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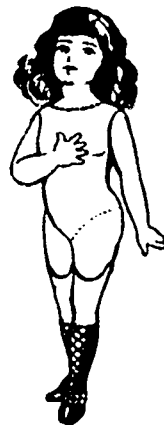
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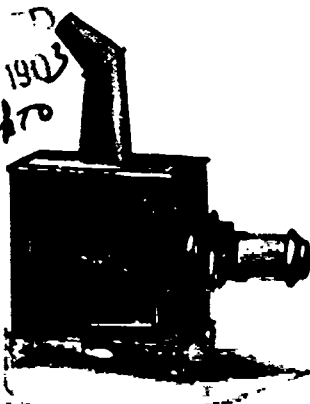
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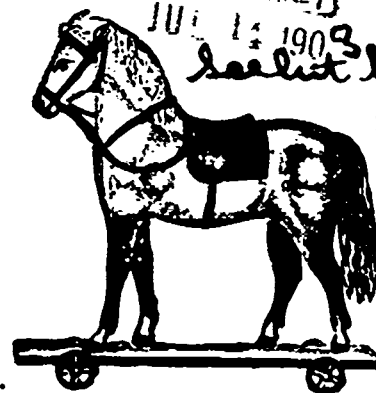
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THE Bookseller and Stationer

Vol. XIX.

MONTREAL AND TORONTO, CANADA, JULY, 1903.

No. 7.

CURRENT TOPICS.

CANADA as a field for the novelist is coming more and more into prominence. Not only Canadian authors, but United States authors as well, are directing their attention in this direction. Last month two Canadian novels appeared, which seem to have pretty well hit the popular fancy. They are both maritime tales, the scene of one being laid in Halifax and the other in the Gulf of St. Lawrence. They are both written by Canadians and give

The Canadian Field.

evidence of much literary ability. One is entitled "A Detached Pirate," and is written by Helen Milecete, and the other, "The Sacrifice of the Shannon," is from the pen of W. Albert Hickman. Besides these two purely Canadian books, we find several novels by United States writers, which deal more or less intimately with Canada. Mary Catharine Crowley, whose portrait we reproduce in this number, is an example of the American writer who has adopted the Canadian field. There are numerous others, and the future is bound to see still more. The possibilities for successful novels about Canada, past and present, are enormous.

OVER in England just now they are discussing a project which is being set on foot to give the public some relief from the alleged ignorance of booksellers. In a prospectus issued by The Bookshops, Limited, it is set forth that English booksellers don't know their business, and that it is becoming more and more difficult for the public to get the books they want. Consequently, The Bookshops, Limited, is going to come forward and show how the book-

An English Scheme.

selling business should be conducted. Any person can see that this is a libel on the booksellers, and merely a scheme to get the new corporation started. Booksellers are by no means the ignorant men they are painted. It is true an occasional unfit individual may be found, but the present system of book-selling is quite complete enough to render any charge of inefficiency untrue. It has been shown by a canvas of the readers of a recent novel in the United States that the bookseller's influence on the sale of the book was the predominant factor. This being so, it is absurd to make such charges as we have referred to.

SINCE our last report on the book trade but few new books of any importance have appeared. Publishers have confined their efforts to the production of paper editions of the favorite Spring novels, and some neat pocket editions of novelettes have also appeared, suitable for Summer reading. The retail trade continues good and the tourist, as usual, is consuming a great deal of light literature. "Lady Rose's Daughter" for the third consecutive month heads the list of best sellers. "The Letters of a Self-Made Merchant," which, by the way, has become out in a paper edition, shows renewed sales, and there is likewise a continued demand for "Love Mary" and "Wee Macgregor." Two favorite books of the month have been "The Virginian" and "Under the Rose." "Gordon Keith" and "The Pit" have had excellent sales and rank as standard novels of the season.

AGGRESSIVENESS is a characteristic which many booksellers sadly lack. That is, they seem to be quite content to move along in the same old rut, into which their business vehicle settled at the first turn of its wheel. Why it is that they fail to push forward into new channels or to broaden their scope, it is difficult to see. Doubtless it is simply the innate laziness of mankind that is exhibiting itself. If they could only impress on their minds the necessity for original effort they would make a greater success of their business and bring in more profits on their investment. Take, for instance, the business done in school supplies. How many school boards are in the habit of getting in supplies by the wholesale from outside centres? This is a state of affairs which ought not to exist. We believe in every community patronizing its own businesses whenever possible, and a school board should be the first to see this. The bookseller should wake up and get after the school trade whenever he finds it slipping from him. Numerous other instances might be given similar to the above, and all are more or less troubles which the bookseller himself can cure.

HOW to show books to the best advantage in the window frequently puzzles the bookseller. Here again there is an erroneous idea that to have a book-window the window must be filled with books. A few books well disposed on a clean bright background look quite as well as a confused

Advertising Books.

mass of literature piled in every corner and spread all over the middle. By way of background, pictures may be used and, if the pictures selected relate to the books shown, so much the better. Nowadays, it is not a difficult matter to secure artistic posters of the new books, which may be used most advantageously in the window. If books have good illustrations, it is an excellent plan to arrange a set of the books open at these pictures. They can be held back by rubber bands and, if not left too many days in the bent condition, will receive no harm. The use of window cards, describ-

ing books in a few lines, is also most useful. If the cards are properly executed, not too large and not too numerous, they will not spoil the general effect of the window. They will, instead, stimulate interest in the books.

AS usual, the September number of BOOKSELLER AND STATIONER is to be the Special Autumn Number. Already preparations are on foot to make it a worthy successor to last year's excellent production. All the special features that have from time to time appeared in this periodical will be found elaborated in the Special Number. An effort is being made to have *Our Fall Special*, the portion of the paper devoted to books made as national in tone as possible. There will be a competent review of Canadian authors and their books, which should prove of value to the student of Canadian literature.

THE AUTHOR OF TO-DAY.

THOMAS NELSON PAGE.

"GORDON KEITH," the latest novel from the pen of Thomas Nelson Page, possesses the dual characteristic of being both popular and permanent. Popular novels, as they are known to-day, are rarely, if ever, permanent. Indeed, permanency in a novel seems to be a hindrance rather than a help towards popularity. "Gordon Keith," however, unites both characteristics.

Its sales in Canada have not been of sufficient magnitude to give it a priority over the other popular books of the day; neither have they been so small as to exclude it from the category of a popular book. It has taken a good hold on the market, and it is being bought by those readers who ask for a little more than a merely ephemeral piece of fiction. Indeed, in "Gordon Keith" the right proportions have been exactly struck. There is sufficient excitement of incident in the story to render the book absorbing, and sufficient literary workmanship lavished on its pages to make it appeal to more than the merely romance-loving reader.

Thomas Nelson Page, who has so ably united the romantic and the literary in "Gordon Keith," is well known to the world of letters as the author of "Red Rock." That strong novel of southern life at the period of the Civil War merited and received great praise from the critics as an excellent interpretation of the conditions that prevailed in the south during those stirring times. It was a work on which Mr. Page had

expended much time and care, and, in comparison with the great majority of contemporary novels, it was perfection itself. The sole fault which could be found with it, and a fault which is also to be found in "Gordon Keith," is a tendency to lag, which appears here and there, and which somewhat mars the general effect.

Mr. Page is in every respect a typical southerner, with all the fine quality of nature that this implies. He was trained

for the bar, and ultimately entered upon the legal profession; but his fondness for literature and literary effort finally prevailed, and about fifteen years ago he relinquished the law and began to devote himself entirely to literature. He has come to be identified in the realm of fiction with the interpretation of southern life and conditions "after the war," that inter-period of result which could only be vitally grasped by a participant of those times. He has also devoted some attention to juvenile productions, for which he is justly famous.

Whether or not "Gordon Keith" is an advance on "Red

Rock" is a problem for the reader to solve. Some may find a more lively interest in the bright dialogue and exciting incidents which the pages of the former disclose, while the older book may be preferred by others for its more intimate connection with the great war. The two books, however, would seem in many respects to be complementary to one another.



Thomas Nelson Page.

