONT.</p>		<h3>Western Business College</h3> <p>Cor. College and Spadina avenue, TORONTO. Thorough courses in Bookkeeping, Stenography, Typewriting and Penmanship; individual instruction. A. J. HOARE, Principal.</p>	
<p><i>Typewriting.</i> Bookkeeping and Shorthand are sure stepping-stones to success. Teachers who have had practical business experience teach these branches in</p> <p style="text-align: center;">THE WILLIS BUSINESS COLLEGE. A school of genuine merit. Send for our beautiful catalogue. S. T. Willis, Principal, Cor. Bank and Albert Sts., OTTAWA.</p>		<h3>St. Margaret's College, Toronto</h3> <p>A Boarding and Day School for Girls. Thorough courses in every department. Only teachers of the highest academical and professional standing employed. GEORGE DICKSON, M.A., Director. MRS. GEORGE DICKSON, Lady Principal.</p>	
		<h3>The Belleville Business College,</h3> <p style="text-align: right;">Limited.</p> <p style="text-align: center;">BELLEVILLE, ONTARIO.</p> <p>Send for handsome catalogue describing fully all courses J. Frith Jeffers, M.A., Principal</p>	

We Want Booksellers and Stationers

to receive subscriptions for, and sell, current issues of the MacLean Trade Newspapers:

**Dry Goods Review Canadian Grocer Hardware and Metal
Military Gazette and Canadian Gentleman's Magazine.**

Liberal commissions will be allowed, terms of which will be made known on request. Write

MacLean Publishing Co., MONTREAL AND TORONTO



FORD & FEATHERSTONE

Importers and dealers in

FIREPROOF SAFES, STEEL BANK SAFES, VAULTS, TIME LOCKS, DEPOSIT BOXES.

Combinations to be put on and combinations changed. Safes repaired etc.

10 John St. N., Hamilton, Ont.

ESTABLISHED 1855

TAYLOR'S SAFES

147 FRONT STREET EAST TORONTO.

The Hallwood

No apologies go with the HALLWOOD. It has wrestled with giants and was never overthrown. It does every good thing any other make of registers will do, and a few good things no other cash register will do. And it has cut out weaknesses and nonsense.

The strength of the HALLWOOD claims are based on its perfection, simplicity and price. It wins on every point.

Our representative is eager to show you a HALLWOOD. Don't buy too soon.

THE
Hallwood Cash Register Co. of Canada
78-80 King St. E. - TORONTO.

Special Advertising Rates have been arranged for space in "The Office," and will be gladly quoted on request.

Send for a list of

BUSINESS BOOMING SPECIALS

goods that will bring trade during the slow season following the holidays.

"THE BARGAIN COUNTER SUPPLY HOUSE."


G. A. Weese & Son, 41 Yonge St. TORONTO.

NEW TELEPHONE LINE

A new copper metallic line has just been completed from Simcoe to Port Rowan. The towns listed below can now be reached from Toronto at the following rates:

PORT ROWAN	-	50c.
ST. WILLIAMS	-	50c.
VICTORIA	-	40c.

The Bell Telephone Co. of Canada



TENGWALL TIME SAVERS

TENGWALL AND OPALLA LOOSE LEAF LEDGERS

---AND---


LOOSE LEAF BINDERS FOR ALL KINDS OF LOOSE LEAF SYSTEMS.

SEND FOR COMPLETE NEW CATALOGUE.

HART & RIDDELL

Manufacturing Stationers ...

40 Wellington St. East TORONTO.



You Can Save

\$75.00 to \$200.00 per month

by having your bills always ready. Thousands of enterprising merchants have adopted our short systems. Anyone can be a book-keeper.

Write for Catalogue.

THE BRIGGS LEDGER SYSTEM CO., Limited
75 York St., - Toronto, Can.

THE OFFICE

**DEVOTED TO THE
OFFICE STAFFS OF
BUSINESS
ESTABLISHMENTS**

DEBTORS WHO ARE SLOW BUT GOOD.

By J. J. Rutka

EACH individual case usually requires different and separate treatments. We have on our books a few just such accounts, good but slow pay. In most cases we find that writing personal letters from time to time to the head of the firm of such an institution, and setting a definite amount which we want him to send at a stipulated time has the best results. As far as possible a personal interview is desirable. We find people of that kind frequently pay promptly in certain directions, while they let other accounts run along. This is often done, as we have discovered, in this way: A firm will pay the man who presents the best case, before they will pay the man that uses ordinary methods. We have a case of that kind on hand just now. A firm owed us an account. They are good for ten times the amount they owed. They did not pay us, because they claim we did not need the money as badly as some one else whom they owed. A personal interview, however, has resulted in making an arrangement with these people, whereby they have paid us a part immediately, and a stipulated amount every two weeks thereafter, so the amount is paid up, and it was done with the best of feelings on both sides, and they continue to send us their orders daily. We find that by adding interest to overdue accounts frequently helps the case.

We have found that coaxing letters, in most cases, are the best, and next to a personal interview, the most effective. In most cases we have pleaded that we were very hard up, and needed the money, and that has had its effect. We rarely ever find that a demand accompanied by a threat has ever done any good. It may help to collect an account, but it loses you a customer sure. Still there is now and then a case where even a lawsuit has to be resorted to. We have also found that where a customer was good but slow pay, that by holding up his orders, and writing him that, until he paid the old bills, his new orders would not be filled, has in some cases a good effect. You see, therefore, that there is no rigid or regular set form which can be followed in a case of that kind.

We have a customer whom we consider good that will never pay a bill until the same is handed to a collector, or a justice of the peace, nor will he buy any goods after the account has been running sixty days until such an action is taken. This man will come to town regularly on receiving a notice from the collector, and pay his bill, and on the same day present the receipt at our office and buy more goods. We have repeatedly told him that we would not sell him goods at as close a price as if he paid in regular time, but it seemed to make little or no difference to him.

In this connection I wish to say that we have some customers who take extraordinarily long time, but are perfectly good, to whom we have written that if they continued to take such extra long time we would have to charge them more for their goods; and in making the invoice we add 5 per cent. to the net amount of the invoice, and write them with the invoice, saying, if paid

in sixty days they can deduct the extra charge; if paid in ten days they can deduct the cash discount in addition to such deduction, but if the account runs more than sixty days the total charge will stand. We have found this method very beneficial in some cases. This method, however, has to be used with caution, as it will not work with everybody.

I find, however, that the coaxing method is perhaps the very best one in ninety-nine cases out of one hundred.

USEFUL AUDITING DEVICE.

IN many large business houses it is now the custom, according to The Bookkeeper, to send out at regular intervals a notice similar to that appended, the object being to compare the ledger balances with those appearing on the books of the customers. It will be noted that a special stamped envelope is enclosed for the reply, which is usually directed to the business address of the accountant who has the audit in charge.

Your debit balances on the books of this Company.....190.15 \$..... Kindly compare this with your books, and state below whether it agrees or not. If any difference should exist please state amount of difference and, if possible, the items making same.

This is sent not as a dun, but for the purpose of enabling us to verify our accounts and check up our books correctly. Please reply on form below, and return this sheet in stamped envelope enclosed.

Your credit since above date are as follows:

Gentlemen:
Balance as shown above \$.....15
.....not correct.

.....190.15
Signed.....

A SIMPLE SUM IN ARITHMETIC.

SUPPOSE, says World's Work, a big company is organized and issues bonds and stocks on the following basis:

Things capitalized	The percentage of stocks and bonds represented by them
Real value	25
Pure water.....	50
Promoters' shares	10
Increase over real value because of "flush" times.....	15

Now, what happens when the fabric of speculation is shaken? The 15 per cent. of "flush-times" valuation fades away; the 10 per cent. of promoters' profit shares are remembered and the public resents such a distribution of them; people begin to ask how much pure water went to the making of the whole organization—they recall everything, in fact, except the real value. The stock, therefore, that is really worth 25 per cent. of its par value, if honest management be assumed, falls far below 25 cents in the market.

This very elementary and simple "sum" in arithmetic, explains many "mysterious" things that have been happening in the stock market. Nothing is so hard to manage as a suspicious public; but whose fault is it that the public became suspicious?

Speculation runs away with industry for a time, but industry gets its revenge at last.

SPRING GOODS.

Price Lists Now Ready.



Marbles, Allies,



Tops, Skipping Ropes,

Rubber Balls,

Children's Wagons.



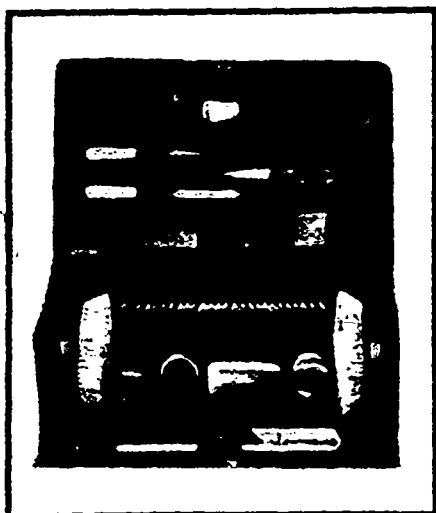
Nerlich & Co.,

146-148 Front Street West,
(OPPOSITE UNION STATION)
TORONTO.

MONTREAL SAMPLE ROOM, 301 ST. JAMES STREET.

*all in cut hand of
Page 96
a.w.d.*

Import Fancy Goods



New lines of samples are now arriving daily and will be on the road shortly with our travellers.

Write for copy of our new booklet, "Import Fancy Goods." It will give a review of all the best and newest lines in the market.

NERLICH & CO.,

146-148 Front St. West
(Opposite Union Station)

Toronto.

FANCY GOODS

ST. VALENTINE'S DAY.

THERE is very little information available as to the origin of St. Valentine's Day and the custom of sending valentines. Apparently there is no reason why St. Valentine should be considered the patron saint of lovers. He was a bishop of Rome who lived in the second century. For befriending Christians he was sent to prison. There he restored the sight of the daughter of his jailor. We do not know if love existed between St. Valentine and the lady whose sight he had restored, but St. Valentine was beheaded as a result.

This may be the origin of the custom which still prevails, but is gradually dying, in Europe, of considering the first marriageable man seen by one of the girls, on the morning of St. Valentine's Day as "my valentine" or "my lover."

