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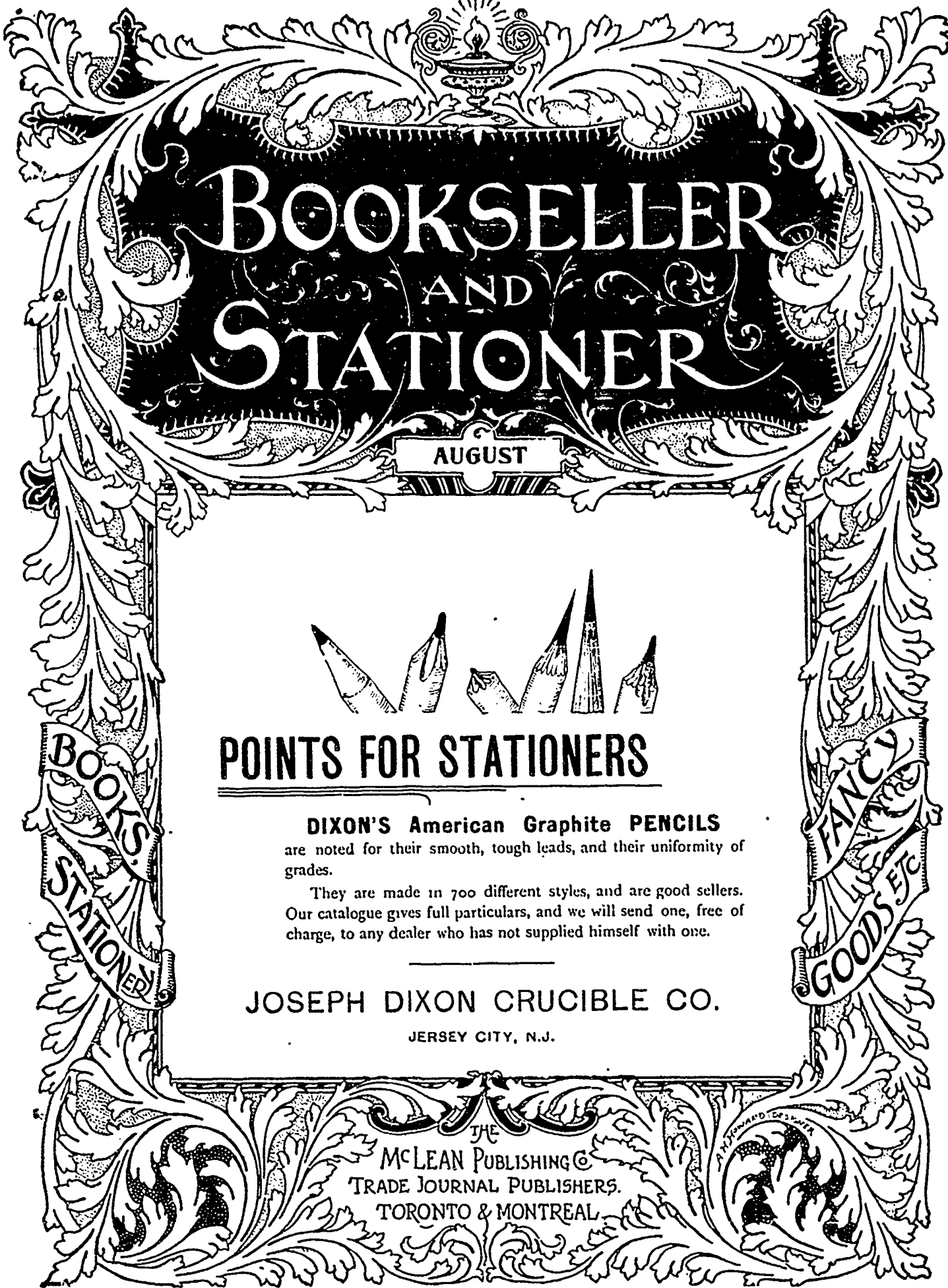
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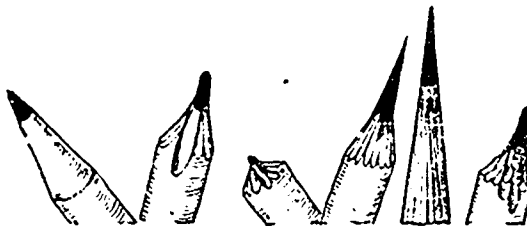
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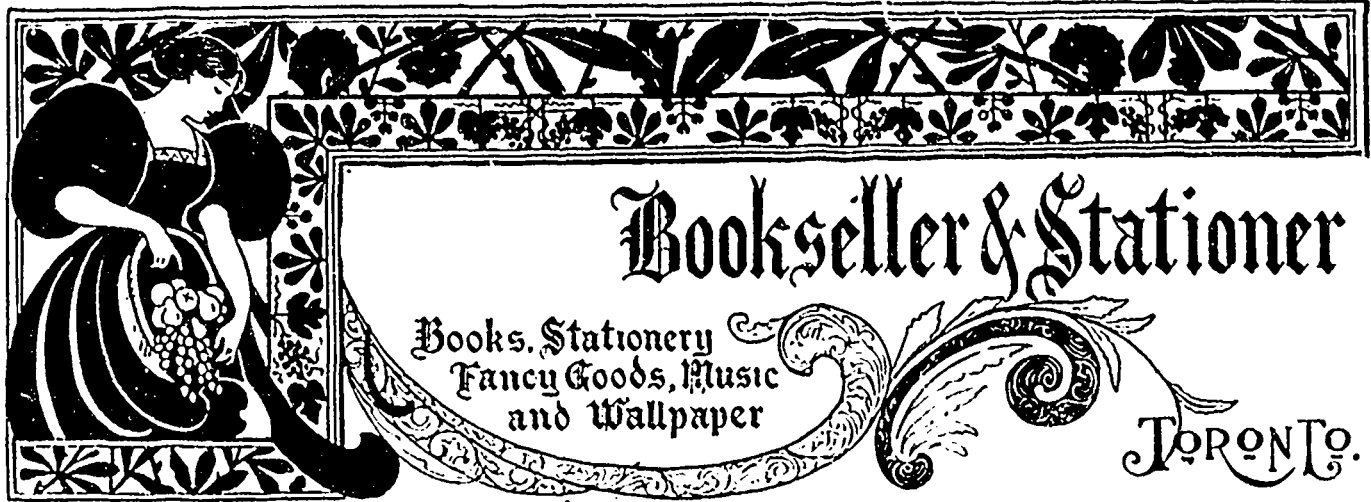


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CURRENT NOTES.