**BOOK
BREVITIES**

ANOTHER striking personality has been added to the number of Canadian fiction writers. This time it is a young New Brunswicker, W. Albert Hickman, who has won distinction. His story, "The Sacrifice of the Shannon," a stirring tale of the ice-crushers of the Northumberland Straits, published in New York by Frederick A. Stokes and in Toronto by William Briggs, is receiving the highest praise at the hands of the critics.

Announcements for July from The Copp, Clark Co. are as follows:

- July 3—"Cecilia," by F. Marion Crawford. Paper edition.
 - 10—"Barbara Ladd," by C. G. D. Roberts. Paper edition.
 - 17—"A Speckled Bird," by A. E. Wilson. Paper edition.
 - 24—"The Adventures of Harry Revel," by A. T. Quiller-Couch.
 - 31—"Earth's Enigmas," by C. G. D. Roberts.
- "A Prince of Sinners," by E. Phillips Oppenheim.

Paper editions of "Cecilia," "Barbara Ladd" and "A Speckled Bird" all sell at 75c. All three are splendid novels by well-known authors.

Quiller-Couch's latest production is as fantastic as any book he has ever written. Its scene is laid on the coast of England many years ago, and there is enough mystery and intrigue in its plot to hold and keep the interest of every reader. As a book for boys it will be hard to equal it this Summer.

BOOKSELLER AND STATIONER has no hesitation in saying, without any bias whatever, that Sewell Ford's "Horses Nine" is one of the books of the year. Few more healthy or charming stories could be imagined.

Two novels by first-rate English authors to be published shortly in Canada are William Le Queux's "The Unnamed" and Joseph Hocking's "O'er Moor and Fen" (Copp, Clark Co.).

"Earth's Enigmas" was the first volume of fiction which the Canadian author, Charles G. D. Roberts, published. That was in 1892. The book has been out of print several years. Now it is announced that a reprint is to appear, to which are to be added three new stories and several illustrations. (Copp, Clark Co.).

In "A Prince of Sinners," by the English novelist, Oppenheim, that author takes up the career of a profligate nobleman and throws up in sharp contrast to his wickedness the manly determination of his son to work out his own career.

The Fleming H. Revell Co. announce this month "The Master of Millions," a novel in which Rev. Dr. George C. Lorimer, pastor of Madison Avenue Baptist church, New York, lays bare many of the rotten places in the fabric of modern civilization.

Morang's series of "Little Novels by Popular Authors" forms a dainty collection of excellent fiction. The booklets are beautifully printed and bound, and each contains an excel-

lent photogravure of the author who wrote it. So far, "Philosophy Four," by Owen Wister; "Man Overboard," by F. Marion Crawford, and "Mr. Keegan's Elopement," by Winston Churchill, have appeared. They are just the thing to slip into the pocket when travelling in Summer.

"The Grey Cloak," by Harold MacGrath, author of "The Puppet Crown," is being presented by McLeod & Allen, Toronto. The major part of this tale is laid in Quebec. It promises to be a good tourist book. Paper 75c., cloth \$1.25.

A text-book on "Canadian Dairying," by Prof. H. H. Dean, B.S.A., of the Ontario Agricultural College, is announced for issue early in August by William Briggs. It is many years since any work on this subject was published in Canada, and the amazing progress of this industry in recent years indicates a market and a use for a good text-book. The preparation of such a work could not be in better hands than Prof. Dean's.

A striking cover design has been made by Mr. John Innes for Mr. John R. Craig's "Cattle Ranching with Lords and Commons." The book contains a number of very fine engravings of western scenes, Mr. Craig, who has had nearly twenty years of experience in cattle ranching in Alberta, gives a great deal of interesting information relating to that industry.

W. A. Fraser left for London on the 9th inst., to place his new story, "The Blood Lilies," with a British publisher. The American rights have been secured by Scribners' and the Canadian by William Briggs. Those who have examined the manuscript regard the story as a distinct advance on the author's previous work. It deals with Indian life in the far Northwest, when the Hudson's Bay Company were supreme through all that country. All the best qualities of Mr. Fraser's literary workmanship—vigor, vivacity, virility, vividness of description—are given full play, and with these is combined a rare tenderness of feeling in treating of the passionate love of an Indian woman for her child. The display of human affection shown by the mother forms a pleasing contrast to the Indian character as it usually has been portrayed. Mr. Fraser himself looks upon the story as embodying the best work he has yet done.

"Lovey Mary" and "Mrs. Wiggs of the Cabbage Patch" still maintain a place among the leaders. The former is in its eighth thousand and the latter in its thirteenth in the Canadian edition, and the demand is still active. The Canadian issue of "The Letters of a Self-made Merchant to His Son," now numbers 16,000 copies.

William Briggs announces the publication early this Autumn of the Canadian edition of a new story by Ernest Thompson-Seton, entitled "Two Little Savages." The story is now running serially in the Ladies' Home Journal, and will be published in the United States by Doubleday, Page & Co.

Miss Helen Milecete, the author of "A Detached Pirate," is a Canadian young lady residing in Halifax. The story is attracting wide attention. The illustrations are in colors and the cover design is artistic and pleasing. This is not Miss Milecete's first venture in literature. She is credited with a previous story, entitled "A Girl of the North." Her friends predict for her higher successes in the future.

Mr. Crockett's latest story, "The Banner of Blue," has run into a second Canadian edition. Though none of his recent books have enjoyed the popularity of "The Raiders," yet Mr. Crockett holds a large constituency of readers eagerly ready for his latest studies of Scottish life and character.

BOOKS OF THE HOUR

A GENTLEMAN OF THE SOUTH. By William Garrott Brown. Toronto: George N. Morang & Co. Price, \$1.25.

Apart from the fact that the plot interest of this book is quite good, which in itself should form a test of quality, there is a haunting charm about the treatment of it which renders the tale memorable. The characters are sketched off with a sympathetic touch, and even the wretched cause of the tragedy that fills the closing scenes of the story, Robert Underwood, has his course in some measure vindicated. The real gentleman of the south, Henry Selden, cannot fail to please. His character, in the face of the awful trials he has to meet, is inspiring and truthful. The love interest glimmers through the book, to shine forth gloriously at the conclusion. It is, on the whole, a novel of no little power, and should repay reading.

A DETACHED PIRATE. By Helen Milcete. Montreal: The Montreal News Company Limited.

There are spots in this book when the reader holds his breath, not because the characters are having a hazardous time of it, for they don't, but because the talented authoress herself is trifling on the thin edge of propriety. When all is said and done, however,



Helen Milcete,
Author of "A Detached Pirate"

there is nothing so extremely objectionable about the book. Miss Milcete has chosen a somewhat daring theme, it is true, but she has handled it with rare skill, and in the end has overthrown all hostile criticism. She has cheated her readers out of a rich scandal in a decidedly clever manner. A divorced woman is not the most pleasing type of a heroine, and when she is of the kind that all men adore, the situation is rendered so much the more hazard-

ous. Just such a personage has Miss Milcete selected and thrown into the midst of Halifax military society to work havoc among the officers of the garrison. A portraiture such as that of Gay Vandaleur from a woman's pen should be welcomed. Men occasionally try their hand at depicting women of her stamp, and one wonders whether their characterizations are accurate. In the case of Gay Vandaleur there is less uncertainty.

ALL ON THE IRISH SHORE. By E. Somerville and Martin Ross. Toronto: Copp, Clark Co.

There are eleven sketches of Irish life in this book, dealing principally with hunting and sporting life. While there is but little attempt at plot and but little more at characterization, the sketches, as straightforward relations of incidents, are possessed of considerable humor and exhibit artistic treatment. The three beginning with "Fanny Fitz's Gaiter," which

are connected by a common interest, are the best pieces of work in the book, so far as incident goes. They illustrate very well the characteristics of the rest of the sketches. Some of the other chapters in the book are much less interesting, being somewhat beclouded and purposeless.

THE SACRIFICE OF THE SHANNON. By W. Albert Hickman. Toronto: William Briggs.