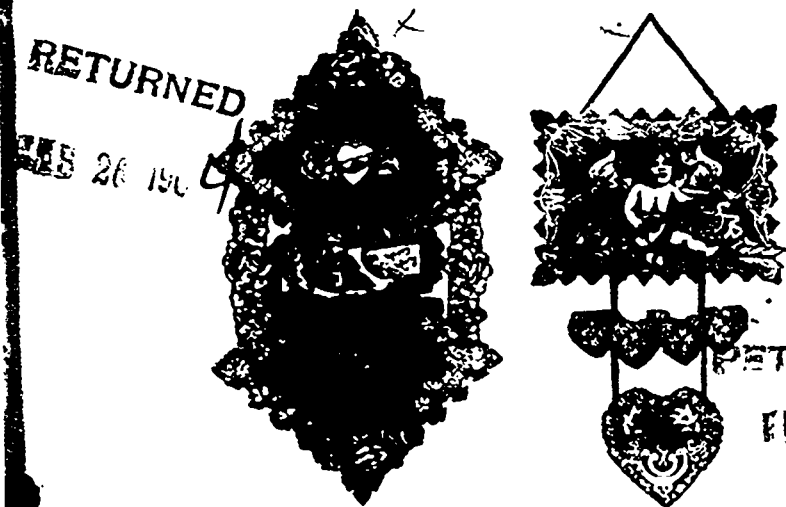
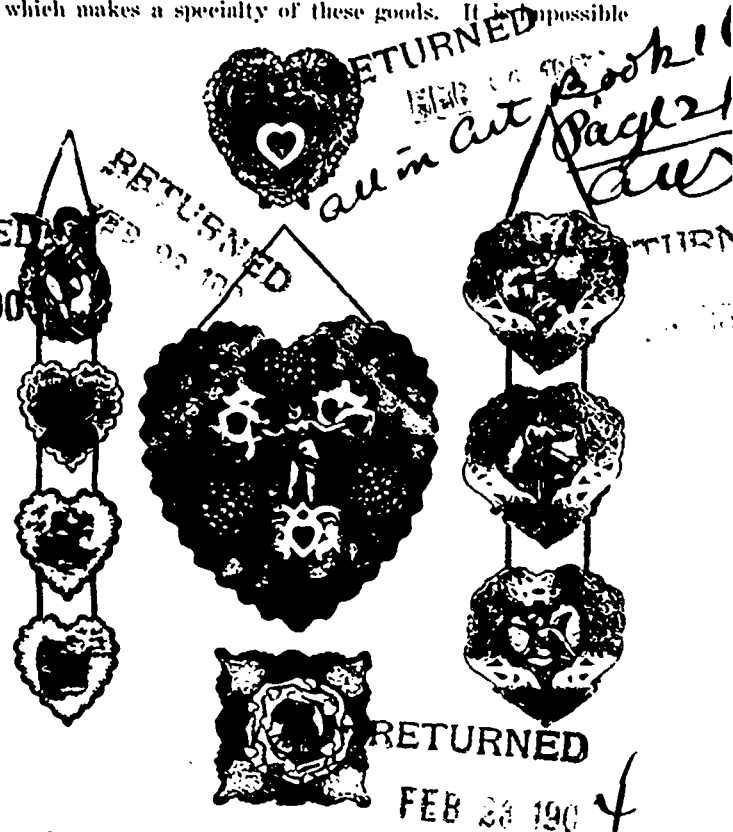
One of the most plausible theories of the way Valentine's name became connected with the anniversary of February 14th is that it was a popular error. The Norman word "Galatin" signified "lover," and this, we are informed, became corrupted into "Valentine."

Nowadays on this continent, a valentine is a gift sent on St. Valentine's Day. Formerly, a valentine was a person. Hence "Be my Valentine" meant "be my lover." Among the Romans there was an ancient feast, Februaia Juno, which was held on the 15th of February. It was originally a feast in honor of the purity of the Queen of Heaven, but it degenerated into a revel. On that occasion the youths selected by lot the names of maidens they were to admire and pay attention to. It is said that some Christian pastors modified this by having the youths

factured, but this season Canada has done a little in this way and doubtless this industry will, like most Canadian industries, grow very fast.

VALENTINES FOR 1904.

ON this page are shown several illustrations of a series of valentines, which are being offered to the Canadian trade by the Copp, Clark Co., Limited, of Toronto. The line is manufactured by a United States firm which makes a specialty of these goods. It is possible



to give here a full description of the many varieties being shown, while the illustrations are inadequate to express their beauty. This season's line is certainly more varied and extensive than ever before. In every detail of design and manufacture, improvement is noticeable and this statement applies not only to the more expensive numbers but to the whole range. Many of the lines are packed individually in boxes. Valentine Drops are a big range also. Upwards of a score of different numbers are such as will please both dealer and customer.

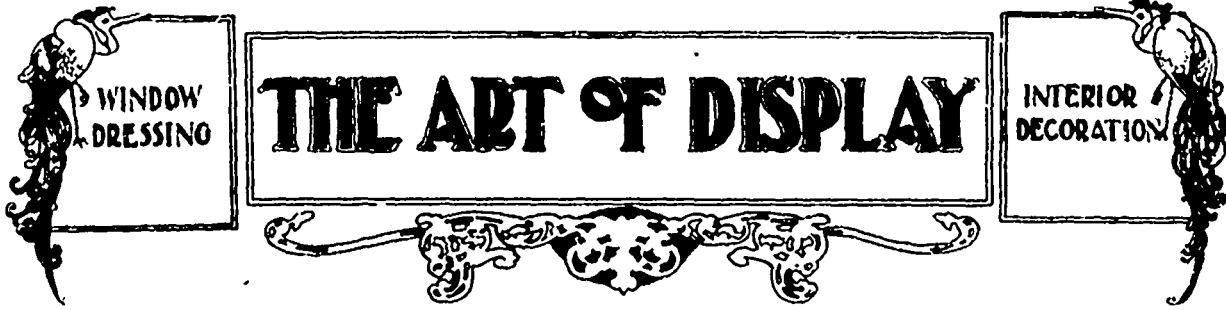
St. Valentine's Day this year will be celebrated on Monday, February 15, and the retail trade should not delay in getting in their orders for this class of goods. To assist the trade, the Copp, Clark Co., Limited, have issued a catalogue of their valentines.

WHERE VALENTINES ARE MANUFACTURED.

THE COPP CLARK CO., LIMITED, Toronto, are showing an exceptionally fine line of valentines—the "Canadian Komies." These are designed and manufactured by themselves and, as this class of goods has never been produced before in Canada, they certainly have achieved something that will merit approval. The subjects are bright, catchy and racy. Almost every trait of character and occupation is represented.

draw the names of saints whose character they were to honor and emulate. This custom did not last long.

For some years the habit of sending valentines declined to a great extent. Recently, however, the custom has revived and the manufacture of valentines is a big industry. England, the United States and Germany have long been the countries where valentines have been manu-



WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

By E. J. DODD

DURING the past holiday season there was undoubtedly a great improvement shown in the window displays of many of the book and stationery stores. It is evident the value of bright and attractive window dressing is being realized and that more attention is being given to this excellent method of advertising.

Considering the fact that a great many of the probable customers of a storekeeper are those who pass his premises regularly, the retail business man who does not use his best efforts to attract the attention of the public is failing in his duty to himself. A good window display is one of the best methods of letting the public know what one has to offer them. Now that the holiday goods are done with and the average storekeeper has taken stock and balanced his accounts, or should have done--it is time for him to make his window as attractive as it was when he had his Christmas goods on show. A smart window occasionally is not enough; if it pays to spend time and thought on a window at any time, it pays always.

During January the stationer who does a commercial trade should pay particular attention to the display of blank books and all kinds of office stationery, blotter books, filing devices, postal scales and the like.

If the space at his disposal is too much to be used for the above mentioned lines, the display may be supplemented with any good lines of general stationery, such as papeteries, pocket books, fountain pens, pencils, etc. It is not advisable to show commercial stationery along with fancy goods, such as valentines, the contrast is too great.

Those storekeepers who do not handle the heavier lines of commercial stationery have always plenty of other material for their window, that is, of course, if their stock is up-to-date. During the early months of the year a bright and attractive display can be created with a combination of stationery and books. Keep the newest and most popular publications to the front. A method used by some English booksellers is to get the opinion of a book from a prominent local man of education and authority and to display the critique nicely on a card together with the book in question.

Bookbuyers also greatly value the opinion of booksellers that take a real interest in books and the dealer who can review a book himself will find that his opinions are sure to influence his customers.

In the stationery department papeteries lend themselves to artistic display. There are a number of new lines on the market and this year's productions will be found to compare favorably with those of the past season in the manner in which they are gotten up. Valentines, of course, are a feature at this time of the year and greatly assist in making a good exhibition. It is wise not to overdo it in this line, however, as, unlike Christmas cards, etc., only a portion of the passers-by are interested in them.

During the Winter months such lines as playing cards and games can be kept before the public with profit. There are a number of people who played such games as Pit, Flich, etc., at parties during Christmastide for the first time and are now likely to buy these games for their own use. Whist trays, "Bridge" scoring sheets and the latest designs in ordinary playing cards are good selling lines during the whole of the Winter.

Some of the manufacturers of playing cards are now supplying material for the decoration of stationers' windows, their offer of assistance can be taken advantage of with profit.

Leather goods of all descriptions can be used at this season and the smaller lines of stationery, such as tally cards, dance programmes, etc., are recommended.

Insufficient attention is placed on the merit of pictures as an attention drawing line by many stationers. One or two new pictures will attract the attention of the public always. They can be so arranged that their removal is possible without in any way disturbing the other goods on show. Different pictures can be shown each day and people will be always on the alert for something new. Keep pictures as far back as possible in the window, and do not hang them too high; make it difficult for spectators to see the pictures without seeing the other goods in the window.

Although a mixed display is advocated we do not mean that some particular class of goods should not predominate. Always make a special feature of something—a line of papeteries or anything you have of special value and suitable for the season.

Do not fail to give, in every instance, the price of the articles; if this is omitted the time and care devoted to the work of window dressing is, to a great extent, wasted.

"Bookseller and Stationer" will be pleased to receive from its readers photos or descriptions of window displays that have caused more than ordinary interest.

OPEN AN OFFICE IN WINNIPEG.

THE MACLEAN PUBLISHING COMPANY, Montreal, Toronto and Winnipeg, have secured the services of Mr. L. P. Luxton as the Western Canadian representative. Mr. Luxton has secured an office in the McIntyre block, and is now busily engaged in looking after the interests of the Maclean trade papers, which are the best of their kind in Canada, and the equal of most trade papers published the world over. Col. J. B. Maclean, the pivot upon which these publications revolve, believes in giving Canadian readers the best, and to say that he has succeeded admirably in this respect would be putting it mildly. The Dry Goods Review, Canadian Grocer, Hardware and Metal, "Bookseller and Stationer" and Military Gazette are among the Maclean Newspapers. The Winnipeg Tribune.

NEWS ITEMS FROM MONTREAL

THE holiday stationery and novelty trade in Montreal has been up to the usual standard, though we hear of no great improvement over former year, except in one or two cases—stores having their customers among the wealthiest people almost entirely. In these the tendency in all lines was toward a more expensive class of goods than ever. In others, book and stationery stores, it was noticed that buying was more on the medium-priced lines, say \$1 and \$2 articles than last year.

Nicely boxed papeteries came in for a fair share of the sales. There is little change in shapes or shades so far, but dealers awaiting the new English goods expect that there will be several new things. White leads as usual in point of sales, though several light pastel shades are fashionable, and in fair demand. As to shapes the square, in spite of all the novelties, is still preferred.