THE STATE OF TRADE.

THE early part of August is necessarily a quiet time, yet the reports of trade are fairly satisfactory. In one or two of the large cities, United States tourist travel is reported to be less this year on account of the war, but even this is picking up a little with August hot weather. The outlook is fair all round, so far as we hear, and the prospects for autumn and Christmas sales have not been so good for a long time. Some say the prospects in that respect are better than for ten years. With more money in the country and good crops we would not be surprised to see an excellent holiday business. The retail trade, we trust, in all

lines will make the most of it. West of Winnipeg the reports continue favorable, and, on the whole, Canada promises to do well during the next twelve months.

In books, despite the cutting of illegitimate trade, the sales bulk larger. The imports since January indicate expansion, the monthly returns for six months being as follows:

	1898.	1897.
January	\$52,210	\$50,513
February	57,679	40,378
March	71,344	53,277
April	73,793	62,365
May	78,565	55,692
June	59,630	57,628
Totals	\$333,155	\$317,876

THE COPYRIGHT QUESTION.

Mr. John Ross Robertson, M.P., is now in England, and, while there, will doubtless interest himself in copyright matters. Several of the Ministers are there also, and, if they are true to the interests of the Canadian book trade, they will make an arrangement with the Imperial authorities. They may be unable, or unwilling, to push this long-pending controversy to a successful conclusion. We hope the best, and should not pronounce judgment until the result is announced.

Meantime, present arrangements are utterly unsatisfactory. Who in this country benefits from them? Surely the bookseller must see that he gains nothing by a system which renders Canadian publishing uncertain, which affords him no special facilities in handling certain books that would sell well here, if produced in editions that are priced to suit the Canadian market, that are purposely designed to sell here and cannot

be interfered with by foreign or imported editions. The cry raised is that copyright is the publishers' plan to make money. Surely the book trade generally would profit, and not one branch of it alone. That must be clear to anyone who considers the question impartially.

DEPARTMENT STORES.

The old difficulty of department stores looms up as large as ever. In Ontario, where the Legislature was to enquire into the subject, a session has been called during the hot weather, and the two parties are busy fighting each other. The Hamilton man who pushed the matter last year is not in this House. We fear that an immediate enquiry into the mischievous trade methods of these stores is not probable. In England, it is stated that Sir Thomas Lipton, the provision merchant, is contemplating making arrangements to combine the wholesale and retail distribution of newspapers, magazines and books in connection with his network of depots and shops throughout the United Kingdom. The shoemakers will soon go in for selling jewelry and the plumbers will pose as authorities on grave-stones. Where is this tendency to stop?

THE WINDOW DISPLAY.

It is noticeable that the Canadian book trade do not, as a rule, appreciate the benefits of good window and store displays. Few dealers devote sufficient time to dressing their windows, yet there is no more important factor in trade-building than a well decorated store window. The newest books, the latest magazines, and the many

pretty articles that form part of every stationery stock, should be tastefully arranged in the window. Nothing will attract the eye more quickly than a well bound book or an open magazine, and, if the passer by happens to be interested in literature, a purchase is likely to follow.

A proper arrangement of stock inside the store is just as important. In the big American cities, booksellers go to an incredible amount of trouble and expense in fitting the store and arranging the stock so that anyone entering will be tempted to examine the array of books, papers or magazines. One will often see a customer come in to buy an evening paper; he sees a new magazine on the counter before him, is pleased with it and makes a purchase. He would not, however, have thought of asking for this or any other magazine, probably when he entered he had no intention whatever of buying anything but a "war special." This is a class of trade that tasteful displays are most useful in capturing.

Perhaps, on reading the above, some members of the trade may say, "Pshaw! We all know that." No doubt you all do, but why in the name of common sense don't more of you put your knowledge into practice?

DURING THE HOT WEATHER.

The slow seasons of the year, says The Publisher's Circular, such as the one through which the trade is now passing, ought to be employed by the storekeeper to make himself better acquainted with his establishment than it is possible for him to become in the busy seasons, when his attention must be given to more pressing matters. But, between seasons is a good time to get behind the counter and to study every article on the shelves from the top down to the floor, underneath the counters, and in the byways of the store.

It is more than likely that many goods will be found on hand that ought long ago to have been weeded out. They may not be altogether valueless in the eyes of the clerks, but in the master's view their room might be more profitably occupied by other stock. Now is the time to throw out the "plugs" and slow stock to make way for the new stock that must be ordered a month or two hence. Stock that eats off its head in interest is worse than

useless. Inasmuch as it figures as an asset it is also a positive danger. Therefore let it be disposed of at any price, if need be, as waste paper; even as that, in these dull days, it may help to pay the salaries of those at least who consign it to oblivion.

Let the tour extend through all the departments—into the basement, through the bins where the reserve stock is stored—and let the same heroic measures be applied. It may possibly be found that the stock is in healthy condition, and that it needs no pruning. Nevertheless the labor will not have been in vain if the assurance is gained that the assets are real and not inflated. Besides, a lesson may have been imparted to the clerks that may prompt them to be more orderly, and to keep a closer watch on stock that for some reason or another will not sell.

Then, the present season also offers an opportunity to the employer to become more intimately acquainted with his staff and to take a fuller measure of its capabilities. He will very likely learn to discriminate more nicely between the showy clerk, the eye servant, the clerk who by trick and subterfuge during the busy season maintains a reputation as a hustler, and the more modest and abler clerk who steadily helps to build up the reputation of his firm for intelligent service and courteous treatment. In such a review, the bookseller will be able to learn in what particulars his force is weak, where it may be strengthened by encouragement and where it is absolutely strong and reliable. Attention to these details will help to strengthen the store at all points and may turn an otherwise slow season into an almost profitable one.

A MAINE MAN'S DEVICE.

A unique way of advertising is illustrated by a Maine man, in a seaside town, who keeps a toy and paper store. He noticed that strangers who came there invariably amused themselves by walking along the beach and picking up shells, so he procured a wagonload of mussel shells, and upon them stamped in red ink an advertisement of his business. Every morning he sent a boy with a basketful of these shells to distribute along the sandy promenade. The visitors eagerly picked them up, and the toy dealer's ingenuity was rewarded by frequent calls for children's shovels, pails, etc.