From cover to cover, this book is a genuinely good piece of work. It is a Canadian story with a Canadian hero and heroine and with its scene laid in the Gulf of St. Lawrence. The relief of a steamer, imprisoned in the ice off Cape Gaspe, by the ice-breaker Shannon, and the subsequent loss of the latter forms the main theme of the tale and gives the preponderating interest to it, though a subsidiary love story adds considerable charm as well to its pages. The book relies for its strength on the descriptive ability of the author. He shows a minute acquaintance with the Gulf and its navigation, and he has the faculty of portraying scenes and incidents with color and freshness, his description of the yacht race in the second chapter being admirable. A little immaturity is displayed, however, when he goes on to trace the development of character. The reader would like to have seen the change in the heroine's feelings towards Wilson worked out a little more in detail. Both characters were sufficiently well depicted to immediately interest the reader, and had the course of their love been a little more intimately treated, the result would have been better. The love interest ostensibly formed the motif of the plot and should consequently have received more attention. A word of praise should be bestowed on Mr. Hickman's portraiture of Donald, who is an even more striking individual than the paragon, Wilson, himself.

CASTLE OMERAGH. By F. Frankfort Moore. Toronto: Copp, Clark Co.

The author of the old favorite story of "The Jessamy Bride," has taken the Ireland of Cromwell as the scene of his latest novel. Over in the west, out of the main tide of the English invasion, lay Castle Omeragh, in which a determined stand was made against a detached party of Roundheads. Around this main incident of the plot has been woven an absorbing tale of adventure and love, with a little of the mystical thrown in here and there and with some attention to Irish characterization as well. Indeed, Mr. Moore's novel is instructive as well as entertaining, for he throws a new light on the Cromwellian invasion of Ireland. His estimate, both of the aims and objects of the invader, and of the character of the native Irish, lends value to the book. The mastery of the romancer's art, which Mr. Moore has acquired, renders the stirring incidents of the story life-like, and some scenes, notably the attack on the castle, are deserving of high praise.

THE HEBREW. By John A. Stewart. Toronto: William Briggs.

This book, under the title of "The Samaritans," received attention in this column last month. The present volume is a choice piece of book-making, admirably printed and light in weight. A second glance through its pages, serves to impress us still further with Mr. Stewart's singular ability to impress

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without undue effort. There is no striving after effect. It is a plain, straightforward book, calm in utterance and dignified in tone. Its very dignity presses home the irony of slum conditions in East London, with far more weight than any virtuous tirade against the iniquity and maladministration of the authorities could do. "The Hebrew," is decidedly a better title for the book than "The Samaritans," for the Americans, who pose under the latter title, are of no importance in the book as compared with Herstein, the Jewish landlord.

LOVE THRIVES IN WAR. By Mary Catherine Crowley. Toronto: George N. Morang. Price, \$1.50.

This is the third romance which Mary Catherine Crowley has written. It is a worthy successor of "A Daughter of New France" and "The Heroines of the Strait," and in saying this, nothing more complimentary to the author could be said.



Mary Catherine Crowley
Author of "Love Thrives in War"

The War of 1812 forms the background of the romance, but, though Miss Crowley draws freely from historical data for her material, she yet does not fail to weave in much that is imaginative and romantic. The heroine, Laurette MacIntosh is an exceedingly artistic piece of characterization and should win thousands of admirers among readers. Miss Crowley is an author in whom Canadians should be interested, as she resides just

across the border, in Detroit, and takes considerable interest in this country. She has travelled extensively here in search of material for her books.

HORSES NINE. By Sewell Ford. Toronto: The Copp, Clark Co., Limited

Charming is a word that but feebly expresses the character of these bright little biographies of horse-life. The reader is not only delighted by the dainty play of fancy in them, but is also touched by their humanity. Not even "Black Beauty" quite equals them. It was a child's book. This suits old and young alike. The critic is disarmed when he attempts to pick flaws in "Horses Nine." He doesn't like to even attempt to find fault. There is such an air of perfection about each separate story, such a completeness about the whole, that to mar the general effect by anything akin to adverse criticism, would be lamentable. The only latitude one may permit himself, is to endeavor to pick the favorite of the horses nine. Each horse-character is elected from a different walk in life and each develops characteristics in keeping with his surroundings.

PHILOSOPHY FOUR. By Owen Wister. Toronto: George N. Morang & Co. Price 50 cents.

This is the first volume of the series, "Little Novels by Favorite Authors," which this publishing house are preparing. It is a dainty little book, typographically beautiful, and just the shape and size for comfortable Summer reading. It is small and light, and can be readily carried in the pocket, while, at the same time, the type is large and legible. Of the wisdom of choosing "Philosophy Four" as the initial volume of the series some doubts may be had. It is not a story which will appeal to a large circle of readers. There is, in fact, too

much philosophy and not enough entertainment at the outset. Towards the conclusion the tale brightens up and the ending is good, but this does not counteract the opening chapters. The story itself would be a huge success in a college paper, where the underlying moral would be appreciated, and, judging it from this standpoint, it possesses undoubted merit.

IAN OVERBOARD. By F. Marlon Crawford. Toronto: George N. Morang. Price, 50 cents.

This is the second story in Morang's series of "Little Novels by Favorite Authors" and as a popular fancy, will possibly be more successful. It possesses the elements of interest, which make it attractive from the outset. Though rather gruesome in plot, the story is not worked out sufficiently intimately to horrify, like, for instance, one of Edgar Allan Poe's fantastic tales. Crawford, is, in fact, somewhat out of his proper field in this story. Nevertheless, it is a little book worth reading. The language is good and the command of nautical expression excellent, while the theme absorbs the attention from start to finish.

CAMPING AND CANOEING. By James Edmund Jones. Toronto: William Briggs.

Everybody is aware that there are in Ontario glorious stretches of lake and river, which afford magnificent scope for holiday canoe trips, but few know how to properly enjoy their advantages. It is for such persons that Mr. Jones has compiled this admirable manual, and one wonders how the pleasure-seeker could have got on before without it. Beginning with the requisites, which are described in detail, expert advice is given on such subjects as, how to carry a canoe, how to pack provisions, how to run rapids, and how to cook, with valuable information in other directions. Finally, a series of twenty-four canoe routes is outlined and a copious index gives light on every imaginable subject touched on. It is a book that no camper, be he an old hand or an amateur, should fail to read.

MR. KEEGAN'S ELOPEMENT. By Owen Wister. Toronto: George N. Morang & Co. Price, 50 cents.

The third of the "Little Novels by Popular Authors" is the best of the series so far, judged as a popular effort. The story is quicker, the characters more interesting and the story better told. This is not saying, however, that it is a more perfect piece of literary work than its two predecessors. What is meant is, that it will tickle the popular fancy more and should sell better. Mr. Keegan is a unique character. He possesses a droll independence of action that renders him a most interesting personage. His confere, the master-at-arms, admires and follows him, and the two create all the excitement that is to be found in the book. The naval flavor found in its pages adds to its raciness.

MEDALLIONS FOR FALL TRADE.

Young & Co., fancy goods, Toronto, have had a most gratifying sale for medallions in the past few weeks they have been out on business. They attribute this to the extra fine line they are showing together with the price at which their goods may be sold, 10c upward. In the United States medallions are very popular.

Mr. A. O. Hurst has returned from his American trip. In New York he succeeded in placing his line of playing cards with every department store and stationer of any prominence. Mr. Hurst expects very shortly his new samples in fine stationery and playing cards, and says he will show something unusually pleasing. The King Edward hotel, Toronto, ordered 1,000 pairs of playing cards—a special design in four colors—from Mr. Hurst.

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- 4 "The Blazed Trail," by S. E. White. Morang.
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- 5 "The Puppet Crown," by H. McGrath.
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- 2 "Wee Macgregor," by J. J. Bell. Morang.
- 3 "Under the Rose," by F. Isham. McLeod & Allen.
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- 5 "The Pit," by Frank Norris. Morang.

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- 2 "Dr. Bryson."
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- 5 "Under the Rose," by F. S. Isham. McLeod & Allen.
- 6 "The Virginian," by Owen Wister. Morang.

MONROE, N. B.