Calendars went remarkably well this year for Christmas and New Years. Most stationers were almost entirely cleared out.

Christmas cards in some stores were also heavily sold. It is quite noticeable that in those stores where most room was given to the display of these little mementos, there was the greatest demand for them. Very often they are piled in hopeless confusion dozens covering dozens, and the customer, after spending some time turning them over, concludes there is nothing there to suit him, having perhaps missed many which he would willingly have purchased. Spread out over a good deal of space they look well and sell better. But of course there is not room in every store for such an arrangement.

In conversation with the manager of Henry Morgan & Co.'s stationery and book department, which is a very fine one, he remarked that in both calendars and Christmas cards there had been material increase in the demand, principally in the more expensive goods, the calendars at \$3 to \$4 being in good demand. He found that year after year people were willing to pay more and more for such holiday lines.

"The private greeting card," he continued, "is also making rapid headway in Canada, as far as I am able to judge from our trade. Of course, as we do printing, embossing and engraving, it may be that we secure a larger trade of this sort than others, being in a position, not only to supply the blank cards, but also to have inscribed on them in any style whatever the purchaser's wishes.

"Papeteries have sold exceptionally well this year, running in price from 60c. up to \$1.25. These are the best sellers, but we are also having some demand for lines as high as \$4. White, of course, sells best, and as to other shades, cream and quaker grey lead, thought azure, helio, and some very light tones in other colors are taken. Square shapes as a rule sell best, but that is more a matter of taste than of style.

"We have had great difficulty in supplying the demand for society stationery, with embossed crests or monograms, for some months. We have catered to this trade for a long time, with the result that it is growing to

quite large proportions. A special department on another floor is fitted up in the most modern style for fancy printing, engraving, etc., and they are kept very busy there turning out the work.

"In novelty goods two important features are the leather goods and fans. Both of these lines are selling well. A leading seller now in the high-priced lines is the leather satchel. The frame is covered and the handle is also of leather. But in what you might call the 'popular' field, the wrist bag with chain handle leads. This runs from 75c. up to \$4. Fans are growing smaller apparently, and this year they are quite tiny, from 4 to 6 inches in length. The latest Parisian fan is of white gauze and sequins, with hand-painted flowers.

In books, Morang & Co. found Crawford's "Heart of Rome" and Kipling's "Five Nations" to sell best. Morley's "Life of Gladstone" is also doing well. Their customers are giving more and more for books each year; the cheaper books are scarcely worth house room with them.

A neatly designed booklet is presented by Henry Morgan & Co. to their customers illustrative of their engraving and printing department. It contains samples of all their work in embossing, engraving and printing for invitation stationery, marriage announcements, calling cards, menus, etc. Prices are quoted on all kinds of work.

A CARD CONUNDRUM.

THOUSANDS of people who indulge constantly in a quiet little rubber of whist, or the more speculative game of poker, or bridge would be surprised at the number of curious facts concerning playing cards of which they are totally ignorant. For instance, how many regular card players could tell at a moment's notice the number of aces depicted on the above ace of spades? There are as can be seen by the accompanying photograph (which we are indebted to Mr. A. O. Hurst, of Chas. Goodall & Sons for) no fewer than 17 aces on this par-



ticular card. In some cards of course the two aces in the corners are deleted. This is only one of the many peculiar puzzles associated with an ordinary pack of cards. This card is the trade mark of Chas. Goodall & Sons, which is said to have been designed by the celebrated artist Cruikshank, who did all the illustrating of Chas. Dickens. The above design was worked in the year 1815 in the reign of King George III.

PROSPECT AND RETROSPECT.

THE experiences of the past year should give the whole of the stationery and fancy goods trade, manufacturers, jobbers and retailers, every confidence in the future and should have the effect of causing those who are alive to their best interests to make preparation for a still greater volume of business during the year now opening.

In the past year trade started briskly and kept improving, with the result that those who took advantage of their many opportunities, had very little difficulty in finishing the year with a satisfactory bank account. The natural effect of the increase of population and the greater expanse of new land being put under cultivation is bound to lead to further increases of business of every description in the immediate future.

To take full advantage of the flood tide of prosperity now coming our way it is necessary for the retail dealer to pay every possible attention to the more important branches of his business. There are doubtless many small stores in the country which will be small stores (if they continue to exist at all) in ten or twenty years time, simply because the owners have reached the limit of their ability and cannot manage anything more extensive than their present establishment. If there are any storekeepers whose businesses has not increased during the past 12 months it will pay them to look for the cause of their non-progress. It may be they have not looked for increased business or that they have not kept their stock up to date. These are numerous reasons for the non-success of a business house. It is very often the "other fellow" who causes it by keeping a brighter and better lighted store, a newer and more varied stock, better dressed windows, advertisements more extensively, in short manages his store better than his neighbor.

The man who tries to do all the work of the store himself is not the man who will retire the earliest. Remember that no investment is too big that pays a dividend. Engage a boy to run errands, clean windows, etc., and an assistant to take off your shoulders those duties that do not need your personal attention. The success of every business, large and small, depends largely on the office management, a concern that is not run with careful and systematic attention to details in this department cannot keep pace with the house that has a well-organized and efficient system of account keeping. Another great point for the retail merchant to pay considerable attention to is that of buying. To know what to buy, what to go by and what to let go by is a gift with some people; others are continually making mistakes and accumulating bad stocks. Take your invoices for the past 12 months and carefully note the lines that sold well. You need not buy these lines again, but be certain that any line you buy that resembles them in any way is of equal value if not better.

Wholesale houses are always glad to get mail orders, but some retailers have a habit of writing in every other day with orders for such small quantities that the time they take to execute and the cost of transportation makes it impossible for the jobber or the retailer to get any profit at all on the goods. When mailing an order for goods do not order only those goods you want, order those you are likely to want, and if the house you are writing to is one whose judgment you respect, ask them to enclose

samples of any new lines likely to suit your trade that they have received since their traveller called on you. Above all things remember you cannot sell what you have not got.

MONTREAL PAPER MEN MEET.

THE meeting of the representatives of the paper and stationery manufacturing and jobbing houses of Montreal held in the Montreal office of the Canada Paper Company, on December 21, was but preliminary to another meeting which will likely be held some time this month. It was the first time the representatives of these interests have met together in this manner, and a result expected from the occasion is that a wholesale paper and stationery dealers' section of the Board of Trade will be formed. This was one of the objects of the meeting, and it will likely materialize in the near future.

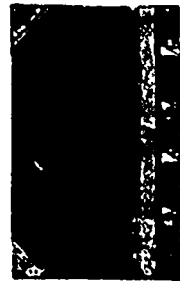
At the meeting, which was presided over by Mr. William Caldwell, of the Canada Paper Company, with Mr. C. de W. Reid as secretary, several topics were discussed, but no definite agreements arrived at. The general wish was that nothing positive should be done till next meeting. Breaking packages, selling terms and the desirability of forming a section of the Board of Trade were discussed with a considerable unanimity of opinion on all subjects. In regard to the first it was decided to charge extra for all small packages broken to oblige small buyers, though what the advance shall amount to will perhaps be agreed upon at the January meeting.

There may be some difficulty in bringing about a uniformity in selling terms, but those who attended the meeting on December 22 seemed confident that some agreement satisfactory to all concerned could be found.

ARE BOOKSELLERS SLOW?

A CORRESPONDENT writes: "Does the average bookseller pay sufficient attention to his book stock to give his customers the quality and the selection that are required to meet the ordinary demands of business? With too many provincial dealers, I believe, the stinging criticism applies that was contained in a letter to a friend in this city from a gentleman living in one of the larger towns of New Ontario— a town of some six thousand inhabitants: 'If I ask here,' he writes, 'for any book published within the last three years, they look at me and ask if I want a copy of Robinson Crusoe.' We think if any Toronto publisher or book jobber were asked if the average bookseller keeps himself informed of the newest publications, and makes any serious effort to sell them, he would give a decided reply in the negative. The real bookseller will study the needs and tastes of his constituency; he will know who are the book-buyers, and what particular style of book each of these fancies. A new book is announced. 'Ah,' he says, 'that will just suit Mr. Soandso, and Dr. G— and Miss M—. I'll get a few copies, and ask them in to have a look at the books.' In place of this commonsense way of doing business, Mr. Soandso, and Dr. G— and Miss M—, in those cases find out for themselves what new books are out, and perhaps if the book merchant is not a particularly dull specimen of his craft, he will by the time all three have called and gone away empty handed, have made up his mind to order on a couple of copies. It is high time for the booksellers to wake up."

EXTRA FINE BLANK BOOKS



The stationer who does not handle our blank books because they last too long, shows a lack of business acumen.

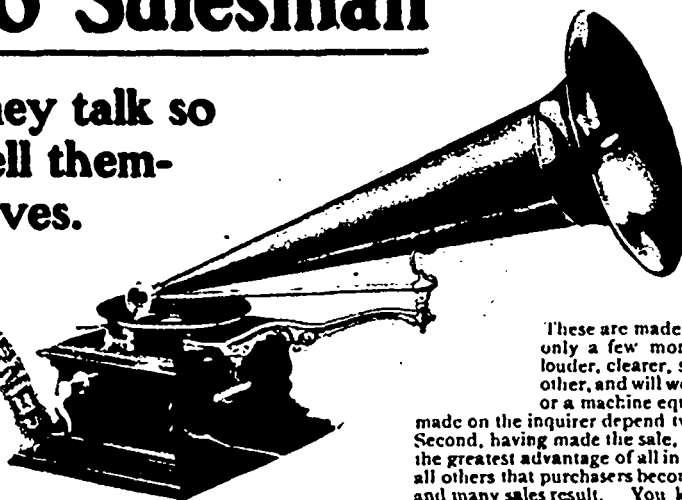
THE COPP, CLARK CO.

LIMITED

TORONTO.

Zon-o-phones need no Salesman

They talk so
well them-
selves.



You just give them a chance and they will make sales that will astonish you, and incidentally they will swell your bank account.

Amongst Talking Machines the Zon o-phone reigns supreme.

Both machine and records are unquestionably the best made. There are imitations but no rivals. Every Zon-o-phone Talking Machine and every Zon-o-phone Record we guarantee to be superior to anything else of the kind made or sold in Canada. The cabinets are handsome in design and piano-finished. The motor combines simplicity with the smoothness and durability of a fine watch movement, and will run more Records with one winding than any other.

By special arrangement with the manufacturers every Zon-o-phone we sell is equipped with the famous International Exhibition Sound Box,— a sound box which is sold by thousands on this continent at \$5.00 each and in Europe at 30/- each. When you sell a Zon-o-phone you give your customer \$5.00 more value in this respect alone than any other make of machine offers.