Professor Barrett Wendall, who wrote the "American Letter" for Literature up till a few weeks ago, has finished a volume on the "Literary History of America," which Fisher Unwin is to publish in his series of literary histories.

ORIGIN OF THE NAME "RIVERSIDE."

One of the best known names in the publishing world is "Riverside" in connection with the famous old Boston house of Houghton, Mifflin & Co.

In 1852, Mr. H. O. Houghton established a printing press in Cambridge, Mass., on the banks of the Charles river, in a building formerly used by the city for the town poor. Mr. Houghton, not wishing to have any name attach itself to his new press which might be suggested by the former use of the building, sought the advice of his friend Mr. James Brown, then of the firm of Little, Brown & Co., of Boston, who one day said to him: "This press stands by the Charles river; why not call it *The Riverside Press*?" and this most natural name was given it, so that now the term "Riverside" has come to cover a thickly populated district, and to be applied to various neighboring industries.

The Riverside Press soon outgrew the small building in which it was first started, and now consists of a large building or collection of buildings, in which are employed between five and six hundred persons. The publishing business which the Press gave rise to has its publication offices at Boston, and branch offices at New York and Chicago.

NEW BOOKS IN THE PRESS.

Frederick A. Stokes Co. will publish the "Letters of Dean Swift," edited by George Birkbeck Hill, and "Autobiographic Reminiscences of Henry Ward Beecher," prepared by T. J. Ellinwood, who for years acted as the stenographic reporter of Mr. Beecher. They have in preparation the following novels: "Tekla," by Robert Barr; "The Ashes of Empire," by Robert W. Chambers; "John Ship, Mariner," by Knarf Elivas; "The Town Traveler," by George Gissing, author of "The Whirlpool"; "The Letter and the Spirit," by Cora Griffin; "Companion to Many Cargoes," by W. W. Jacobs, author of "Many Cargoes"; "Grace O'Malley," by Robert Machray; and "The Destroyer," by Benjamin Swift.

A RECENT FAD.

The latest fad in paper is a sheet the size of the envelope, which goes into its envelope without folding. In the usual correspondence size—that small size used for a hurried note or invitation—this idea goes very well, but when it comes to larger sizes stationers say it will not take. The favorite colors are white, cream, azure, regimental gray, and blue. The fancy tints of pinks and heliotropes, yellow and greens, though sold to meet a certain demand for them, are considered wretched taste.

BOOKS AND PERIODICALS.

BOOKS THAT SELL IN EASTERN CANADA.

THE eastern book trade seem well satisfied with the business of the past month, though all are looking forward to an improvement as soon as the war is over. When the "war extra" disappears the public will give more time to sensible reading, and the book business will boom correspondingly. The leading dealers speak of the following six books as the best sellers of the month: "Rupert of Hentzau," by Anthony Hope; "The False Chevalier," by W. D. Lighthall; "Quo Vadis," by Henryk Sienkiewicz; "The King's Jackal," by Richard Harding Davis; "The Choir Invisible," by Jas. Lane Allen; "The Final War," by Louis Tracey. A good demand for M. McLennan's "Spanish John" is a feature of the month's business also.

QUEBEC SCHOOL GEOGRAPHY.

The Montreal News Co. have been appointed agents for Calkin's "Junior Geography." This work is much used in the schools of the Province of Quebec.

THE NEWNES SCIENCE SERIES.

Some time ago The Geo. Newnes Co., Limited, of London, Eng., published a series of books dealing with interesting scientific subjects, told in the form of a story. The list comprised "The story of the Piece of Coal," "The Photograph," "The Solar System," "Plants," and many others. Eminent writers and scientific authorities are among the authors. These books have "caught on" tremendously, both here and in the United States, and dealers are hardly able to supply the demand for them.

A COSTLY BOOK.

Messrs. F. E. Grafton & Sons, of Montreal, have on view in their salesrooms the only copy of Tissot's "Life of Christ" that has ever been offered for sale in Canada. The book contains the story of Our Lord's life, according to the four Gospels, in both Latin and English (the original edition was printed in French), with every important incident from his birth to his crucifixion, illustrated by water-color or pen and ink drawings. James Tissot, the artist, spent ten years in Palestine studying local conditions and types of Jewish character, and it has been said by those who are competent to judge that the original paintings are the most life-

like portrayals of the wonderful scenes surrounding the life and death of The Master that have ever been produced.

The original French edition was bought by Le Mercier, of Paris, at a cost of over \$300,000. The Century Co. are issuing a special American edition. All the paintings are reproduced in original colors, and as a sample of art printing alone the work is worthy of a place in every library. Unfortunately the great expense of issuing the book has compelled the publishers to make the retail price \$80, so that it is beyond the reach of many who desire to possess it. The book is published in two volumes.

AN OLD LIST OF CANADIAN PERIODICALS.

The other day I came across one of the few existing copies of "The Family Christian Almanac," an annual published

NAME.	COMMENCED.	SUMMER.	WINTER.	CASH-TERM.
Gazette.....	May 1, 1778.	Daily.	Mon., Wed. and Fri.	25s.
Herald.....	October 19, 1811.	Daily.	Tues., Thurs. and Sat.	30s.
Minerve.....	February 12, 1828.	Monday and Thursday.	Same.	20s.
Courier.....	February 1, 1833.	Daily.	Tues., Thurs. and Sat.	30s.
Temperance Advocate.....	May 1, 1835.	Semi-monthly.	Same.	2s. 6d.
Transcript.....	September 30, 1836.	Tues., Thurs., Sat.	Same.	12s.
Literary Garland.....	December 1, 1838.	Monthly.	Same.	15s.
L'Aurore.....	December 27, 1838.	Tuesday and Friday.	Same.	20s.
Missionary Record.....	June 26, 1840.	Quarterly.	Same.	Gratis.
Times.....	March 3, 1841.	Daily.	Mon., Wed and Fri.	20s.
Melanges Religieux.....	May 1, 1841.	Tuesday and Friday.	Same.	20s.
Canada Gazette.....	October 2, 1841.	Saturday.	Same.	15s.
Register.....	January 1, 1844.	Thursday.	Same.	10s.
Missionary S. S. Record.....	January 1, 1844.	Monthly.	Same.	1s.
Pilot.....	March 5, 1844.	Tues., Thurs. and Sat.	Same.	25s.
Revue Canadien.....	January 4, 1855.	Tues., Thurs. and Sat.	Same.	20s.
Medical Journal.....	April 1, 1845.	Monthly.	Same.	15s.
Swiss Missionary Record.....	November 1, 1845.	Quarterly.	Same.	Gratis.
Witness.....	January 1, 1846.	Monthly.	Same.	15s.
Album.....	January 1, 1846.	Monthly.	Same.	20s.
Oddfellows' Record.....	January 1, 1846.	Monthly.	Same.	7s. 6d.
People's Magazine.....	April 1, 1846.	Wednesdays.	Same.	5s.
Protestant Herald.....	May 1, 1846.	Monthly.	Same.	5s.
Economist.....	May 2, 1846.	Saturdays.	Same.	10s.
Expositor.....	August 20, 1846.	Thursdays.	Same.	10s.
Shield.....		Occasionally.	Same.	