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- 2 "Lovey Mary," by H. C. Hegan. Briggs.
- 3 "Letters of a Self-Made Merchant," by G. H. Lorimer. Briggs.
- 4 "The Pit," by Frank Norris. Morang.
- 5 "Garden of Lies," by J. M. Forman. McLeod & Allen.
- 6 "Trail of the Grand Seigneur," by O. L. Lyman. McLeod & Allen.

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- 1 "Gordon Keith," by T. N. Page. Copp, Clark.
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- 3 "Angel," by Mrs. Croker.
- 4 "Misdemeanors of Nancy," by E. Hoyt. Copp, Clark.
- 5 "The Gold Wolf."
- 6 "The Virginian," by Owen Wister. Morang.

OTTAWA.

- 1 "Lady Rose's Daughter," by Mrs. Ward. Poole-Stewart.
- 2 "Letters of a Self-Made Merchant," by G. H. Lorimer. Briggs.
- 3 "The Virginian," by Owen Wister. Morang.
- 4 "The Pit," by Frank Norris. Morang.
- 5 "The Star Dreamer," by A. and E. Castle. Copp, Clark.
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- 2 "Letters of a Self-Made Merchant," by G. H. Lorimer. Briggs.
- 3 "Lovey Mary," by A. C. Hegan. Briggs.
- 4 "Under the Rose," by F. Isham. McLeod & Allen.
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- 2 "Lady Rose's Daughter," by Mrs. Ward. Poole-Stewart.
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- 4 "Master of Warlock," by G. C. Eggleston. Musson.
- 5 "Dartell," by J. Bachelier. Morang.
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- 5 "A Speckled Bird," by A. E. Wilson.

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- 1 "Lady Rose's Daughter," by Mrs. Ward. Poole-Stewart.
- 2 "The Blazed Trail," by S. E. White. Morang.
- 3 "The Two Vanrevels," by B. Tarkington. Briggs.
- 4 "Wee Macgregor," by J. J. Bell. Morang.
- 5 "The Gold Wolf," by Max Pemberton. Copp, Clark.
- 6 "The Filagree Ball."

TORONTO.

- 1 "Wee Macgregor," by J. J. Bell. Morang.
- 2 "Lady Rose's Daughter," by Mrs. Humphry Ward. Poole-Stewart.
- 3 "Lovey Mary," by A. C. Hegan. Briggs.
- 4 "Journey's End," by J. M. Forman. Copp, Clark.
- 5 "Garden of Lies," by Forman. McLeod & Allen.
- 6 "Blazed Trail," by S. E. White. Morang.

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THE MONTREAL BOOK TRADE.

BOOKS on outdoor life and bird and animal life are now selling ahead of almost every other kind of book, and there is as yet no end to the making of them. One of the latest plant studies is by Fannie D. Bergen. It is a small book called "Glances at the Plant World," and sells for 60c. Nature studies of all sorts are going well, being taken for summer reading in the country.

Several novels have come out lately which are worthy of mention, though "Lady Rose's Daughter" continues to lead all in point of sales. Paper editions of several are on sale, among the most popular being "The Banner of Blue," by S. R. Crockett; "The Heir of Fairmount Grange" by Agnes M. Macfar; "Mam Tanager's Wife," by J. H. Yoxall; "Barriby Lee," by John Bennett; "Gordon Keith," by T. Nelson Page, and others. F. Marion Crawford's latest story, "Man Overboard," is selling well. Another book on seeing Montreal, by Anson Gard, who now calls himself "the wandering Yankee" is out. It is smaller than his two previous books, on sight seeing in Canada, but is as rich in humor as the others. The Scotch edition

of "Wee Macgregor" is now selling. This book shows "Macgregor" with the red tassel in his bonnet.

The 50c edition of "The Letters of a Self-Made Merchant to his Son," is now out and meets with a ready sale. "John Percyfield," by C. Hanford Henderson, is also in the "best selling" list.

A remarkably cheap book is a new volume of Carlyle's "French Revolution." It contains the three volumes of that work complete under one cover, well illustrated, and sells for 50c. There is a good demand for it of course. Ward, Lock & Co. are the publishers.

The legends connected with it and like matter of interest.

"The Royal Tour in Canada" has been written by Joseph Pope, C.M.G., who had the best of opportunities to witness the various state functions and the interesting incidents in connection with the visit to this country of the Duke and Duchess of York. The book is not only an accurate record of the Royal tour, but is most readable as well. A number of illustrations are included in the book, the Royal party at Government House, Toronto, at Place d'Arge Station, Montreal, and in other principal cities.

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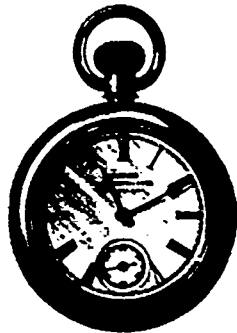


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WALL PAPER

A MAN WHO DID MUCH FOR THE WALL PAPER TRADE.

TWO years ago, when The Continental Wall Paper Company of the United States ceased to exist, the American manufacturers began to sell at what is known as flat prices, that is, side wall, ceiling and border all at equal price. Mr. S. S. Boxer, vice-president and managing director of The Watson-Foster Co., Limited, Montreal, saw at once that this would seriously harm, if not ruin, the retail wall paper trade, not only of the United States, but of Canada also. Many retail dealers in Canada, without going into the matter, came



Mr. S. S. Boxer,
Vice-President and Managing Director of The Watson-Foster Co., Limited

to the conclusion that if they bought their borders at the same price as side walls from American factories they would be buying their goods cheaper than if they bought from Canadian factories, paying the usual advance price for borders. Mr. Boxer knew that this was not the case, but that the retailer in reality paid from 15 to 25 per cent. more for his American goods on a flat price than he would pay for Canadian goods with a border price, and he issued a most comprehensive comparative statement to the wall paper trade of Canada, which clearly showed that American wall papers at a flat price cost, as before stated, considerably more than Canadian. This comparative statement was so thoroughly correct that it was at once appreciated by the Canadian wall paper trade, and Mr. Boxer received letters from buyers from

all parts of Canada thanking him for putting this matter so clearly before them.

Had the Canadian manufacturers followed the idea of flat prices inaugurated in the United States the retail wall paper dealers of Canada would to-day be selling their borders at the same price as side walls, and their business would have become as unprofitable as it has in the United States, as every dealer knows that the bulk of his profit lies in the borders.

No one can overestimate the credit due to Mr. Boxer for his foresight in this matter. He is probably without a superior on this continent in his knowledge of the wall paper business, and is personally and favorably known to nearly all the wholesale and retail trade of Canada, and the company with which he is connected has prospered under his management.

NEW LINES OF WALL PAPER FOR 1904.

THE new line of samples for 1904, which has been prepared by Stauntons Limited, Toronto, will doubtless be looked upon by the trade as the choicest collection ever shown by this house. Their travellers are starting out on the road with every confidence in being able to more than meet any competition with the new samples.

Every possible need of the retailer seems to have been provided for, from the highest grade right through to the very cheapest lines, and the firm seem to have been particularly fortunate in their selection of designs. It is a real pleasure, in turning over this line, to see how the best has been taken out of each and every design. Those accustomed to looking over the many lines that are out on the market each season, know how often the value of a good design has been lost in the coloring; but here we see the color scheme in every design developed to such perfection, that one feels the mastery of this art possessed by those responsible for this important branch of the work.

All the popular styles are well represented, and in addition to this some attractive novelties are provided, but care has been taken when selecting these to avoid having extremes that would remove them from the class of every-day sellers. Moire silk patterns for walls and ceilings in very handsome effects are to be seen. Among the tapestries is a very handsome Bagdad stripe, also a Persian paper produced in the rich bright effects so characteristic of the east. A number of attractive stripes in silks and plain two-tone effects should prove very interesting to the decorator. An extensive line of silk papers is shown in a great variety of designs and colorings. The rich effect of these beautiful papers makes them more extensively in demand than ever. Some new pulp grounds are shown with a rich stained effect, and these are specially decorative in producing fibre effects. The firm also shows a good range of small stencil effects, on both silk and plain grounds. These are particularly well adapted for libraries, vestibules, etc., also for paneling and other special work. We have been so much impressed with the progress shown in this year's line, that we feel the line is sure to meet with a good reception from the trade.