Then there are the Zon-o-phone Records. These are made by a new and much improved process, in use now for only a few months. They have a high grade appearance, they are louder, clearer, sweeter, and reproduce more delicate effects than any other, and will wear much longer. It does not pay to handle poor Records or a machine equipped with a poor Sound Box. Upon the impression made on the inquirer depend two things: First, whether you make the sale or not, and Second, having made the sale, how many Records you afterwards sell. But perhaps the greatest advantage of all in favor of the Zon-o-phone is that it so completely eclipses all others that purchasers become more and more enthusiastic over it as time goes on and many sales result. You know that these are the kind of goods it pays to handle.

Zon-o phone machines are made in 5 styles retailing at \$15, \$20, \$25, \$35 and \$40 each, and even the \$15 type is equipped with the International Exhibition Sound Box. 7-inch Zon-o-phone Records retail at 50c. each or \$5.00 doz., and 9 inch at 75c. each or \$9.00 doz. The 9-inch runs as long as any \$1.00 10-inch, and the 7-inch runs longer than any other 5 c. record made. Prices on Zon-o phone goods are strictly maintained. Cutting will not be allowed under any conditions. You can depend upon this and you can easily get the full price for Zon-o-phone goods. Whether you are handling other makes of machines or not it will pay you to take up the Zon-o-phone. They sell themselves. They give you a good profit. Write for catalogues and terms.

JOHNSTON & CO.,

(Exclusive Jobbers in
Zon-o-phone goods
for Canada).

9 and 11 Queen St. East, Toronto

MADE IN CANADA
RETURNED
2014
Cant. made in
9000 + 5
2014

DEPARTMENT OF ADVERTISING SUGGESTION AND CRITICISM

Edited by
**John C.
Kirkwood
Toronto**

NOTE. Herein are discussed the principles and practice of advertising. Subscribers are invited to send Mr. Kirkwood specimens of their newspaper and other advertising, for the purpose of review in this department. Address care of Department of Advertising, BOOKSELLER AND STATIONER.

ADVERTISING FOR THE STATIONER.

What can the retail stationer advertise?

- Blank Books.
- Office Files.
- Typewriter Supplies.
- Inks.
- Postal Scales.
- Diaries.
- Mucilage.
- Paper Clips.
- Fountain Pens.
- Correspondence Stationery.
- School Supplies.
- Tissue Papers.
- Playing Cards and Games.
- Artists' Materials.
- Music.
- Photographic Supplies.

and what not? A long list. Yet by no means an exhaustive one. I venture to say that there is not a stationer in Canada who will assert that his sales in any one of the lines named above have reached their limit. There are scores of people whom he knows who would appreciate the possession of a good fountain pen; others in both town and country who require but faint persuasion to toss aside their old and soiled playing cards and to get fresh packs. There are merchants, lawyers and other professional people who can be made better stationery customers if their trade is solicited with but a very little more directness. And those that are continually being sent by mail to the big catalogue houses for note paper, leather goods, and other stationery supplies, can be diverted to the local dealer if he goes after them. Where there's a will there's a way.

The way to get business is to ask for it. To rely on people's loyalty to home institutions is to lean on a broken reed. Mail-order houses and large advertisers are getting from the remote hamlets and from homes in the Northwest, from villages and towns in every part of Canada, a volume of business that would produce despair were the figures known. These people who send afar for their stationery needs are led to give these orders through the advertisements in the newspapers, magazines and catalogues that they receive.

If the local stationer is to share in or to have in its entirety this business he, too, must advertise; must impress firmly and forcibly the fact that these wants of his community can be supplied at home and through him. He must tell the people who can become and are his customers about his business, his ability to meet their needs, his preparedness for all reasonable demands; and he must make his statement as convincing and attractive as that of any competitor. He must not wait for people's inquiries; these must be compelled.

Some stationers may protest their inability to write good advertisements. Let it be granted that they cannot. They can employ others, however, who have the gift, possibly some local aspirant will be delighted to perform this service in exchange for a book-reading privilege or for supplies of some sort. The publisher of the local paper can doubtless render the desired service at no cost, being only too glad that use is to be made of his paper.

The preparation of good "copy" is not likely, however, to be a big or forbidding difficulty. The harder thing to do is to persuade oneself to begin advertising, to make oneself believe in the economy, the business-producing power, the necessity, of advertising.

There is a law from which there is no escape. Curtly put it is that one must spend to get. The history of all growth shows that outlay precedes income. A merchant lives on the application of this principle or law, but has trouble sometimes in perceiving its bearing on the more subtle expenditure of will and planning. Advertising exemplifies the operation of this law, but to view it as an "open sesame" to greater business apart from other efforts is a fatal mistake. Yet there are those to be found who look for magic results to follow upon the insertion of an advertisement in their local newspaper. "Joining the church" has value only as it is a declaration of a purpose. So is it with advertising; it is a necessary act in achieving full business growth.

Another form of advertising, one certain to be productive of excellent results and quick returns, is the personal letter. Accordingly every stationer should prepare mailing lists, made up of the names of society's "Four Hundred," of bankers and bank clerks, barristers, book-buyers, club women, artists, musicians, sportsmen, school teachers, school trustees, clergymen, students, county officials, members of whist clubs, etc. etc. These lists can be built up steadily year by year. The card index system will be found most satisfactory. By this means the stationer can keep his lists simply, and free from dead wood. Addresses can be quickly changed when necessary, and new names added without trouble. Having the lists he can mail intelligently, quickly and at small expense personal letters, special circulars, samples of stationery and so on. In this connection it is well to point out that the wholesale houses in many instances can and will very gladly supply literature and samples for retailers' use, and properly encouraged can be induced to do a great deal more in this direction.

An illustration or two in line with the foregoing suggestion is in order. The engraved calling card is "good form," and it is steadily replacing the hand-written and type-printed card. The stationer can get from a firm of engravers sample cards to mail to the "Four Hundred" list; this with a neatly written or printed letter suggesting engraved cards either for own use or as a gift to some relative or friend; giving prices of plate and 50 or 100 cards. It is a foregone conclusion that the returns on such a venture would repay handsomely the necessary outlay. Then, too, the stationer has succeeded in putting very thoroughly into the minds of his community a fact of permanent value to himself.

BOOKSELLER AND STATIONER has inquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a special list kept for the information of inquirers in our various offices throughout Canada and in Great Britain without charge.

Address,
BUSINESS MANAGER,
BOOKSELLER AND STATIONER.
 Montreal and Toronto.

Standard Commercial Works.

Matte's Interest Tables.
 At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum, by NAPOLEON MATTE. 6th Edition. Price, \$3.00.

Matte's Three Per Cent. Interest Tables.
 By the same author. On fine toned paper and strongly bound. Price, \$3.00.

Hughes' Interest Tables and Book of Days combined.
 At 3, 3½, 4, 5, 5½, 6, 7 and 8 per cent. per annum by CHARLES M. C. HUGHES. Price, \$5.00.

Hughes' Supplementary Interest Tables,
 comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ½ per cent. to 3½ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables), interest for one thousand days can be obtained at any rate from ½ per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ½ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ¼ per cent. rates. By CHARLES M. C. HUGHES. Price, \$2.00

Hughes' Interest Tables.
 At 6 and 7 per cent. per annum (on the basis of 365 days to the year), for one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (on folded card, 14¼ x 9½) strongly bound. Price, \$1.00.

Hughes' Savings Bank Interest Tables.
 At 2½, 3 or 3½ per cent. (each on separate card), on the basis of one month, being 1/12 part of a year; by CHARLES M. C. HUGHES. Price, \$1.00.

Buchan's Sterling Exchange Tables,
 Converting sterling into Canadian currency, and vice versa, advancing by 8ths and 16ths, with other useful tables; by EWING BUCHAN. Second edition. Price, \$1.00.

Buchan's Sterling Equivalents and Exchange Tables.

Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, or having any number of days to run, etc., etc., by EWING BUCHAN. Price, 4.00

Buchan's Par of Exchange (Canadian).
 Giving sterling into dollars and cents and vice versa, from £1 upwards, also sterling equivalents, Canada into New York and vice versa; by EWING BUCHAN. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

The Importers' Guide,
 A hand-book of advances of sterling costs in decimal currency, from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 1000, 11lines per piece of 46 yards; by I. CAMMIELL and J. W. LITTLE. Cloth, 75c.; leather, \$1.00.

The Canadian Customs Tariff,
 Revised to date, containing lists of warehousing ports in the Dominion, the Franco Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, France, German Rixmark, at Canadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap 8 vo, cloth. Price, 50c.

MORTON, PHILLIPS & CO.,
 PUBLISHERS.

1755 and 1757 Notre Dame St., MONTREAL

The BROWN BROS., Limited, of Toronto, carry a full line of our publications in stock.

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.

MUSIC FOLIOS that sell:

Wide World Song Folio (The) - 50c.

A magnificent collection, containing 94 of the world's best songs. Elegantly printed and bound. 232 pages.

Globe Song Folio (The) - 50c.

An elegant collection of 106 songs, splendidly printed and bound. 236 pages.

National Song Folio (The) - 50c.

Without doubt one of the best folios on the market, containing 84 songs, printing and binding the best. 300 pages.

These song folios contain such song successes as NAZARETH (Gounod), DREAMS (Strelezki), GOZEL IN THE GARDEN, MAUD (Balfe), HER BRIGHT SMILE, HAUNTS ME STILL (Wrighton), AVE MARIA (Gounod), and many others of a like quality too numerous to mention.

Queen's University Song Book.

A collection of college songs that will live to become old. Every solo is a gem, both in solo, duet, quartet and chorus. This collection should be in every home. It is especially adequate to the requirements of school and other glee clubs.

Paper Cover - price \$.75
 Cloth " Gilt " " 1.00

INSTRUMENTAL.

Star Dance Folio, No. 1 (The) - 75c.

" " " No. 2 " - 75c.

" " " No. 3 " - 75c.

The Star Dance Folios contain piano arrangements from the most popular and latest successes of the day, arranged as waltzes, two steps, schottisches, polkas, marches, lancers, mazurkas, gavottes, etc. Each folio contains about 40 numbers, beautifully printed and bound, averaging 85 pages. The following are a sample of the contents: MR. DOWNY, DOWN WHERE THE COTTON BLOSSOMS GROW, BIRD IN A GILDED CAGE, RIP VAN WINKLE WAS A LUCKY MAN, JENNIE LEE, I'LL WED YOU IN THE GOLDEN SUMMER TIME, SADIE MY CROFT, LADY, O'GO'BRIEN, MY SWEET MAGNOLIA, ONLY A DREAM OF THE GOLDEN PAST.

The Star Dance Folios are for Piano Only.

Royal Crown Folio (The).

A collection of instrumental gems for the piano or organ. Beautifully bound and printed, containing 65 marches, two-steps, waltzes, galops, polkas, schottisches, lancers, transcriptions, variations and miscellaneous piano solos. Price, 75c.

Popular Piano Classics, Vol. 1 - \$1.00

" " " Vol. 2 - 1.00

These volumes of classics contain solos selected from the works of Tschalkowsky, Thome, Lach, Massenet, Godard, Duremay, Durand, Debussy, Cui, Chopin, Hummel, Beethoven, Bachmann, Delabaye, Gottschalk, Haydn, Raff, Stereking, and are without doubt THE BEST COLLECTIONS of piano classics on the market.