a number of years ago by Mr. R. D. Wadsworth, of Montreal. The edition was for the year 1847, and it contained a quantity of interesting information on all sorts of subjects, from weather forecasts to political and theological arguments. To me, the most interesting matter in the whole book was the list of newspapers and periodicals published in Montreal at that time, which is reproduced here. Not many of them are left, and the few that still live have passed into other hands since then.

NEW ISSUES IN MONTREAL.

The Montreal News Co. are issuing a paper edition of Anthony Hope's "Prisoner of Zenda," illustrated by Charles Dana Gibson. The book will be identical with the paper edition of the companion novel by

this popular author, "Rupert of Hentzau," and will sell at 75c.

"The Last American," by Archibald Clavering Guntler, is a new book that they will shortly offer to the trade. The story is said to be as thrilling as its famous predecessors, "Mr. Potter of Texas" and "Mr. Barnes of New York," and an enthusiastic reception is predicted for it. The Montreal News Co. will also handle Rudyard Kipling's new novel, "A Day's Work," for Canada. This, however, will not be issued until September. The cloth edition will be sold at \$1.50 and the paper at 75c.

"A Woman of Fortune," by S. R. Crockett; "Castle Inn," by Stanley J. Weyman, and Gilbert Parker's "Battle of the Strong," are three 75c. paper books which the Montreal News Co. will have in a few weeks' time.

A TEXT BOOK ON AGRICULTURE.

C. C. James, Deputy Minister of Agriculture for Ontario, is engaged in correcting the proofs of a book which he has written on farming. The book goes into questions of soil, tillage, implements, forestry, etc., in a scientific, but not technical manner.

Mr. James hopes to eventually have his work introduced in the schools. It will be published by Morang.

CANADIAN VERSE.

It is proposed to issue, in time for the Christmas trade, a Treasury of Canadian Verse. The editor may be Rev. Prof. Rand, and a well known publishing-house is spoken of as sponsor.

MR. MORANG'S AUGUST LIST.

A new edition of "The Prisoner of Zenda," to accompany the sequel to the story "Rupert of Hentzau," is due to the publisher's enterprise. The sequel certainly created a demand for the story, and the new edition of "The Prisoner" is identical in appearance with "Rupert." It

BOOKS AND PERIODICALS—Continued.

also has five capital full-page illustrations by Charles Dana Gibson. In addition to these highly artistic productions, there are a view and ground-plan of the Castle of Zenda, by Howard Ince. The ground-plan—a regular architect's drawing—is a masterpiece of ingenuity. Here, one can see the moat, the "Jacob's ladder," the stairs to the king's cell, the gateway where DeGautet was killed, etc., and get a clear idea of the details of the realistic story. On the whole, the edition is one of the best that has been printed of this remarkable work.

In September, Mr. Morang proposes to bring out "Stories of Starland," illustrated, by Miss Mary Proctor. It will be bound in cloth at 75c. The book will seek to convey the wonders of astronomy to youthful readers in a vivid and pleasing way. Miss Proctor is a daughter of the late Prof. R. A. Proctor, the brilliant astronomer and lecturer, and has done her work well. The book will be a prize to any parent and teacher, and will make an impression on children.

Later in the autumn, Mr. Morang will issue the authorized Canadian edition of Rudyard Kipling's forthcoming new book, "The Day's Work," a volume of tales by this versatile writer. The book will be of good size, illustrate, and those accustomed to the finely bound and printed editions from this house will not be disappointed in this case. Another point about Mr. Morang's books is that they are well advertised to the reading public. This means a great deal to the bookseller, who can hardly be expected both to sell books and create all the demand for them as well. By carefully selecting his authors from those already enjoying the highest popularity, by attending to the smallest detail in the binding and printing, and by judicious advertising, Mr. Morang has secured a remarkable share of the public patronage.

"OUR LADY OF THE SUNSHINE."

Mr. Morang's Midsummer Annual is having a deserved success, both as regards the number of copies sold and the appreciation of the critics. It has been well spoken of, without exception, from ocean to ocean and seems to be on sale everywhere. Its mechanical appearance has never been excelled in the country and the colored plates and engravings render the price surprisingly low as compared with illustrated numbers of the same high class produced in London or New York. The literary portion is, perhaps, the most distinctly national and most meritorious ever presented in any single Canadian publication. The editor, Mr. Bernard McEvoy, was fortunate in having the best Canadian writers on his list,

and they all maintained their reputation. The prose and verse make suitable reading for the season, is never dull, and worthily represents Canadian talent and the country itself. "Our Lady of the Sunshine" should go on selling well for weeks to come. Hardly a newspaper in Canada has failed to apply words of commendation.

THE ENGLISH BOOK BUDGET.

LONDON, July 30, 1898.

The Academy has inquired of leading booksellers what are the books most in favor with children of ten years of age. The reply shows that "Alice in Wonderland" is first, a fact which will please the children both of larger and lesser growth. "Robinson Crusoe" comes next, and then follow in order, Mr. Lang's Fairy Books, Anderson's Tales, Kingsley's "Water Babies," Mrs. Molesworth's Stories, Dean Farrar's "Eric" and "St. Winifred's," "The Jungle Book," "Grimm's Fairy Tales," and "Treasure Island." This is a good representative list, though one would have looked for the "Swiss Family Robinson"; while "Treasure Island" would seem a little advanced for children of ten years.

George Du Maurier's posthumous volume, "Social Pictorial Satire," may be expected almost immediately. Harper & Bros. will be the publishers.

"Organic Evolution" is the title of a little work by the Duke of Argyll which Mr. Murray will publish shortly. The book has arisen out of the Duke's recent controversy with Herbert Spencer.