A WALL PAPER CLEANSER.

SOMETHING new in the wall paper trade is a cleanser, a putty-like substance in appearance, but in reality an elastic paste of abrasive character. Used on smoky and dust-covered walls its effect is astonishing, and where grease and fading are not present, old walls are restored to their original freshness and brightness. Some dealers might think that such a cleanser would interfere with their wall paper sales, but such a view is short-sighted. Indeed, an enterprising dealer will perceive an opportunity to make money out of this article by contracting to clean a room. A 25c. can suffices for wall and ceilings of a room 12 ft. square. Geo. Ridout & Co., Toronto, are agents for this article, and with all orders supply samples for free distribution.



Our complete new line of Samples will be shown to the Trade this month.

You will find it full of bright, new, attractive Wall Papers, at prices to meet any competition.

We leave it to your judgment to say whether we have improved on former lines—we believe we have.

Say you won't place your order until you have seen the "Staunton" samples, and you'll not be sorry.

FANCY GOODS

ALTHOUGH the past month has been a slow time in the wholesales as far as orders are concerned, and in the retail stores except in the line of souvenirs, the supply houses have been working almost night and day to get out the Fall samples and to make up the Fall catalogues. As a rule travellers will start out about the last of the first week in July or perhaps a few days sooner, but already one or two are on the road and orders promise to be both large and numerous. At least the wholesalers are preparing for an enormous business, as in every



FIG. 1



FIG. 2

instance the past season was exceptionally large and many were the orders returned marked "out of stock." This year they promise to attend to everybody, and although dozens of new lines will be on the market, the old ones will be well looked after, and sufficient stock carried to supply the large trade expected.

The work of preparing the travellers' samples is a long, tedious task and for the past couple of months that has been the principal work in the wholesale houses. When it is considered that a fancy goods traveller may carry as many as sixteen trunks of samples, the work it entails can in a fair way be imagined. The travellers for the West will start as soon as possible, as they all feel they must be in Winnipeg for the exhibition during this month. They carry a very large stock, as they cannot add to it once they are out; and yet with the thousands of things handled only a fair idea can be given of the stock in the home house. For this reason the catalogues this year are more elaborate than ever.

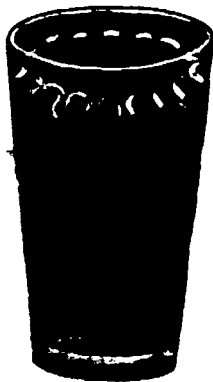


FIG. 3

In toys the new things are almost numberless. Germany in spite of the surtax is supplying most of these and will for a long time yet. Of course this year the surtax will have limited effect, as much of the wholesale orders was in. The popularity of automobiling has brought to the front many automobile toys. In one the automobile with its driver runs down a zig-zag track and other styles have autos that wind up and run around until run down.

In leather goods there has appeared a small purse for use in hand bags. This purse varies from about the size of a half dollar to three inches square and in price from 60 cents a dozen to \$1.40. It comes in all colors of leather and in imitations of all the more expensive materials. Some have small flowers pressed in silver and others are embossed with floral designs.

CHINESE LANTERNS AND FLAGS

THIS is the season for Chinese lanterns, and The Copj, Clark Co. have a large range. Their assortment of 25 lanterns put up in a cardboard box at \$2 consists of varied odd shapes and colors, and is worthy of special attention. They have also candles at 20c. per box.

In flags they have a complete stock in all sizes, made in Union Jack, Canadian Ensign and French Tri-color. Their flags are lithographed by special process on heavy cotton; the colors, being fast, are not affected by the sun, and are suitable for wet weather or dry weather. They will be pleased to furnish list of sizes and prices on application.

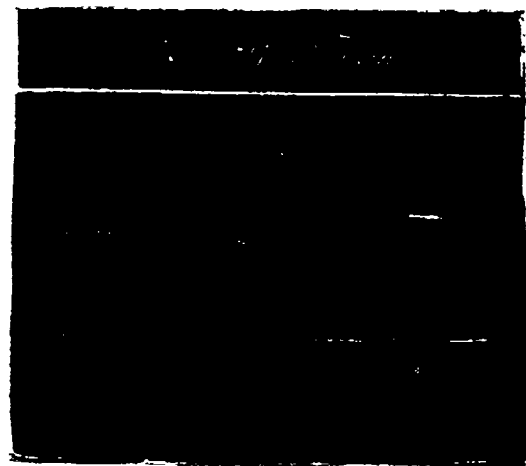


An Auto Toy.

*see p 132
June do.*

SELLING PHONOGRAPHS

BOOKSELLERS and stationers ought to read the advertisement of The Disk Talking Machine Co. in this issue. Six machines and two dozen records for \$23.75, or about \$4 for each machine, is certainly an unusual price. Regarding the sale of phonographs it is safe to say that no merchant would be "stuck" with them. The interest a phonograph in action excites is too well known to require stating. The present prosperity is very favorable to the sale of this class of goods. It is surprising what a live man can sell—how much more money he can make by a little departure from the old ruts of business.



Hand Bag Purse

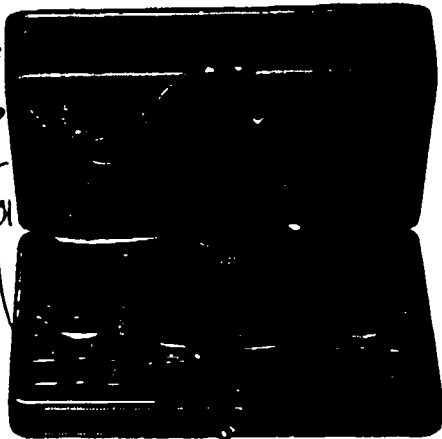
*RETURNED
See Aug 29
p. 87.*

SLEIGHS AND COASTERS

SLEIGHS and coasters are items which it will pay every retailer to give attention to just now. While the selection from which to choose remains complete is the time to buy. Nerlich & Co., of Toronto, are a reliable firm to patronize and their line of sleighs for the season 1903-4 is excellent. They show boys' sleds, clipper coasters and children's sleighs in numerous designs, and their prices will be found to be right.

TOILET CASES

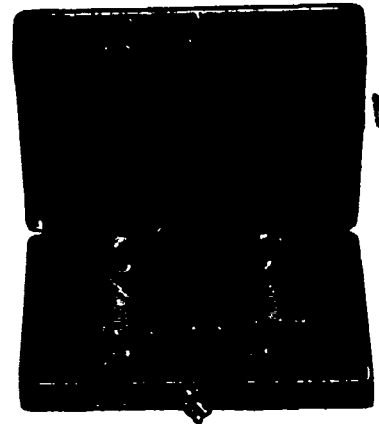
EBONIZED AND REAL EBONY FITTINGS.



LADIES' SET.



SHAVING SET.



GENT'S SET.

*See TURNER
JUL 14 1903
See Cat book
10 Page 101
J. M. A.*

RETURN
JUL 14 1903

NERLICH & CO., 146-8 Front St. West
TORONTO, ONT.

MONTREAL OFFICE: 301 St. James Street (cor. Victoria Square).

AT WINNIPEG FAIR

Our complete line of Samples from all our departments will be displayed in Winnipeg during the Exhibition.

Western Representatives: W. E. DAVIDSON.
LOUIS J. WALSH.

NERLICH & CO., 146-148 Front St. West
(Opposite Union Station)

MONTREAL—301 St. James Street. (cor. Victoria Square.)

TORONTO

STATIONERY

HART & RIDDELL, wholesale stationers, Toronto, will be glad to send to those asking a sample book of their fine note paper. They have also sample cards showing different styles and colors for stationery embossing, and the retail trade is asked to have these cards on hand to show to customers. BOOKSELLER AND STATIONER thinks these samples very fine, and that they will assist retailers very materially in their selling of stationery.