These are the **BEST-SELLING MUSIC BOOKS** on the market.

LIBERAL DISCOUNTS TO THE TRADE.

Whaley, Royce & Co.,

LIMITED.

158 Yonge Street, TORONTO.

Western Branch: 356 Main St., WINNIPEG, Man.

ACCOUNT BOOKS..

Every Description,
 Every Size and Thickness

from the largest

Bank Ledger

to the smallest

Vest-Pocket Memo.

**Best Material
 First-Class Workmanship
 Undoubted Value**

Special Patterns made to order

Record of over Half a Century best guarantee of special merit.

THE BROWN BROS.,

LIMITED

Manufacturing Stationers,

51-53 Wellington St., West, TORONTO,

Similarly, a letter may be written on a new shade, or size, or style of society stationery, stating that the paper on which the letter is written is a sample; also the price. If the stationer has no typewriter, he can at very small expense get some young girl or woman who is a good writer to prepare and address these letters. The profit and influence of such an advertisement admits of no doubt.

Letters or circulars addressed to the members of baseball, lacrosse, cricket, football and hockey clubs at the proper season will pay many times over. The same is true of periodical appeals to bank managers, business principals, lawyers, clergymen, school trustees, for such stationery trade as they can give or influence.

Some one may feel like saying: "That's all very fine but we have something more to do than writing letters." There's a time for everything and when the writing of letters or the preparation of good advertisements, is part of wise plans for business-getting, the time will be forthcoming. The merchant who shirks work and trouble has no right to complain if business slips past him. A man's business isn't an easy chair.

Energy in the store, short, pointed, seasonable advertising in the local paper; and the personal, legitimate, acceptable appeal through the mails will greatly enlarge a stationer's business. The mere having of a store and stock, no matter how excellent both may be, is not a sufficient reason for expecting the full trade of the community. To get business one must ask for it; the better the asking the better the returns.

DISPLAYING STATIONERY.

A STATIONER has probably more to fall back on in the way of material for window dressing than many other traders, but it is frequently very difficult to manipulate, remarks an exchange. The great number of small things and the number of fragile things work against the window trimmer. It becomes constantly a problem how to differentiate and separate the small articles so that they will be seen individually as well as collectively.

When small articles are put into the window, it is desirable that the window trim should be what may be called thin; that is, there should be no attempt at crowding. The object should not be to utilize every square inch of surface available, and thus have the articles inserted lose their individuality, but to so dispose the contents as to direct attention to each particular group.

Take, for instance, the case of pens, pencils, and such like small ware. Usually these goods are used to fill up the spaces left between larger articles. This is a great mistake. To show these articles properly there should be a background of some brightly colored material, in sharp contrast to the color of the articles, on which the pencils and pens should be disposed at intervals, and not crowded together.

Not only does the window look better as a result but people see the contents. Only a small stock is required to accomplish successful results. Many merchants refrain from showing small articles except as fill-ins, because they feel they have not enough material to fill the window. This is an erroneous idea. Only a little material is required to give the best results.



NURSERY PAPERS.

ALTHOUGH there is no purely nursery wall paper made in Canada, the larger stores in the cities and large towns are including it in their wall paper stock, and finding a demand for it among their higher class trade. The Canadian business is not of sufficient volume to induce our manufacturers to incur the additional expense of such papers, and it is accordingly im-



"The Mulberry Bush"

ported from the United States or France. The latter country leads in the manufacture of nursery papers and exports large quantities to the United States.

These papers are considered of great value in the children's rooms by those who can afford to purchase them. Representing as they do animals, games and scenes in great variety, they assist more or less in the



"Buttercups and Daisies"

education of the young child. Sometimes the entire paper is patterned, and often it is only the border. The cuts show a few of the most popular borders, and give a good idea of the form the papers take. Some represent games of battledore and shuttlecock, tennis and football, others show sheep, cattle, cats, dogs, etc., and all quite natural in their appearance.

THE BAINBRIDGE LINES.

A BOOKSELLER AND STATIONER representative recently had the pleasure of looking over the samples of Messrs. Chas. T. Bainbridge's Sons, of Brooklyn, N.Y., productions. Their line of crepe tissue paper is a particularly complete one, the floral series are exquisite in design and of great variety, whilst the body colors of the paper are of beautiful tint. Messrs. Bainbridge's Sons manufacture Passe Partout paper, which has become a regular line with all first-class stationers, in 12 different colors to match their famous Mat Boards. Messrs. Bainbridge's Sons are represented in Canada by Mr. A. J. McCrae, of Toronto.

WALL PAPER

Remember this is JANUARY—in a few weeks the Spring WALL PAPER trade will be in full swing—are you ready for it? Not many dealers delay buying this late—if you are one of the “late ones” take a suggestion—ORDER NOW, before the choice is further curtailed. Write us for salesman to call or for samples.

STAUNTON'S

“JAPANESE”

Writing Fluid.

(The Ink that never fades.)

OUR NEW BOTTLES

with patent pour out, excel anything ever placed on the market. We want a live stationer in each city and town to push these high-class Canadian-made goods.

THE COLONIAL INK CO.

LIMITED

PETERBOROUGH, CANADA.

We manufacture the “Japanese” Carbon Paper and Typewriter Ribbons.

A GREAT OUTPUT IS REPRESENTED IN
OUR WONDERFUL LINE OF TYPEWRITER RIBBONS AND CARBON PAPERS.

We protect and stand back of every dealer handling our

SUPERB PRODUCTIONS.

Typewriter Oils.
Cleaning Oils.
Stamp Inks.
Stamp Ribbons.

A Large and Splendid Line of Pencil Carbons, Pen Carbons.

Our Goods Embody:
HIGH STANDARD (finest quality.)
ORIGINALITY (of manufacturers.)
GREAT VARIETY (largest of any.)
LOWEST PRICES (quality considered.)

100 SHEETS
IN 25 SHEET PACKAGES
“SILK-SPUN”
TRADE MARK
TYPEWRITER'S CARBON PAPER
GUARANTEED THE THINNEST.
MITTAG & VOLGER SOLE MANUFACTURERS
PARK RIDGE, N.J., U.S.A.
WESTERN BRANCHES IN LA SALLE ST. CHICAGO, ILL.

Eureka and M. M. Yellow Box,
Ribbons of Much Distinction.

PROGRESS, Typewriter M.M. Carbons
EUREKA, of
COMPETITOR,
MITVOL,
Great GALLINIPPER, Renown. SILK SPUN.

Our Western Agents, CARTER & ALLEN, are prepared to supply the trade in their territory at equal advantage with ourselves.

MITTAG & VOLGER

Sole Manufacturers,

FOR THE TRADE ONLY.

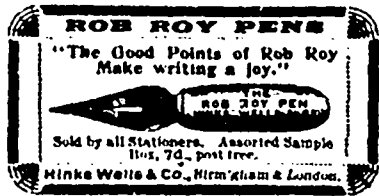
Principal Office and Factory, Park Ridge, N.J.

NEW YORK CITY,
1016 Park Row Building.
CHICAGO, ILL.,
108 La Salle Street.
LONDON, 4 Queen Street.
PARIS, 21 Rue Vivienne.

The Canadian-American Music Co., Ltd.

No. 15 King Street East, TORONTO, ONT.
 General Canadian Agents for White-Smith Music Pub. Co., Oliver Ditson Co., M. Witmark & Sons, J. W. Stear & Co., Howley, Hayland & Co., H. S. Gordon, T. B. Harms & Co., E. T. Paul Music Co., G. L. Spaulding, F. A. Mills.

Trade only supplied—we do not sell to Colleges, Convents, or Teachers. Send for Trade Price Lists and Catalogues.



'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.

Gd. Is. and Grass Boxes Sold by all STATIONERS

Music Orders attended to promptly and satisfactorily.

Headquarters for all the Standard and Popular English and American Musical Works.

Anglo Canadian Music Publishers' Assoc'n,
 ASHDOWN'S Limited

28 YONGE ST., TORONTO

DO NOT TAKE ANY
 substitution,
 imitation or variation

THE OF
WAVERLEY
PEN

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

SOLD BY ALL STATIONERS.

MACNIVEN & CAMERON, Limited
 EDINBURGH AND BIRMINGHAM

SITUATION VACANT.

WANTED—A first-class stationer, capable of taking full charge of stationery department. Young man preferred. References: Armstrong, Butcher & Greenland, The Bazaar, Port Arthur, Ont. (1)

WANTED.

A manager for the stationery dept. Must be thoroughly posted and of steady habits and good executive.

Morton, Phillips & Co.

Stationers, Printers and Blank Book makers,

MONTREAL.

No. 123

in the Crown Pen Series

is an exact reproduction of the **"Waverley Pen"**—the fame of which has been so loudly sung—with one variation, however: No. 123 Crown Series has turned-up points.

Crown Pens are gold coated, and so are non-corrosive. Delightfully smooth. Wear a long time. 6 styles. Trade price 65c. per gross. Send for samples.

Imperial Pen Co., Limited

WARWICK BROS. & RUTTER
 Canadian Agents, TORONTO.

JOHN HEATH'S PENS

A good Pen is a good servant, and John Heath's Pens are made to serve!

ALWAYS READY AND ALWAYS WILLING. They were 'first' 45 years ago, and are still leading the way. British made of British Steel.

Write for Sample Card and see which one you test
 London Agency: 8, St. Bride St., E.C.

Book Buyers and Book Sellers

should send for a Specimen Copy of

The Publishers' Circular.

Post Free, from

St. Dunstan's House, Fetter Lane, E. C., London, England.

C. Brandauer & Co.'s - Limited



SEVEN PRIZE MEDALS.

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, Gd., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM.

London Warehouse: 124, NEWGATE STREET, E. C.

C. B. & Co. would be glad to appoint wholesale agents for Canada.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

BRANTFORD.

1. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.
2. "Two Little Savages," by E. S. Thompson. Briggs.
3. "The Silver Poppy," by Arthur Stringer. Briggs.
4. "Wings of the Morning," by Louis Tracy. McLeod & Allen.
5. "Blood Lilies," by W. A. Fraser. Briggs.
6. "Old Quebec," by Sir G. Parker. Copp, Clark Co.

COLLINGWOOD.

1. "The Habitant," by Drummond.
2. "Johnnie Courteau," by Drummond.
3. "An Old Sweetheart of Mine," by James W. Riley.
4. "The One Woman," by Thos. Dixon, jr. The Musson Book Co.
5. "Two Little Savages," by E. S. Thompson. Briggs.
6. "Mrs. Wiggs," by A. H. Rice. Briggs.

HALIFAX.