Blackie & Son have made arrangements for the publication of the following volumes in their "Victorian Era" series: "Tennyson: A Critical Study," by Stephen Gwynn; "Ireland During the Victorian Era," by J. A. R. Marriott, M.A., Fellow and Tutor of Worcester College, Oxford; "Prudential Societies and Industrial Welfare," by E. W. Brabrook, C.B., Official Registrar for Friendly Societies; "Gold Discoveries and their Influence on Commerce," by Morton Frewen.

NEW FICTION.

S. Levett Yeats, the author of "The Honor of Savelli," and other notable stories, who is in the Government service in the Punjab, has returned home on a furlough of eighteen months. He has just completed a new story, "A Maid of Honor," which will be run in the Graphic before appearing in book form.

"The Romance of a Midshipman," Clark Russell's new novel, has been secured by T. Fisher Unwin. It will not appear until October.

George Allen promises an edition of Jane Austen's "Emma," for September, with an introduction by Joseph Jacobs, and up-

wards of 80 illustrations by Chris Hammond. The edition of "David Copperfield," with Phil May's illustrations, will also be issued by Mr. Allen early in autumn.

"The Ways of a Widow" is a title of Mrs. Lovett Cameron's new novel, which F. V. White is about to publish.

The late Aubrey Beardsley left a number of illustrations for Ben Jonson's "Volpone," and an edition with these decorations will soon be issued.

The promised biography of Prof. Huxley will probably be published within the next six months, nine-tenths of the MS. being now in the printer's hands.

Rider Haggard is at work upon a bucolic volume to be entitled "A Farmer's Year: being his commonplace book for 1898." It deals with country life in the English county of Norfolk, and gives a daily record of experiences on a 360-acre farm.

THE COMING BOOKS OF NOTE.

Bennet Burleigh's new book on the Soudan, entitled "Sirdir and Khalifa; or, The Reconquest of the Soudan, 1898," will be published this month by Chapman & Hall.

It is proposed to publish a volume of selections from the writings of Robert Louis Stevenson as a "Stevenson Reader." This volume will be compiled by Lloyd Osbourne, the novelist's stepson. It will be published by Messrs. Chatto. The book will be adapted for school purposes, and at the same time will serve the reader as a Stevenson miscellany.

Henry Sotheran & Co. are about to publish an original personal memoir of the Queen's life at Osborne, by Arthur Patchett Martin, the author of "Life and Letters of Lord Sherbrooke." It will be entitled "The Queen in the Isle of Wight," and will be illustrated by photographs.

Oliphant, Anderson & Ferrier, will publish a new volume of the famous Scots series, "Sir William Wallace," by Prof. Murison; a new and enlarged edition of "Memorable Edinburgh Houses"; and a new book by Alexander Whyte, D.D., uniform with "Father John of the Greek Church."

Longmans announce an entirely new and complete edition of Macaulay's works, to be called the "Albany" edition. It will consist of twelve volumes, the first six containing the "History," the next four being devoted to "Essays and Biographies," and the final to the "Speeches, Lays of Ancient Rome, etc., and Index." Each volume will contain a portrait specially prepared for this edition. The type used will be large, and the volumes will be of handy size with gilt top.

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"Mr. Morang has done a service by his annual in dissipating the notion that is abroad that Canada is the 'Lady of the Snows,' while she is in truth 'The Lady of the Sunshine.'"—Huntingdon Gleaner.

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"Mr. George N. Morang, of Toronto, has just issued a Midsummer Annual which he calls 'Our Lady of the Sunshine,' and which, if sent abroad, will do much to remove many erroneous ideas the people in the Old Land have obtained of this fair Confederation. If you have a friend across

the Atlantic who considers you are living at the world's jumping-off place, send him a copy."—Berlin News-Record.

"This venture deserves success on its merits, but should meet with encouragement for other reasons as well."—Guelp Daily Mercury.

"Fully justifies the promises that were made in advance of its publication."—Quebec Chronicle.

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GERMAN STATIONERY NOVELTIES.

SCHOOLROOM utensils, says the Berlin correspondent of *The Stationery Trades Journal*, have been the object of a good many patents of late, and, among the newest inventions, a stand for the hanging up of maps seems to deserve our attention. It consists of a rather heavy metal foot at the lower end of a vertical piece of metal tubing, with a T-shaped combination of two rods inserted into it. This latter can be moved up and down according to requirements, and a bolt will hold it in any position thus obtained. At the back of the tubing, and through a slit in the same connected with the T rod, is an arrangement resembling a pair of scissors. When the rod is in its lowest position, these scissors, as I will call them, are closed, and will only open when the rod is pulled out of the tubing. If this is done to the fullest extent possible, they form a cross at the back of a map suspended from the vertical portion of the T rod.

For people afflicted with the writer's cramp another penholder has been patented, which, besides being shaped after the most approved principles, is provided with a branch piece, so to say, that projects rectangularly in such a position from the holder that it rests against the palm of the hand. Being fixed by means of a steel spring it is not rigid, but, nevertheless, serves as a pretty strong support. The portion where thumb, first and second finger grip the holder, is covered with India rubber.

The cradle-shaped hand blotter has experienced so many alterations and improvements of late, that the appearance of the "Semper" will come somewhat as a surprise to the market. It is an improvement on the "Perpetuum," which was invented last year, when I supplied a full description of it. The "Semper" which name is to indicate that the blotter is always ready for use, consists in the main of a flexible steel band, the outline of which corresponds with that of a long, well-shaped and curved bean. The two ends, which disappear under a hollow handle-socket, do not meet, but are connected by a lyre-shaped piece of steel band, fastened to those ends by means of hinges. If this lyre-shaped appendage is pressed together, the ends of the bands are drawn down and thus no longer rest against the handle-socket. The latter remains, however, in position, as it is secured by two pivots standing upright at the two ends of the steel band. The latter can be separated from the handle and its socket by a slight pressure on a spring button at the side of the socket. The blotting paper, which has the shape of a long strip, is wound round the cradle after the handle has been re-

moved, and the end of it is secured by fixing the handle over it. As soon as a portion of the paper is saturated, the pressure on that end is relieved in the manner indicated, and an adequate piece of the paper is pulled off.

A new envelope is perforated along one edge, and within a quarter of an inch from the same. By this means letters can be opened as easily as letter cards, and it is only surprising that such a simple and useful arrangement has not been thought of before.