The Western Leather Goods Co., Ltd., has recently been incorporated for \$40,000, with head office in Toronto, and their business will be the manufacture of fine leather and sporting goods. The incorporators are D. S. McLaren, J. W. Hand, W. E. D. Tighe, W. H. Ketchum and H. A. Hand. The principals of the business have been organized as a company for the past year, and have in this time worked up a large and creditable connection. They were formerly connected with one of the largest leather goods houses in Canada and are all skilled workmen, and in combining to do business for themselves they bring with them youth, zeal, experience and talent. W. E. D. Tighe was for 15 years traveller for the Julian Sale Co., and will act in like capacity for the new firm. W. H. Ketchum has had a very valuable connection with both the manufacturing and selling phases of a foremost New York firm. It is felt that with all these favoring conditions the company is singularly well equipped to go after the best trade Canada provides. Certainly no dealer in fancy and sporting goods is just to himself who does not keep himself informed as to what is being done and offered by The Western Leather Goods Co.

SCHOOL SUPPLIES BY RETAIL.

THE season for purchasing school supplies is at hand. A good many booksellers throughout the country, we are assured, do not sell all they might in the line of school supplies. Certain it is, that some firms, evidently prosperous, sell direct to school boards, and all because the local booksellers won't go after this business. E. N. Moyer Co., publishers of the "Empire" series of wall maps and dealers in school supplies, prefer to sell through a local dealer, and to this end are courting his business. Excellence of supplies and generous discounts are the inducements.

MAPS.

THE Copp, Clark Co. are showing new editions of Rand McNally's pocket maps of Ontario, Quebec, Maritime Provinces, Manitoba, Northwest Territories and British Columbia. These show in detail the entire railroad system, and population is given according to the latest official census. Travellers will find a lot of useful information in these very valuable books.

A RUBBER STAMP AGENCY.

BOOKSELLERS and stationers can extend their usefulness to their community by becoming agents for rubber stamps. It means some canvassing, but the results are worth it. A clerk can look after this work, and if he has the right stuff in him, he will find the experience very valuable. The inducement might allow the clerk a commission on all sales made. Rubber stamps are a modern necessity but most

business firms are poorly furnished with them. In this connection, we may point out that one of our advertisers, C. G. Young Co., 1 Adelaide street, east, Toronto, are makers of rubber stamps, and if any of our readers accept the suggestion herein offered, C. G. Young Co. are a good firm to whom to write.

NEW SCHOOL NOVELTIES.

MANY new specialties to please the taste of the school boy and girl are being shown among the samples of Warwick Bros. & Rutter for August delivery. A shipment of pencils and penholders has just been opened up containing several bright and attractive novelties, one box containing pencils of three colors—red, white and blue—and another with penholders with a colored bronze finish in assorted colors, being especially noticeable. Fancy pens and pencils combined and point protectors and many other lines of a similar nature are among the variety, and are being placed in the hands of the travellers of this house at once.

PETTY ACCOUNT BOOKS.

A NEW series of handy account books is being offered the trade by Warwick Bros. & Rutter. In style, finish and quality this little series is everything that could be desired. The binding is what is known as "limp canvass and Russia" extra gilt, the flexibility of the covers being a new feature in this style of binding, and in appearance they are just a little daintier than anything before offered. The series consists of some sixteen different numbers, in four sizes and rulings. In the larger sizes the minute book ruling promises to be the leading number, but in the smaller sizes ledger, cash books and other titles are in general demand. The books retail at popular prices, and will no doubt be appreciated by the leading commercial trade.

OFFICE AND POCKET DIARIES FOR 1904.

DOMINION diaries for 1904, issued by The Copp, Clark Co., are nearly ready, and certainly show great skill in workmanship and appear to be up-to-date in every particular, having been gotten up with great care. The pocket diaries are made in six sizes, comprising 87 kinds, each containing valuable information. The case leather ones are each in a separate box and just what is required for presentation purposes. They are all printed on fine quality wove paper and well bound.

WHAT BROWN BROS. SHOW.

THE Brown Brothers, Limited, have now on the road samples of their Fall and holiday lines of papeteries. Their range this season is undoubtedly the largest and most varied they have ever offered to the Canadian trade. The buyer looking through these samples is at once impressed with an appreciable difference when compared with the lines generally shown, which, as a rule, bear the stamp of sameness and usually have the appearance of being all designed by one artist. These styles, while very handsome, are surprisingly low for the style and quality of the goods, and can be retailed from 15c per one quire box upwards. Delivery of these goods may be had any time after the first of September.

The Brown Brothers, Limited, are also showing a very handsome range of stationers' silverware novelties, composed of escritoire, desk, and library sets. These goods are all guaranteed sterling silver, the cabinets being handsomely boxed and the desk and library sets being very attractively carded. These lines are also being sold for Fall delivery and can be shipped at same time as papeteries.

DENNISON'S

Crêpe Paper and Crêpe Paper Napkins

NO DEALER SHOULD BE WITHOUT A STOCK OF THESE AT THIS SEASON.

Outings, picnics, lawn fetes, golf matches, tennis tournaments, the decoration of club houses and grounds and summer homes, and the giving of luncheons in connection with the many outdoor festivities of the kind mentioned always create a large demand for our products at this season.

Ask for our booklets "Table Decorations of Crêpe Paper."
"Crêpe Paper Hats" and "Crêpe Paper Napkins."

DENNISON MANUFACTURING CO.,

BOSTON NEW YORK PHILADELPHIA CHICAGO CINCINNATI ST. LOUIS

The September Number

The Fall Number of **BOOKSELLER AND STATIONER** will be published in September next. It will have a great many attractive features and it is hoped to make it a complete index of new publications, novelties, etc. for the holiday trade. Intending advertisers should book space early. Rates on application.

The Crown Pen.

Would it be worth our "talking up" if it wasn't a better pen than most? Being gold coated it wears like a gold pen, that is, ink doesn't corrode it as it does the ordinary steel pen. Writes with a delightful smoothness.

6 styles. Trade Price, 65c. per gross.
Send for sample.

Imperial Pen Co., Limited
WARWICK BROS & BUTTER
Canadian Agents, TORONTO.

WM. BARBER & BROS.

Paper Makers
GEORGETOWN, - ONTARIO
BOOK, NEWS AND COLORED PAPERS
JOHN R. BARBER

1903-1904.

Booksellers! The most satisfactory Maps offered in Canada are those produced by us. We know it because we are in the business. If you don't know it it is because you have never seen ours. Correspondence invited. Liberal discounts to dealers.

E. N. Meyer & Co., 120 Victoria St., Toronto.

Telegraph Codes

ALL KINDS.

A B C Code, 4th edition, \$5.
A B C Code, 5th edition, \$7.
A1 Code, \$7.50.
Moring & Neal's Code, \$5.
Pocket Blank Code, 2,000 blank words with 2,800 numerals, limp leather, \$1.50.
Numeral Code, for any number from 1 to 200,000, or any sum from one cent to \$2,000.00, limp leather, \$1.50.

DISCOUNT TO THE TRADE.

AMERICAN CODE COMPANY,
83 NASSAU ST.,
NEW YORK CITY.

A CLEVER NOVEL OF SOCIAL LIFE.

A Detached Pirate

BY HELEN MILECETE.

The escapades of Gay Vandeleur, the divorced wife of an English army officer, best describes this book. The events occur in London, in Halifax and its garrison, and in New York; and the story is told frankly by the vivacious heroine.

Five illustrations in color. 12mo. Paper, 75c; cloth, \$1.25.

PUBLISHERS:
Montreal - The Montreal News Company, Limited.
Toronto - The Toronto News Company, Limited.



LETTERS COPIED WHILE WRITING

With an ordinary pen. Use any paper, any ink, or a pencil if desired. No press, no brush, no water. Just slip your paper into the clip and write your letter, bill—anything—and our **PEN-CARBON LETTER BOOK** retains a perfect copy.

WARNING There are imitations of the Pen-Carbon Letter Book. Do not be deceived. Be sure our name is in the book. **WARNING** We manufacture "Ditmas" Typewriter Ribbons and Carbon Paper.

PEN-CARBON MANIFOLD COMPANY, Dept. A.B., 145-7-9 Centre St., NEW YORK.