1. "Wee Macgregor," by J. J. Bell. Morang.
2. "Wings of the Morning," by Louis Tracy. McLeod & Allen.
3. "The Little Shepherd of Kingdom Come," by John Fox. McLeod & Allen.
4. "The Sky Pilot," by Ralph Connor. Westminster Co.
5. "Black Rock," by Ralph Connor. Westminster Co.
6. "Letters of a Self-Made Merchant," by G. H. Lorimer. Briggs.

HAMILTON.

1. "Rebecca," by Kate D. Wiggin.
2. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.
3. "Heart of Rome," by Marion Crawford. Copp, Clark Co.
4. "Wings of the Morning," by Louis Tracy. McLeod & Allen.
5. "The Forest," by S. E. White. Morang.
6. "Hesper," by Hamlin Garland.

KINGSTON.

1. "Ward of King Canute," by O. A. Liljencrantz. McClure.
2. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.
3. "The Grey Cloak," by Harold McGrath. McLeod & Allen.
4. "Little Rivers," by Eden Phillips.
5. "The Vagabond," by F. Palmer. Scribner.
6. "The Virginian," by Owen Wister. Morang.

MONCTON, N.B.

1. "Pigs in Clover," by Frank Danby.
2. "Heart of Rome," by F. Marion Crawford. Copp, Clark Co.
3. "Blood Lilies," by W. A. Fraser. Briggs.
4. "The Forest Hearth," by S. E. White. Morang.
5. "Two Little Savages," by E. S. Thompson. Briggs.
6. "Mettle of the Pasture," by James Lane Allen. Morang.

PETERBOROUGH.

1. "Follow the Glean," by Joseph Hocking. Briggs.
2. "Heart of Rome," by F. M. Crawford. Copp, Clark Co.
3. "The Habitant," by W. H. Drummond.

4. "With the Allies to Peking," by G. A. Henty.
5. "Letters of a Self-Made Merchant," by G. H. Lorimer. Briggs.
6. "Banner of Blue," by S. R. Crockett. Briggs.

ST. CATHARINES.

1. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.
2. "Mettle of the Pasture," by James Lane Allen. Morang.
3. "When I Was Czar," by A. W. Marchmont. McLeod & Allen.
4. "Silver Poppy," by Arthur Stringer. Briggs.
5. "Blood Lilies," by W. A. Fraser. Briggs.
6. "Wings of the Morning," by Louis Tracy. McLeod & Allen.

SARNIA.

1. "McTodd," by Cutcliffe Hyne. Copp, Clark Co.
2. "Wings of the Morning," by Louis Tracy. McLeod & Allen.
3. "Pigs in Clover," by Frank Danby.
4. "Cherry," by Booth Tarkington.
5. "Heart of Rome," by Marion Crawford. Copp, Clark Co.
6. "Sacrifice of the Shannon," by A. Hickman. Briggs.

STRATFORD.

1. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.
2. "Two Little Savages," by E. S. Thompson. Briggs.
3. "The Five Nations," by Rudyard Kipling. Morang.
4. "Barlach of the Guard," by H. S. Merriman. Copp, Clark Co.
5. "The Virginian," by Owen Wister. Morang.
6. "The Long Night," by S. J. Weyman. Copp, Clark.

TORONTO.

1. "The Forest," by S. E. White. Morang.
2. "Old Quebec," by G. Parker. Copp, Clark.
3. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.
4. "The Bar Sinister," by R. H. Davis. Copp, Clark.
5. "Rebecca," by Kate D. Wiggin.
6. "The O'Ruddy," by Steven Crane and Robert Barr. Briggs.

VANCOUVER.

5. "The Heart of Rome," by F. Marion Crawford. Copp, Clark Co.
6. "The Long Night," by S. J. Weyman. Copp, Clark.
2. "Gordon Keith," by T. N. Page. Copp, Clark.
4. "The Virginian," by Owen Wister. Morang.
3. "Little Shepherd of Kingdom Come," by John Fox. McLeod & Allen.
6. "Lady Rosa."

CANADIAN SUMMARY.

	Points.
1. "Little Shepherd of Kingdom Come," by John Fox, jr.	64
2. "Heart of Rome," by F. Marion Crawford.	38
3. "Wings of the Morning," by Louis Tracy.	32
4. "Two Little Savages," by E. S. Thompson.	26
5. "Blood Lilies," by W. A. Fraser.	18
6. "Pigs in Clover," by Frank Danby	17

REVIEWS OF RECENT MUSICAL PUBLICATIONS.

"My Bonnie Barque."—Song. Words and music by Godfrey Marks. Published in B flat (A to D), C (B to E) and D (C to F). This song has a genuine nautical ring about it, and is effectively scored for a baritone voice. It possesses the additional merit of being comparatively easy. Anglo-Canadian Music Co., Toronto.

"An Ocean Lullaby."—Song. Words by E. Teschemacher, music by A. Mascheroni. This beautiful fragment of Teschemacher's has been set to music by Mascheroni in a way that defies criticism. The melody is chaste, and like most of this composer's songs, is dominated by a note of sadness that haunts one long after he has heard it. "An Ocean Lullaby" is to be heartily recommended to all lovers of an exquisite lyric. Anglo-Canadian Music Co., Toronto.

"Under the Anheuser Bush."—Song. Words by A. B. Sterling, music by H. Von Tilzer. A sentimental song in Von Tilzer's popular style. The tune is catchy, and written in waltz time, and ought to be acceptable to lovers of this class of songs. Whaley, Royce & Co., Toronto.

"Nokomis."—March and two-step. By J. B. Lampe. Although there is nothing original in this number, it is bright and catchy, and will likely figure prominently on dance programmes. Whaley, Royce & Co., Toronto.

"The Girl You Love."—Song. Music and words by P. A. Rubens. A bright and effective trifle from the new opera "The Silver Slipper." This song has already taken on, and bids fair to become one of the most popular of the new songs from the comic operas. Canadian American Music Co., Toronto.

"Down Where the Swance River Flows."—Song. Words by A. B. Sterling, music by H. Von Tilzer. Another of Von Tilzer's sentimental melodies with very pretty accompaniment. It is reminiscent of "On the Banks of the Wabash," and is sure to have a good run as long as this class of songs continues to be popular. Whaley, Royce & Co., Toronto.

"Wenonah."—Waltzes. For Piano. By R. J. Linklater. This series of waltzes possesses all the requisites of good dance music. It is in the style of the old "Love's Dreamland" waltzes, and will be a good seller. The publishers, moreover, have spared no pains in getting out an artistic score. Whaley, Royce & Co., Toronto.

"The Storm of Life."—Song. Words by H. Williams, music by E. Vanalstyne. A very effective song for bass voice of moderate difficulty. It reminds one of an old favorite, "Asleep in the Deep," and ought so become popular. Whaley, Royce & Co., Toronto.

"War."—Song. Music by A. B. Sloan, words by R. H. Burnside. One of the brightest and most catchy numbers from the new comic opera "Sergeant Kitty," which has made such a hit this season. It is one of a galaxy of effective songs belonging to the score, among which might also be mentioned "Love," "Oh, Star of Hope," "Oh, Kitty" and "We are a Gallant Regiment." Canadian American Music Co., Toronto.

"Navajo."—Song. Words by H. Williams, music by E. Vanalstyne. This song was featured by Marie Cahill in the recent musical comedy "Nancy Brown," where it made a great hit. Whaley, Royce & Co., Toronto.

LATE BOOK NEWS.

A WORK entitled "Vocal and Literary Interpretation of Elocution at Newton Theological Institution, and of the Bible," by S. S. Curry, Ph.D., Professor of President of the Boston School of Expression, has just been placed on the Canadian market by William Briggs.

The holiday list of new publications issued by William Briggs was remarkable for the number and quality of the books by Canadian authors. Ernest Thompson-Seton, Fraser, Stringer, Curman, Hickman, Marshall Saunders, Alice M. Jones and others. Mr. Lawrence J. Burpee, of Ottawa, who has for years made a special study of Canadian literature, and is now engaged with Prof. Horning on a "Biography of Canadian Fiction," in a letter to this house remarked: "Let me compliment you upon the excellence of your holiday book catalogue. It is the best and most representative list of Canadian books I have ever seen in any one year."

A new story by Mrs. Alexander, entitled "Kitty Costello," has been secured for the Canadian market by William Briggs. There are few living writers, if indeed any, that have produced so many books as this lady, who has maintained a steady constituency of readers.

A new novel of great interest and value has been added recently to Shakespearean literature. It is a work entitled "The Bible in Shakespeare: A Study of the Relation of the Works of William Shakespeare to the Bible." The author, a Chicago clergyman, Rev. Wm. Burgess, was engaged for 12 years in the preparation of this book, and had the misfortune to lose the entire manuscript in a fire which in December of 1902 destroyed the printing establishment that had the book in press. Nothing daunted Mr. Burgess set to work to prepare the matter again from partial copy and notes in hand. It has come out now in a substantial volume of nearly 300 pages, and will be handled in Canada by William Briggs.

William Briggs has had the good fortune to secure the Canadian market for Kate Douglas Wiggin's new story, "Rebecca of Sunnybrook Farm." This book has been an instant success in the United States, where 100,000 copies have already been sold. The Canadian edition will be issued in cloth only at \$1.25.

The New York Times Saturday Review comments on "The O'Ruddy" (William Briggs) as follows: "A romance galloping splendidly on its headlong way and looking back now and again to smile gaily and wink at the writer and to jest at itself, that is the O'Ruddy. To tell the truth there is hardly a dull page in the book, whole dozens that sweep you along breathlessly. The late Mr. Crane and the present Mr. Barr between them have made what seems to us the gallantest story of its kind that has seen the light this long time." The book has been described as a sort of present day Charlie O'Malley, full of rollicking humor and breathless adventure.

It has been known that Dr. W. H. Holland, the well-known entomologist, author of "The Butterfly Book" and other works, has been for years engaged on a work dealing with the moths. His "Moth Book" is now ready and the Canadian edition is in the hands of William

Briggs and has been placed on the market with a good opening sale. It is a massive volume of 500 pages with 648 colored plates and 300 text-cuts and sells at \$4.00—and at this price is really a marvel of cheapness.

An important work of science entitled "Man's Place in the Universe," by the well-known scientific writer, Alfred Russell Wallace, has been placed on the Canadian market by William Briggs. It is said to be nothing less than epoch-making as a contribution to the philosophy of man's relation to the world he lives in.

A very small percentage (considerably less than five per cent) of the output of current fiction survives more than a year or two. The "short-lived beauties die away," and in most cases it is well that they do. The struggle for existence brings into play the law of the "survival of the fittest." We are glad to know that Miss Lant's "Lords of the North" is still having a good sale. William Briggs has just issued the sixth edition. He also recently issued the 13th Canadian edition of Marie Corelli's "Master Christian," and the 32nd thousand of "David Harum." "The Letters of a Self-made Merchant to His Son" also had a very large holiday sale this year.

In a recent estimate made of the most important books issued in England and the United States during 1903 we find that Morley's "Life of Gladstone" is placed as the first book in England, and "Story of My Life," by Helen Keller as the most important book published in the United States in 1903. William Briggs reports a very large sale of the life of Helen Keller for Canada.