Bronze colors for decorative painting are now to be had in tubes like oil or moist water colors, and are, therefore, always ready for use. The manufacturer calls this new article Victoria bronze colors, which dry quickly, and will not become dull. The tubes are to be had in seven different sizes.

Four-leaf clover is, according to the popular belief in many countries, a symbol of good luck. Such leaves, of miniature size, very naturally tinted and embossed, are being sold to take the place of seals on envelopes. For this reason they are gummed at the back. They can also be had with the tiny golden monogram on one side of the leaf section, and the boxes in which they are sold are of the same shape as the leaves, but, of course, just a little larger, and the leaves are packed one on top of the other.

In order to lessen the unsightliness of fly paper, this cruel trap is made to appear like a miniature lady's or doll's dress. It is sold in half-circle shape, made of appropriately colored parchment paper. For sale it is folded into a quarter-circle, with the sticky surface turned inside. When it is to be used it should be bent so as to form a cone, and thus resembles a bell-shaped skirt. Head and bodice of a lady made of embossed cardboard and supplied with parchment paper, are then stuck on the top, and the whole looks like one of those pretty paper figures we often see in the windows of tobacconists and others.

Although drunkenness is of comparatively rare occurrence in Germany, and such a horrible sight as an intoxicated woman, so often met with in London, is almost unknown, the Germans are enormous drinkers. Their light beers are, unless consumed in abnormal quantity, rather harmless, and yet very palatable, which even the foreigner must own as soon as he has got used to the flavor. The chief beer-drinking population is to be found in South Germany, in Bavaria, and a hale and hearty Bavarian becomes, more especially during a hot summer, a living beer barrel. He drinks his national beverage out of large stone jugs and rows with the waiters as to the number

of the same consumed at each bacchanalia are of such frequent occurrence, that an enterprising stationer is now offering beer checks in the shape of small postage stamps. They are sold in perforated and gummed sheets, and one of the checks is stuck on the rough table every time a fresh jug is brought. I am afraid English stationers will not be able to take up with this new article.

NEW CANADIAN COPYRIGHTS.

- Registered at Ottawa from July 6 to Aug. 3, 1898.
10046. The 'Traders' Business House Directory. Archibald H. Brintnell, Toronto.
10047. Ontarian Families. Genealogies of United Empire Loyalists, and other Pioneer Families of Upper Canada. Vol. II. Edward Marion Chadwick, barrister, Toronto.
10049. Dan Society Blue Book for Montreal, Elite Family Directory, Club Membership, 1898. Dan Publishing Co., Montreal.
10050. The New Brunswick Magazine. July, 1898. William Kilby Reynolds, St. John.
10051. Photograph of R. N. Johnston. (Oarsman). "A." Edwards Bros., Vancouver, B.C.
10052. Photograph of R. N. Johnston. (Oarsman). "B." Edwards Bros., Vancouver, B.C.
10053. Photograph of J. Guadaur. (Oarsman). Edwards Bros., Vancouver, B.C.
10054. La Caisse Generale. Fonds de Pension, Montreal, 1898. (Circulaire). Oscar Guyon dit Lemoine, Montreal.
10055. Our Lady of the Sunshine. Midsummer Annual, 1898. George N. Morang, Toronto.
10056. The Duplex Flag, or One Aim, One Purpose. Poem. By Ralph Mayne-Read. Ralph Mayne-Read, Quebec.
10057. South-Eastern Portion of East and West Kootenay. Map. William Stewart Drewry, Vancouver, B.C.
10058. The Conflict of Laws in the Province of Quebec. By E. Lafleur. Camille Theoret, Montreal.
10059. Authorized Bookkeeping Exercises for Public School Leaving, and Form One, High School Examinations. The Copp, Clark Co., Limited, Toronto.
10060. The Victorian Readers. Fourth Reader. The W. J. Gage Co., Limited,² and The Copp, Clark Co., Limited, Toronto.
10061. An Elementary Treatise on Arithmetic. For use in the public and model Schools of Ontario. By Wilson Taylor, B.A. William Briggs, Toronto.
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10069. Grand Pre, A Sketch of the Acadian Occupation of the Shores of the Basin of Minas. By John Frederic Herbin, B.A. William Briggs, Toronto.

10070. Two Poems. The Canadian Home and the Home of the Sweet Maple Tree. By William Skippon. William Skippon, Toronto.

10071. Quebec Law Index. Harris H. Bligh, Ottawa.

10072. Victorian Readers, Second Book. The Copp, Clark Co., Limited, and The W. J. Gage Co., Limited, Toronto.

10073. Foster's Toronto Blue Book and Home Directory, 1898. J. G. Foster & Co., Toronto.

10074. The Canadian Magazine. August, 1898. The Ontario Publishing Co., Toronto.

10075. The Angler's Guide to Eastern Canada. By E. T. D. Chambers. E. T. D. Chambers, Quebec.

10076 to 10084. Photographs taken at the launching of the "Toronto," W. T. Freeland, Toronto.

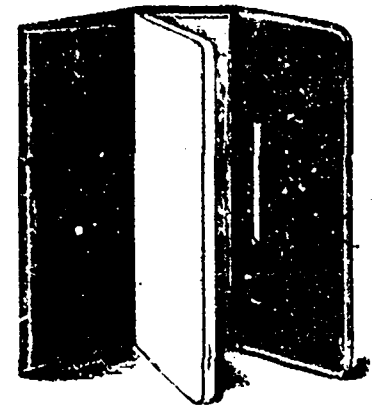
10085. The Legends of the St. Lawrence. By Sir J. M. LeMoine, F.R.S.C. Sir J. M. LeMoine, Sillery, near Quebec.

10086. Life and Work of Mr. Gladstone. By J. Castell Hopkins. The Bradley-Garretson Co., Limited, Toronto.

10087. Manuel de Prieres et de Cantiques. A l'usage de la Jeunesse, par un pretre de la Congregation des Freres de Saint Vincent de Paul. Alexandre Nunesvais, Quebec.

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564. The Day's Work. By Rudyard Kipling. George N. Morang, Toronto.



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WALL PAPER AND DECORATIONS.

A UNION OF UNITED STATES MAKERS.

A REPORT has reached Canada of the new understanding between the wall paper manufacturers of the United States. It appears that they have entered into a pooling arrangement and will cease the destructive cutting of prices which has been so injurious to trade the last few years. It is said that practically all the mills are parties to the agreement, and that the avowed purpose is to get prices on a living basis.