THE OFFICE

DEVOTED TO THE
OFFICE STAFFS OF
BUSINESS
ESTABLISHMENTS

IS IT NECESSARY TO SEND RECEIPTS?

By J. H. SCALES

THE question of "the discontinuing of sending receipts in acknowledgment of all forms of remittances, upon which the endorsement of the receiver would be a legal receipt," seems to be one upon which little can be said, certainly little that may be termed new.

This question was taken up by the house I have the honor to represent nearly two years ago. It had been our custom for some time previous to print on our remittance forms "No acknowledgment necessary." Having experienced no inconvenience from the practice, we concluded it could be extended to our own customers, and so decided to try it.

I believe we were the pioneers in this move, and now, after 21 months of actual experience we are convinced that it was a move in the right direction. So successfully has it worked that I have yet to see the first complication to arise from it, and you can get an idea of the great saving of labor and postage to us thereby when I tell you that we acknowledge the receipt of less than 10 per cent. of the remittances that come to us.

However, it is impossible to eliminate altogether the formal receipt, for it must be given in some instances, such as formal vouchers required by corporations, settlements with administrators, receivers, etc. It is also our custom to acknowledge receipt of currency when the amount exceeds \$1, and, if a customer insists upon it, we send him receipts regularly. In other words, if the question of business or no business hangs upon a receipt, we send the receipt.

As another proposition, the present era in commercial life demands the introduction of the most modern methods and the discarding of all practices which are unnecessary or cumbersome, so long as it does not interfere with or retard the progress of business; in other words, that we take the shortest cut to reach a given point, and this principle applies to the credit man as well as to any department, for he must see to it that the machinery of his department works with the least possible friction and that the expense does not compare unfavorably with that of others, and, as we have already shown, the abolition of the sending of receipts, though comparatively small, is one feature that counts.

At this point I will digress to say I think it would be well to incorporate some other features which are of a kindred nature, viz.:

First - Insist upon the customer remitting for specific charges.

Second - Urge him to use a regular remittance form or make an intelligent statement of the remittance in his letter, and then let him specify on his cheque the invoices it is intended to pay.

The third feature will require some explanation.

When this subject came up for discussion at the meeting of the National Association of Credit Men of the United

States, there was an objection offered on the ground that the discontinuing of the sending of receipts would induce a customer to send his individual cheque instead of exchange.

When paid and cancelled, the customer's cheque goes into his possession and can be kept as a record, but the cashier's cheque, of course, remains with the bank; therefore, if he has not the receipt, it is only natural that he should want his own cheque properly endorsed.

This can be overcome by suggesting that the customer buy exchange in his own name, and then endorse it over to the firm he intends to pay, specifying, if he chooses, in the endorsement the bills to be paid. Then, should any question or dispute arise, which is exceedingly doubtful, it is a matter of little trouble to obtain a complete history of the transaction by going to the records of the local bank.

PERSONAL.

Mr. J. C. Saul, educational manager of G. N. Morang & Co., Limited, is in Boston.

Mr. Albert Brown, of Brown Bros., Limited, has returned from a journey to the Mediterranean.

Mr. G. N. Morang has recently returned from a business trip to Winnipeg, and also to New York.

Mr. Chas. L. Burton, secretary of The Fancy Goods Co. of Canada, has just returned from a vacation in Muskoka.

Mr. W. J. P. Gundy, general manager and treasurer of The W. J. Gage Co., Limited, is away on pleasure bent to Lake Simcoe.

Mr. Jas. E. Moir, traveller for Brown Bros., Limited, is about to leave on his vacation, and will go to Northern and Eastern Ontario.

Mr. John Walker, of John Walker & Co., Limited, London, England, was in Toronto during the past month. He was paying his first visit to America, and travelled widely in the United States and Canada. While in Toronto, he was the guest of Mr. M. Riddell, of Hart & Riddell. Mr. Walker and Mr. Riddell were boys together and in later life were business associates in the firm of Sir William Collins & Son, Glasgow. The firm of John Walker & Son has been very well known to the wholesale stationery trade of Canada for the past 25 years.

ARTISTS' MATERIALS.

Geo. Ridout & Co., Toronto, are agents for Canada and the United States for Talens & Co.'s waterproof drawing inks and "Rembrandt" water-colors. These drawing inks are perfectly waterproof and are widely and heartily endorsed. "Rembrandt" water-colors are made in Holland, and are used by the best Dutch masters; no finer goods are to be had. Another line of artists' materials Messrs. Ridout & Co. are agents for is the bronzes made by Carl Eckardt, of Fuerth, Germany. The trade is invited to send for price lists and descriptive literature.

St. Margaret's College TORONTO.

A Boarding and Day School for Girls.
Thorough courses in every department.
Only teachers of the highest academic and professional standing employed.
GEORGE DICKSON, M.A., Director. MRS. GEORGE DICKSON, Lady Principal.

\$1.00 IN RUBBER STAMPS.

Spend it for your own sake. Time saved, money saved. Neatness gained, favor gained. Tell us what you would like, and we'll tell you the cost. Send for our catalogue.

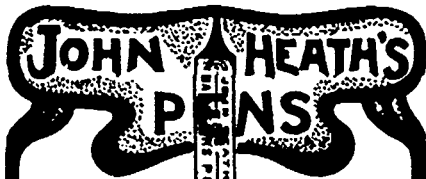
C. G. YOUNG CO., - 1 Adelaide St. East, TORONTO.

WHEN YOU STOP TO THINK

how much the success of your business and the comfort of your household depend on communication with others you will appreciate the fact that telephone service is worth a great deal more than it costs.

Metallic Circuit Service—efficient, rapid, constant

The Bell Telephone Co. of Canada



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 suits you best
London Agency: 8, St. Bride St., E.C.

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

FIRE AND BURGLAR-PROOF SAFES.

Great fires often cause ruination. Protect against what may come by buying a

CARY Fireproof Safe.

We are the only Importers and Dealers in Canada of the celebrated world famous CARY Safes. The only safe sold in Canada where the filling is warranted not to depreciate, being a dry filling, will last a life time. No refilling required when you buy a CARY safe. See our seven-angled, double underlocking, tongue and grooved door with asbestos packing, making them water and air tight. See our latest improved up-to-date Safes before buying. Catalogues and prices sent on application. Money saved by consulting

Ford & Featherstone,

IMPORTERS AND DEALERS,

10 John St., North, - HAMILTON, ONT.



Mr. G. W. Weese.

Promised to give personal attention to your work given to our firm, and see that every Customer is pleased

It is no trouble to quote prices.

WEESE & CO., Printers

54 YONGE ST., TORONTO.

PHONES MAIN 130 and 135

Business Men

Stop and consider the number of hours you waste every month in making out your bills, and the number of dollars you lose by not having your bills made out. Those who use the

Briggs Ledger System

post every day from the sales book directly to the ITEMIZED BILLS, having them ALWAYS ready to render, leaving a COPY of all the items in the journal sheet and ledger stub on the side with pages and number of the sales book showing original charge.

The Briggs Ledger System is the only System manufactured for the retail trade in the world that consists of a ledger, journal, index, itemized bills, and merchandise account under one perpetual binding

WRITE FOR CATALOGUE.



"Oh! I hear me, Messenger, here you are again. Will I ever get these bills made out. Here it is the 20th of the month and I have a draft to meet to-morrow, and my bills are not all rendered yet

Yes, Mr. Jones, but why don't you get the "Briggs Ledger System" the same as your neighbor Smith uses. I never have to wait for his bills



You see, Messenger? I use the "Briggs Ledger System, and my bills are always made out, and you know I render over 300 accounts the 20th of every month

Yes, Sir? But you could not have them ready and do as your neighbor gets them ready for he uses the old system of book keeping, and I never can get his bills to render before the 20th of the next month

The BRIGGS LEDGER SYSTEM CO, Limited, 75 York St., TORONTO

FINANCE AND INSURANCE

SPECULATION AND INSURANCE.