William Briggs reports continued sale for "Emmy Lou: Her Book and Heart." This book by the way has recently been introduced to the English public by one of the leading publishers in London, and he has cabled several repeat orders. The book is apparently catching on with the English public, and we predict a large sale in England. The Canadian sale has been very good.

Oliphant, Anderson & Ferrier, of Edinburgh have brought out a new and condensed edition of Adam Smith's "Wealth of Nations," which can be highly recommended to students. It contains preface and introduction by Hector Macpherson and the cream of the original book. (Paper, 1s. net).

In the United States there is a set of children's books published by L. C. Page & Co., of Boston, and from the pen of Mrs. Annie Fellows-Johnston, which has had a remarkable success. This is the "Little Colonel Series." Its principal character, appearing in all the volumes of the set, is a winsome little maiden and the story of her childhood is told in detail.

A NEW GAME.

"Golf" played with cards is the latest craze for evening amusement. The card game is played in identically the same way as the game on the green by drawing cards from the pack, the cards being divided into four different suits, "Drive," "Long approach," "Short approach" and "Putt."

As the game of golf is not only the most fashionable but also one of the most popular outdoor games in Can-

ada, enthusiasts will be greatly pleased with the prospect of being able to continue to enjoy their choice of pastimes at cards. Warwick Bros. & Rutter are sole agents for the game in Canada and the retail price is 50



cents per pack and handsome display cards are supplied with every dozen. Every dealer should at once request a sample of this new game.

AN EXCELLENT PAYING LINE.

A LINE of goods very little understood by dealers in Canada is the Artist Material line; and yet there is no better paying business to be engaged in, if rightly handled. The first thing necessary is to find out the wants of those who use these goods in your town, and then carefully cultivate their trade.

It is a fact that these goods do not move as quickly as staple lines, but it must be remembered that a commensurate profit is to be had, and if a well assorted stock is kept, a profitable income can be derived.

In speaking with Messrs. George Ridout & Co., Toronto, who represent Talens & Co., Dutch manufacturers of oils, water colors, etc., our reporter learned that they are introducing their special goods directly to the artists by a very neat and novel sample set which can be had for the asking, and which they will send to any artist whose address an interested dealer may supply them, in all instances referring them to such dealer; and as they are agents they can give the merchant the very best terms to be attained without the necessity of his having to overload himself with stock. They are ready to give every information desired to aid those interested.

PERSONAL MENTION.

Mr. George Hazen, who represents Warwick Bros. & Rutter in the provinces, has returned from a trip to the coast and California, whither he went for the benefit of his health.

Mr. J. Martin once with the Canada Paper Co., and later Maritime traveller for McFarlane, Son & Hodgson, of Montreal, will in future cover Eastern Ontario and Quebec for Warwick Bros. & Rutter.

Mr. G. B. Salmoud, who has spent eleven years in the book business in Brantford and a year with S. E. Mit-

chell, of Pembroke, has succeeded Mr. W. Metcalf as manager of Salmoud & Co., of Brockville.

Mr. Lewis Rose has resigned his position as traveller for Nerlich & Co. in Eastern Ontario, he having gone to Cuba. His territory will be taken by Mr. Thos. Christie, who has been representing Warwick Bros. & Rutter in this field.

Mr. L. J. Walsh has left Nerlich & Co. and has joined the Seely Mfg. Co., of Windsor. His territory in Manitoba will in future be covered by Mr. Chas. Montgomery.

Mr. Heymann, representative of the Eagle Pencil Co., is expected in Toronto during the month.

The Trade in Toronto were recently favored with a call from Mr. J. E. Wood, of Rat Portage, who has been placing large orders for souvenir stationery and novelties.

Mr. W. J. F. Mallagh, of Brantford, went the rounds of the Toronto jobbers recently, filling up the vacancies in his stock occasioned by heavy Christmas sales.

Mr. W. Miller Jones, representing Mr. E. Faber, will be paying the Canadian jobbers a visit at an early date.

Mr. Thos. Christie, who represented Warwick Bros. & Rutter, for some time in the Ottawa, Montreal and Quebec district, has joined the staff of Nerlich & Co. Mr. Christie's place has been taken by Mr. "Jack" Morton, formerly representative of McFarlane, Son & Hodgson in the Eastern Provinces.

The trade generally will regret to hear of the death of Mr. George A. Burghardt, formerly Canadian representative of E. P. Dutton & Co., of New York. Mr. Burghardt was stricken with paralysis 19 months ago, and after two further attacks passed away on December 14th. Those who knew this gentleman will condole with Mrs. Burghardt and her children in their sad bereavement.



A Pretty 1904 Valentine.

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FEB 26 1904
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Page 21
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A LEATHER GOODS CATALOGUE.

A splendidly executed catalogue of fine leather goods has been sent to "Bookseller and Stationer" by C. F. Rumpff & Sons, of Philadelphia. The catalogue contains an immense variety of leather goods, well illustrated and and described.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during January, 1903

This list is compiled monthly for THE BOOKSELLER AND STATIONER, and, under the new Copyright Act, it is imperative for the dealer in books to keep it on file.

11152. Fear Not I am With Thee. Sacred Song. Words by E. S. Moyer. Music by E. M. Keffler. E. M. Keffler, Hespeler, Ont.
11153. The Canadian Magazine. December, 1903. Christmas Number. The Ontario Publishing Co., Toronto.
11154. Vive la Canadienne, Dieu Sauve le Roi, et Chant National. Arrange par L. P. Laurendeau. Morceau de musique. Charles Lavallee, Montreal.
11155. Peggy O'Neil. Waltzes. By H. B. Blanke. The Whitney-Warner Publishing Co., Detroit.
11156. His First Glimpse. Picture. The Globe Printing Co., Toronto.
11157. Abundance. Picture. The Globe Printing Co., Toronto.
11158. Pouting. Picture. The Globe Printing Co., Toronto.
11159. The Windflower. Picture. The Globe Printing Co., Toronto.
11160. Miriam. Picture. The Globe Printing Co., Toronto.
11161. Cavanagh's Phrenological Chart. By Prof. Francis Joseph Cavanagh, Toronto.
11162. The Simplex Library Record. Book. Edward W. Johnston, Jr., Bridgeburg, Ont.
11163. Mount Baker from Oak Bay, British Columbia. Photo. Charles Edward Clarke, Victoria, B.C.
11164. Government Buildings, Victoria, British Columbia. Photo. Charles Edward Clarke, Victoria, B.C.
11165. You Never Know What's Going to Happen Next. Duet: Kitty and Captain. From Sergeant Kitty. Libretto by R. H. Burnside. Music by A. Baldwin Sloane. The Canadian American Music Co., Toronto.
11166. Nimon's Father Doesn't Seem to Mind. Captain. From Sergeant Kitty. Libretto by R. H. Burnside. Music by A. Baldwin Sloane. The Canadian American Music Co., Toronto.
11167. Love Laughs at Locksmiths. Kitty and Lucien. From Sergeant Kitty. Libretto by R. H. Burnside. Music by A. Baldwin Sloane. The Canadian American Music Co., Toronto.
11168. The One I Love the Best Gave That to Me. Captain. From Sergeant Kitty. Libretto by R. H. Burnside. Music by A. Baldwin Sloane. The Canadian American Music Co., Toronto.
11169. Love, Kitty. From Sergeant Kitty. Libretto by R. H. Burnside. Music by A. Baldwin Sloane. The Canadian American Music Co., Toronto.
11170. Oh, Star of Hope. From Sergeant Kitty. Libretto by R. H. Burnside. Music by A. Baldwin Sloane. Arranged by Al. LaRue. The Canadian American Music Co., Toronto.
11171. True Love Lives But In Our Dreams. From Sergeant Kitty. Libretto by R. H. Burnside. Music by A. Baldwin Sloane. The Canadian American Music Co., Toronto.
11172. War I. From Sergeant Kitty. Libretto by R. H. Burnside. Music by A. Baldwin Sloane. The Canadian American Music Co., Toronto.
11173. The Girl Ha Left Behind Him. From Sergeant Kitty. Libretto by R. H. Burnside. Music by A. Baldwin Sloane. The Canadian American Music Co., Toronto.
11174. Just Take Things as They Come. From Sergeant Kitty. Libretto by R. H. Burnside. Music by A. Baldwin Sloane. The Canadian American Music Co., Toronto.
11175. Oh, Kitty. From Sergeant Kitty. Libretto by R. H. Burnside. Music by A. Baldwin Sloane. The Canadian American Music Co., Toronto.
11176. We Are a Gallant Regiment. Kitty and Chorus. From Sergeant Kitty. Libretto by R. H. Burnside. Music by A. Baldwin Sloane. The Canadian American Music Co., Toronto.
11177. Christmas Spirit. Sermon by Rev. Frank De Witt Talmage, Chicago, 6th December, 1903. William Baily, Montreal.
11178. Panorama of Toronto. Right Section. Photo. William Thomson Freeland, Toronto.
11179. Panorama of Toronto. Left Section. Photo. William Thomson Freeland, Toronto.
11180. Panorama of Toronto. Centre Section. No. 1. Photo. William Thomson Freeland, Toronto.
11181. Panorama of Toronto. Centre Section. No. 2. Photo. William Thomson Freeland, Toronto.
11182. Parliamentary Procedure and Practice in the Dominion of Canada. By Sir John George Bourinot, K.C.M.G., etc. Third Edition. Edited by Thomas Barnard Flint, M.A., LL.B., D.C.L. Isabelle Bourinot, Ottawa.
11183. The Jones. Volume 1. December, 1903. Number 8. The Underfeed Stoker Co., Toronto.
11184. Canadian Customs Reckoner. Compiled and Published by Percy M. Millman and George M. Millar, London.
11185. Autumn Reverie. Waltzes. By Beulah M. Emmett, Sparta, Ont.
11186. The Ontario Legal Chart, 1901. Henry Cartwright, Toronto.
11187. Indigestion. Song. Words from the German. Music by Waddington Cooke. The John Church Co., Cincinnati, Ohio.
11188. Wakeeta. Waltz. A. E. Dion, Ottawa.
11189. Canadian Railway Cases. Book. By Angus Macmurehy and Shirley Denison. Robert Reid Cromarty, Toronto.
11190. Golfo. Rules of Game. The Golfo Card Co., Toronto.
11191. Friendly Greeting. By Rev. Frank de Witt Talmage, Chicago, Ill., 13th December, 1903. William Baily, Toronto.
11192. Canadian Politics. with speeches by the leaders of reform and progress in Canadian Politics and Government. J. Robert Long. St. Catharines.
11193. On the Road to Cairo Town. Song. Words by James O'Dea, music by Will Accoe. The Whitney-Warner Publishing Co., Detroit, Mich.
11194. Fire Fly. For the Piano. By Arthur Nevin. The John Church Co., Cincinnati, Ohio.
11195. As the Moon Rose. For the Piano. By Arthur Nevin. The John Church Co., Cincinnati, Ohio.
11196. Panorama. For the Piano. By Arthur Nevin. The John Church Co., Cincinnati, Ohio.
11197. Sylphs. For the Piano. By Arthur Nevin. The John Church Co., Cincinnati, Ohio.
11198. Baby Charley. Five Songs. Words by Sidney Lanier. Music by John Spencer Camp. Op. 15, No. 5. The John Church Co., Cincinnati, Ohio.
11199. In the Foam. Five Songs. Words by Sidney Lanier. Music by John Spencer Camp. Op. 15, No. 4. The John Church Co., Cincinnati, Ohio.
11500. A Song of the Future. Five Songs. Words by Sidney Lanier. Music by John Spencer Camp. Op. 15, No. 1. The John Church Co., Cincinnati, Ohio.
11501. Evening. Five Songs. Words by Sidney Lanier. Music by John Spencer Camp. Op. 15, No. 3. The John Church Co., Cincinnati, Ohio.
11502. Thou and I. Five Songs. Words by Sidney Lanier. Music by John Spencer Camp. Op. 15, No. 2. The John Church Co., Cincinnati, Ohio.
11503. In Music's Thrall. Book. By Lilla Nease. William Briggs, Toronto.
11504. Official Telephone Directory, Toronto and Suburbs, December, 1903. The Bell Telephone Co. of Canada, Montreal.
11505. Vanity. Intermezzo. By Jason V. Matthews. Whaley, Royce & Co., Toronto.
11506. The Friends We Used to Know. Song. Words and Music by W. H. Southwick, Toronto.
11507. Architects' Estimate and Record Book. J. W. Ritchie, Toronto.
11508. Out-of-Town Buyers' Want Book and Business Guide of Toronto. J. W. Ritchie, Toronto.
11509. The T. Eaton Co. Calendar. The T. Eaton Co., Toronto.
11510. Fortune and Love-Letters. Norman Binnore, Montreal.
11511. L'Histoire de la Corporation de la Cite de Montreal depuis son origine jusqu'a nos jours. Par J. Cleophas Lamothe et Lavoilette et Masse. Lavoilette et Masse, Montreal.
11512. The British Nation: A History. By George M. Wrong, M.A. George N. Morang & Co., Toronto.