The Canadian wall paper trade have heard the news without regret. The tendency of the last few years in the States has been to do away with all profits in wall paper. This has in a measure also affected the Canadian trade, rendering it uncertain and without a stable basis. It is believed that prices in the States will shortly go up, and that the Canadian market will tone up in sympathy.

WALL PAPER DESIGNS.

In the new importations of wall papering there is no hint of the gilt tracery so long in vogue, says The New York Sun. Even the expensive drawing-room paper shows no gold in the design, and those intended for hall, library and dining-room are in softly blended, quiet tones, in imitation of tapestry, cashmere and dragon-figured canvas.

Papers for bedrooms are colored like fine chintz in homely direct blues, reds and greens, but the groundwork of one and all of these designs is lustreless and dull in finish.

For the nursery, come wall papers that are studies in bird and animal life, and fairy tale papers—a delight to children's eyes, with the legends plainly indicated, and not too much detail to tire the understanding.

For the living-room there are substantial sanitary papers, comely to look at, and for all their dainty wood coloring and dull finish capable of being washed off in good earnest when soiled, and of looking never the worse for it.

For the bathroom, the highly glazed tile papers as much like Colonial and Dutch tiles as two peas are shown, and, to vary the choice, the papers in imitation of the French idea of their Flemish neighbors' wares are reproduced in amber and in dull blue, and delicate old rose. The figures and houses on this tile papering stand out

as if embossed, and the flowers look ready to be picked from the groundwork, and the highly glazed surface can be washed and washed again, and show no sign of its reincarnation.

As for the den and studio papers, kept all to themselves, as if they were a little too unconventional and laxlaced to flock with the rest, the new patterns are more unique and interesting than any paperings that have been brought to this country, or that have been turned out in any country previous to this year. There is no hint of the war cloud or troublous times, either in the east or west, discernible in these bizarre madcap papers, that look as if the designer had employed all the colors and symbols in existence to aid him in his work, and yet he kept them well in hand, as if he had given rein to his fancy and yet kept good hold of the curb. Peacocks of gorgeous dyes strut over the groundwork, but so embowered in foliage and barred with gratings that the downright blue-greens, and hints of rose-color and gold, and velvet eye spots, seem subdued and only half revealed.

Heraldic devices are employed on some of these den wall papers, but not such symbols and coats-of-arms as are grouped formally on the leather colored hall papers and library papers. The fantastic in heraldry is dashed in with a liberal hand in these go-as-you please designs that yet have method in them, but the formality is kept in the background, and the coloring in every case is admirably blended and interwoven. Certain of these den studio papers are unequivocally Japanese, for all of their scope of symbol and coloring. Other patterns are as plainly Russian in character; others again Flemish, showing goats, peaked hats, flagons, half discernible legends, and the like. One novel pattern shows an adaptation of the bagpipes, kirtles and claymores of the Scotch; and an Italian blazonry wrought out in terra cotta, indigo blue, and decided green has serpents and arched faces and monastic figures intermixed fantastically.

"But some won't have these studio papers, interesting as they are," says the salesman, and he straightway produces an alternative. He unrolls a papering as much like green denim as anything that is not that especial thing can be, and hangs it over the slanting screen that does for a model exhibition board; then he gets a piece of molding shelf to define where the

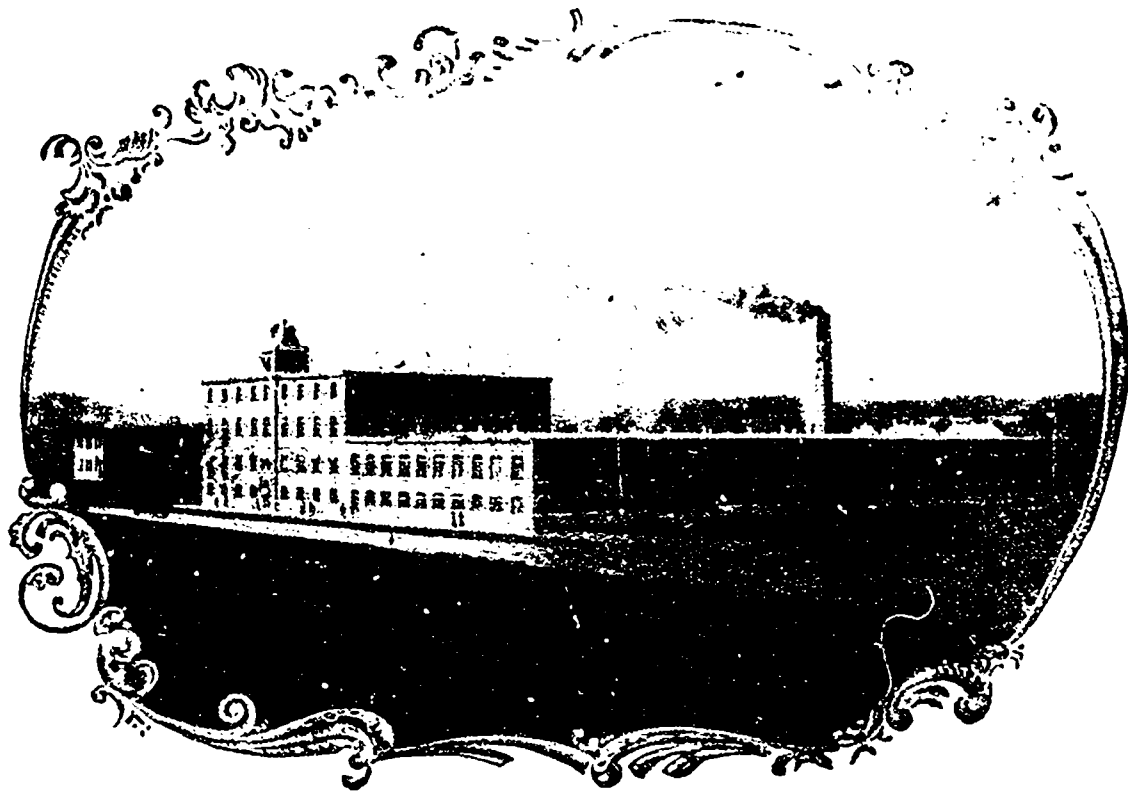
dado is to end, and gets a mingled green and ivory papering for the upper part of the wall and ceiling.