LIFE insurance has of late years undoubtedly inculcated habits of thrift among the Canadian people and the growing influence of the principle has been very noticeable during the past few years. Since, however, the introduction into Canada of the stock-gambling craze, one of its most regrettable results is the effect it has had upon the life insurance companies and the policy holders of the Dominion.

Many who were, a short time ago, considering the advisability of effecting some provision for the protection of their families in this direction are now unfortunately not in a position to discuss the matter, their ability to pay their premiums being an entire impossibility. Called upon for margin after margin, the holders of policies, endowment and otherwise, have been compelled to sacrifice them in common with other securities to protect their stocks, and to-day the condition of the insurance business is very seriously affected, as is also the condition of the assurers themselves. This is truly a very lamentable state of affairs and its seriousness is fully apparent to those on the inside only. Thousands of our people, who a few months ago were in comfortable circumstances, are now in a condition bordering on penury, and have in addition parted with securities which would have been a help in their old age, or in the event of their death, a comfort and support to those whom they left behind.

It is to be hoped that the mania has nigh spent itself and that the sad lesson it has taught will prevent a repetition of such regrettable folly for all time to come.

LIFE INSURANCE AS AN INVESTMENT.

THE Canadian public has been taught a severe, and it is to be hoped a wholesome, lesson in the prolonged depreciation of railway and kindred speculative stocks during the past few months. Millions of dollars have been placed practically at the disposal of professional manipulators during that short period and the result to many has been the loss of the savings of a lifetime. Gambling under the guise of stock speculation has been rampant in our midst, and it can truthfully be said that thousands of our heretofore well-to-do citizens are now sadder but wiser men.

Canadians as a class are a saving and thrifty people, but the alluring prospects held out to them were too much of a temptation and ordinary prudence and caution were thrown to the winds. Now that the mining and stock speculative craze has well nigh spent itself, the community are looking for safer channels of investment and our financial and insurance institutions will soon experience the benefits of its return to reason. Perhaps no principle of investment appeals more strongly to the economical class than that of life insurance, and the immense amount of money involved in the transactions of life insurance companies shows how their methods recommend themselves to the confidence of the public. Encouraging saving and thrift, they appeal strongly to the thoughtful man and as an investment promote a feeling of independence equalled by no other security.

Investment in life or endowment insurance means provision for old age or a protection to those we leave, and to

carry it out saving and prudent habits are necessary and with the incentive the necessity should be a pleasure. The large deposits made with the Government and the safe and careful management of the standard companies doing business in Canada are an ample safeguard against possible loss, and the growth of their business is a certain indication of the prosperity and welfare of the country.

WHY GOLD WAS NOT SHIPPED.

REFERRING to the fact that no gold shipments, contrary to expectations, had been made from New York during the week ending June 20, Bradstreets says: "A factor in deciding the general result was the condition of the London money market and the action of the directors of the Bank of England. Money at the British capital has tended to work easier, and the confidence which is shown by the financial powers of that city was strikingly displayed by the somewhat unexpected announcement made on last Thursday that the discount rate of the institution had been again reduced from 3½ per cent. to 3 per cent. Following as this did closely upon the marking down of the minimum discount figures of the Bank of England from 4 per cent. to 3½ per cent., it evinced a degree of confidence on the part of the leaders of the British financial world which would seem calculated to induce confidence in the other large financial markets. It has been noted that the principal English financial journals have taken the ground that the course of the Bank of England and the tendencies in the London open money market were likely to be uncertain, and would be in a large degree governed by what occurred at New York, and the probabilities as to whether the liquidation which has been going on here would proceed in an orderly fashion or would be attended by positive banking troubles."

AMES & CO.'S STATEMENT.

REFERRING to the statement recently issued by Ames & Co., Acemilus Jarvis & Co., say: "The rapid and satisfactory reduction of the liabilities of Messrs. Ames & Co. has proceeded, contrary to general expectations, without weakening the market to a very great extent. Immediately after the failure we spoke of the likelihood of payment in full by the above named firm of all their liabilities, and even at this early date a proposition with this end in view is before their creditors. The plan proposed would involve the payment of 100 cents on the dollar within eighteen months, interest being paid in the meantime at the rate of 6 per cent. The first payment would be one of 25c. on the dollar, on July 15 next. The magnitude of the firm's operations and their very large liability at the time of suspension, only about two weeks ago, makes it a remarkable thing that such a proposition as they are now offering could at this stage be submitted. The liabilities, we understand, have been reduced from over ten millions to somewhere in the neighborhood of four millions. The proposal has been very favorably commented on by bankers and brokers, and we should think no creditors would refuse their offer."

**CANADA
PERMANENT
MORTGAGE CORPORATION**
HEAD OFFICE
TORONTO STREET—TORONTO

By an Act of the Parliament of Canada passed at the present session, the name of The Canada Permanent and Western Canada Mortgage Corporation has been changed to Canada Permanent Mortgage Corporation.

J. HERBERT MASON,
Managing Director

— BONDS —

PROTECTION We protect you and also save the employee from being under obligation to anyone.



PROGRESS Because we always lead and never follow

PROSPERITY On account of fair dealings with its patrons, so as to secure a continuance of their business.

The above refers to **THE DOMINION OF CANADA GUARANTEE AND ACCIDENT INSURANCE CO.**

Bonds issued on persons holding positions of trust. For rates and full particulars apply.

J. E. ROBERTS, General Manager.
Cor. King and Yonge Sts. TORONTO.

 **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 Bank of Toronto.

(Incorporated 1855)
Head Office: - TORONTO, ONTARIO.

Paid-up Capital, \$ 2,500,000.
Reserve Fund, \$ 2,600,000.
Total Assets, \$24,000,000.

Business Accounts opened on favorable terms.
Savings Accounts } for your spare money. Interest paid
on these compounded twice a year.
Drafts Sold for use anywhere in North America or Europe.
Letters of Credit Issued } Cash Credits for convenience of Travel-
lers in Europe. Time Credits for Importers

SEND FOR OUR BLUE BOOK ON "BANKING"

At any of our Offices you will receive courteous treatment and our best services.
The accounts of Merchants and Manufacturers are cordially invited.

INVESTMENT SECURITIES, GOVERNMENT, MUNICIPAL AND CORPORATION BONDS

Yielding from 3½ to 6½ per cent
Four per cent interest allowed on funds
awaiting investment.

A. E. AMES & COMPANY
MEMBER OF THE TORONTO STOCK EXCHANGE
BANKERS
18 KING STREET EAST, TORONTO.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

**FIRE
AND
MARINE**

Head Office
Toronto, Ont.

Capital	-	\$2,000,000.00
Assets, over	-	3,333,000.00
Annual Income	-	3,536,000.00

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

THE PRUDENT BUSINESS MAN

will name as his executor a Trusts Corporation possessing a large Capital Stock a Board of Directors of high standing and a trained staff of officers to ensure the efficient and economical administration of his affairs and comfort and happiness of his family.

THE TORONTO GENERAL TRUSTS CORPORATION,
59 YONGE STREET, TORONTO.

PAID UP CAPITAL - - \$1,000,000.
RESERVE FUND - - - 290,000
Booklet on application.

Special Advertising Rates have been arranged for Space in
"Finance and Insurance," and will be gladly quoted
on request.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during June, 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

BOOKS.

11001. *Philosophy Four*. A story of Harvard University. By Owen Wister. George N. Morang & Co., Limited, Toronto.
11005. *Man Overboard*. By F. Marion Crawford. George N. Morang & Co., Limited, Toronto.
11009. *Elementary Plane Geometry, Inductive and Deductive*. By Alfred Baker, M.A., F.R.S.C. W. J. Gage & Co., Limited, Toronto.
11012. *Your Own Lawyer*. Digest of Canadian Mercantile Laws. By W. H. Anger, B.A. Fourth edition. William Henry Anger, Toronto.
11013. *The Newspaper Reference Book of Canada, 1903*. The Press Publishing Co., Limited, Toronto.
11014. *Dialogues on English History; and the History of England in One Hundred Lines*. By T. Chisholm, M.D. Thomas Chisholm, Wingham, Ont.
11030. *Gordon Keith*. By Thomas Nelson Page. The Copp, Clark Co., Limited, Toronto.
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