14513. The Rapid Analytical Method of Penmanship. By A. W. Urmey, Township of Washan, Ontario.
14514. Wenonah. Wenonah: Loveliest of the Dacotah Tribe. Words by James O'Dea, Music by Percy Wenrich, Arranged by Carl Frollich. The Whitney-Warner Publishing Co., Detroit.
14515. La Ligue de l'Enseignement. Par Henri Bernard, Cote des Neiges.
14516. The Right Hon. Sir Wilfrid Laurier, G.C.M.G. Photo. Emile Lucas, Ottawa.
14517. The Right Hon. Sir Wilfrid Laurier, G.C.M.G. Photo. Emile Lucas, Ottawa.
14518. Chatham, Essex, Kingsville, Sarnia, Ont. Insurance Plans. Charles Edward Goad, Montreal.
14519. Farnham, Huntingdon, North Hatley, Richmond, Shawanigan Falls, Thetford Mines, Que. Insurance Plans. Charles Edward Goad, Montreal.
14520. Armstrong, Enderby, Northern Canneries, Ymir, British Columbia. Insurance Plans. Charles Edward Goad, Montreal.
14521. Victoria, British Columbia. Insurance Plan. Charles Edward Goad, Montreal.
14522. Charlottetown, Summerside, Prince Edward Island. Insurance Plans. Charles Edward Goad, Montreal.
14523. Calvary Catechism for the Little Ones. By Mrs. D. C. Weston. The Musson Book Co., Toronto.
14524. A Bird's-Eye View of the Ontario Agricultural College and Experimental Farm, Guelph, Ontario, Canada. Photogravure. McIntosh & Galbraith, Guelph.
14525. The Land of My Dreams. Sacred Song. Words and Music by Arthur Trevelyan. The Whitney-Warner Publishing Co., Detroit.
14516. Plan XV., re The Identification and Protective Co. of Canada, Limited. Circular. George I. Goddard, Montreal.
14527. The Canadian Almanac, 1904. Edited by Arnold W. Thomas. The Copp, Clark Co., Toronto.
14528. How to Speak and Write the English Language Correctly. Book. By Robert Gollman, Montreal.
14529. Insurance Plans of Arcola, Cardston, Calgary, Carlyle, Claresholm, Duck Lake, Estevan, Fleming, Grenfell, Indian Head, Lethbridge, Lumsden, Macleod, Maple Creek, Oxbow, Pincher Creek, Prince Albert, Qu'Appelle, Raymond, Red Deer, Regina, Rosthern, Saskatoon, Sinton, Wetaskiwin and Weyburn, Northwest Territories. Charles Edward Goad, Montreal.
14530. I'm Longing For You Every Day. Ballad. By H. B. Blanke. The Whitney-Warner Publishing Co., Detroit.
14531. The Irish. Song. Words by W. G. Rose. Music by R. B. Brewer. The Whitney-Warner Publishing Co., Detroit.
14532. Kamona. Intermezzo. By Carl Kahu. Harry H. Sparks, Toronto.
14533. In Memory of Jack. Song. By Fenton S. Fansher. Harry H. Sparks, Toronto.
14534. The Sawyer and Massey Co. Advertising Hanger. Lithograph. The Sawyer and Massey Co., Hamilton.
14535. Britannia Forever. Song. Words by John Wesley Meredith. Music by Paul Laurent. Whaley, Royce & Co., Toronto.
14536. Christmas 1903. March and Two-Step. By Elmer H. Smith. The T. Eaton Co., Toronto.
14537. The Ritual. The Canadian Order of the Woodmen of the World. The Canadian Order of the Woodmen of the World, London, Ont.
14538. The Savior's Birth. Sermon by Rev. Frank De Witt Talmage, Chicago, 20th December, 1903. William Baily, Toronto.
14539. Shannon Perpetual Bookcases. Catalogue. The Office Specialty Manufacturing Co., Toronto.
14540. Sectional Filing Cabinets. Catalogue. The Office Specialty Manufacturing Co., Toronto.
14541. Dominion Post Office Equipment. Catalogue. The Office Specialty Manufacturing Co., Toronto.
14542. L'Almanach du peuple de la Librairie Beauchemin pour 1904. Librairie Beauchemin, Montreal.
14543. Moments. December, 1903. H. M. Walker, New Denver, B.C.
14544. Quebec Under Two Flags. Book. Arthur G. Doughty and Narcisse E. Dionne, Quebec.
14545. The Skylark's Song. Words by John Bennett. Music by Dudley Buck. The John Church Co., Cincinnati, Ohio.
14546. S. S. Pie X. Photo. Albert Ferland, Montreal.
14547. O Salutaris: Tantum Ergo. Par F. S. Louis Laberge, Toronto.
14548. Laudate Dominum; Memorare. Par F. S. Louis Laberge, Toronto.
14549. Sounds a Loud Call. Sermon by Rev. Frank De Witt Talmage, Chicago, 27th December, 1903. William Baily, Toronto.
14550. Crossing the Bar. Words by Alfred Lord Tennyson. By permission of Messrs. Macmillan Co. Music by Charles Willeby. The John Church Co., Cincinnati, Ohio.
14551. A Modern Phonic Primer. Part II. By John Dearness, M.A., and Sidney Silcox, B.A., D. Paed. Revised Edition. George N. Morang & Co., Toronto.
14552. Sabbath School Class Record, 1901. The Church Record Sabbath School Publications, Toronto.
14553. Portraits des Principaux Acteurs du Theatre des Nouveautés de Montreal, Saison 1903-1904. Photo. Lapres & Lavergne, Montreal.
14554. The Nova Scotian. Mining Number. October, 1903. The Chronicle Publishing Co., Toronto, Ont., Halifax, N.S.
14555. The National Monthly of Canada. January, 1904. Joseph Phillips, Toronto.
14556. McAlpine's New Brunswick Almanac, 1904. The McAlpine Publishing Co., Halifax, N.S.
14557. Belcher's Tourist's Almanac, 1904. The McAlpine Publishing Co., Halifax, N.S.
14558. Almanach National, 1904. La Compagnie de Publication L'Almanach National, Montreal.
14559. Sweet Luey Baily. Words by Jack Norworth. Music by Harry W. R. Robinson. Arranged by Wm. Redfield. The Whitney-Warner Publishing Co., Detroit.
14560. Over the Pilsener Foam. Song. Words by Vincent Bryan. Music by J. B. Mullen. The Whitney-Warner Publishing Co., Detroit.

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INDEX TO ADVERTISERS.

	PAGE		PAGE		PAGE
Accountants and Auditors	21	Dennison Mfg. Co.	13	Newnes, Geo.	9
Anglo-Canadian Music Publishers' Ass'n.	34	Disk Talking Machine Co.	15	Payson's Indelible Ink	31
Bank of Toronto	18	Dom. of Canada Guarantee & Ins. Co.	20	Pelouze Scale and Mfg. Co.	17
Bell Telephone Co.	22	Esterbrook Pen Co.	13	Publishers' Circular	34
Belleville Business College	21	Ford & Featherstone	22	Ridout, Geo., & Co.	15
Brandauer & Co.	34	Gage, W. J., & Co.	13	Staunton's Limited	33
Briggs, William	7	Goodall, Chas., & Sons	10	Standard Trading Corporation	39
Briggs Ledger System Co.	22	Hart & Riddell	22	St. Margaret's College	21
British-America Assurance Co.	20	Hallwood Cash Registers	22	Taylor, J., & J.	22
Brown Bros., Limited	31	Heath, John	34	Toronto General Trusts	18
Buntin, Gillies & Co.	Outside back cover	Hinks, Wells & Co.	34	Triner Scale and Mfg. Co.	17
Canadian-American Music Co.	34	Ingersoll, Robt. H.	2	Union Card and Paper Co.	2
Canadian Bank of Commerce	18	Imperial Pen Co.	31	United States Playing Card Co.	2
Canadian Correspondence College	21	Johnson & Co.	29	Warwick Bros. Rutter, Inside front cover	31
Canada Permanent Corporation	18	Legal Cards	21	Waterston, Geo. & Sons, outside back cover	
Canadian Press Clipping Bureau	13	Legallee Bros.	15	Western Assurance Co.	20
Colonial Typewriter Co., Limited	33	Macniven & Cameron	34	Western Business College	21
Confederation Life Association	18	Metropolitan Bank	18	Weese & Son	22
Copp, Clark & Co.	7, 17, 29	Mittag & Volger	33	Whaley, Royce & Co.	31
Cooper, Dennison & Walkden, inside back cover		Morton, Phillips & Co.	31, 34	Willis Business College	21
Crompton, Jas. R. & Bros.	15	Nerlich & Co.	1, 24	Young, C. G. & Co.	39
				Young Bros.	15

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