"One dollar twenty-five for a nine-yard piece of this," he says, and then you have a papering that will be a charming and unobtrusive background for anything you want to hang upon it. A few tankard and quaint old mugs and cups on the molding shelf, a picture or two, or a plaque of crossed sabres on the wall, and there you have your room complete. Green is the great natural background for everything, restful to the eye, showing every object to the best advantage that is placed against it. On the other hand, artists and would-be artists and people who want a comfortable lounging room, and have no trophies of travel nor rich bric-a-brac to set it off with, will find great help in the florid, bold papers that give the necessary air of furnishing and color to the walls."

Not until this season have papers so expressly representing tapestry been put on the market. Some are as velvety and rich in appearance as old rugs, having all the subdued softness of tone and tint observable in those long-woven Oriental productions. The groundwork of many of these papers is checkered over, or lined, or indexed to imitate the canvas on which the figures and garlands are worked. All the varying wood tints, the russet reds and forest greens of autumn leaves, blend in the pattern. Chinese patterns have more than a glow of yellow or gleam of purple showing out here and there, and even the rare old Gobelin tapestry has been imitated successfully. These papers are distinctive. Certain designs intended for a grill-room or dining-hall hint unmistakably of creature comforts, of the things that are offered up to man's appetite; other patterns are smaller, less bold in character, and admirably suited to library or study. On first inspection you would never dream the admirably matched figures of the geometrical designs to be mere paper.

Another startling incident of the manufacturer's ability to supplement the designer's ambition is a wall papering the facsimile of leather, copying that substance both in texture and color as far as appearances go. The rich gloss and warm coloring inherent in morocco and Russian leather upholstery are cleverly reproduced. These papers have the figures standing out from the groundwork as though embossed, and are intended for a library or hall, taking for granted the latter is light enough to admit of such decoration.

The bedroom and dressing-room papers are freshest and daintiest of all. Delicate skyblue ribbons, tied together in bunches and mingled with scattered pink buds and blossoms, form the attractions of one pattern, and yet these are employed in



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INGRAINS (20 shades) with 9, 18, 22½ in. Flitter Friezes.

Travellers will show our samples in Maritime Provinces commencing June 20th, and in Ontario July 4th.
 Buyers are kindly requested not to place their orders until they have an opportunity of inspecting our goods.

WALL PAPER AND DECORATIONS—Cont'd. stripes, and a half formal effect is obtained—an effect for all the world like our great-grandmother's best chintz bed-spread, endowed with a satin-like sheen and intrinsic beauty, and treasured carefully, only to be unearthed when some high and valued guest appeared who must needs take comfort in the "spare" room's benefits.

A paper all in yellow and green, a dainty spring idyl, has blossoming vines clambering over a faintly tinted background. Another, bold in design, with nodding poppies on slender stems and a suggestion of wind-swept grasses and breadth about it, is bound to be popular, a pattern hinting unmistakably of the prim linens and dainty satens or tinted cotton draperies that must go with it, has maiden's blush roses running up in columns, and clustered crimson carnations for a note of more decided color.

Papers with dull, steel-blue grounds and quaint-colored groupings and garlands are brought out to match, or rather to accord with, the new dimity drapings and curtains, and perennial summer looks out from the green, all-over designs, patterned after the old time cretonnes, with brooks and bridges,

and lazy, dawdling people reclining in leafy bowers under limitless skies.

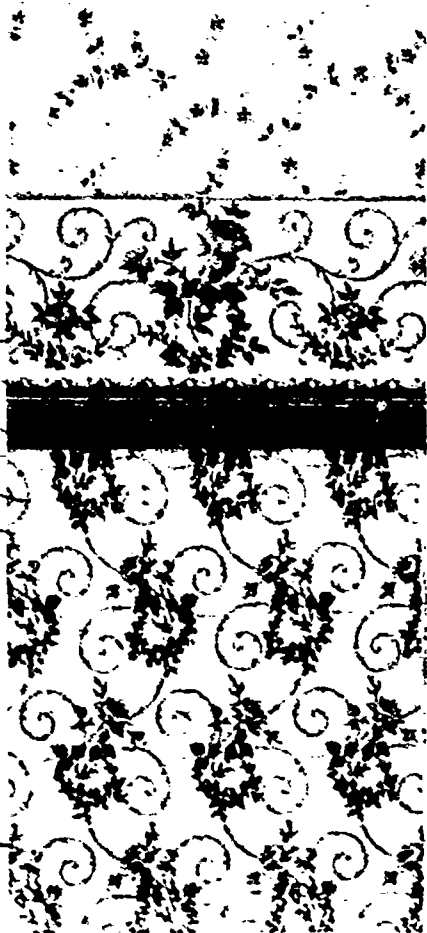
One Japanese pattern has quaint little ships and lakes and sandalled pedestrians wandering over it, all done in violet and green on a gray ground.

Altogether, the season's opening of wall papers and possibilities is a rare display. France sends the most effective, most subtly wrought-out patterns, but the English makers, while they use stronger colors and bolder symbols, have great success with their designs. The domestic papers, while not nearly as pretty as the importations, are improving each year, and are far ahead of what they used to be, so say the retail dealers.

SOMETHING NEW.

The latest development in wall paper shows neither flower, nor figure, nor stripe, nor circle. It is simply an all-over watered or moire ground, like a piece of silk or satin moire, and is brought out in all satisfactory tints and shades. Panels of this moire paper, according to a contemporary, used perpendicularly on a kalsomined wall surface, the panels being defined with a narrow gilt molding, afford an effective treatment

for a drawing-room. A sample lately seen was in leaf-green moire paper, put on in up and down panels, three-quarters of a yard wide, on a wall surface tinted in a paler shade of green. The gilt moldings that edged the panels were chased and ornamented, and not even a very close observer would have discovered that the moire was paper, and not silk. Other new papers show the delicate exactness and finely wrought figures and flowers of the Louis XIV. broches and draperies, but most of the lately set up papers have large, bold patterns, either in scrolls or conventionalized designs. A new treatment for these large flowered papers is to have a very deep dado and frieze of narrow striped paper of the two main colors of the pattern. A room decorated in lavender paper, in which fleur-de-lis on an ivory ground formed the main coloring, had a very deep dado of lavender and cream striped paper, marked by a white molding and a frieze of the same striped lavender and white paper above. By using dados of either striped or plain colored cartridge paper, the boldest patterns in flowered or figured wall paper may be employed successfully without detracting from the size of the room.—Painting Magazine.



SEASON 1898-9

Wall Papers

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No matter what samples you've seen or what you've bought, your assortments will fall short of completeness without a Staunton line amongst them.

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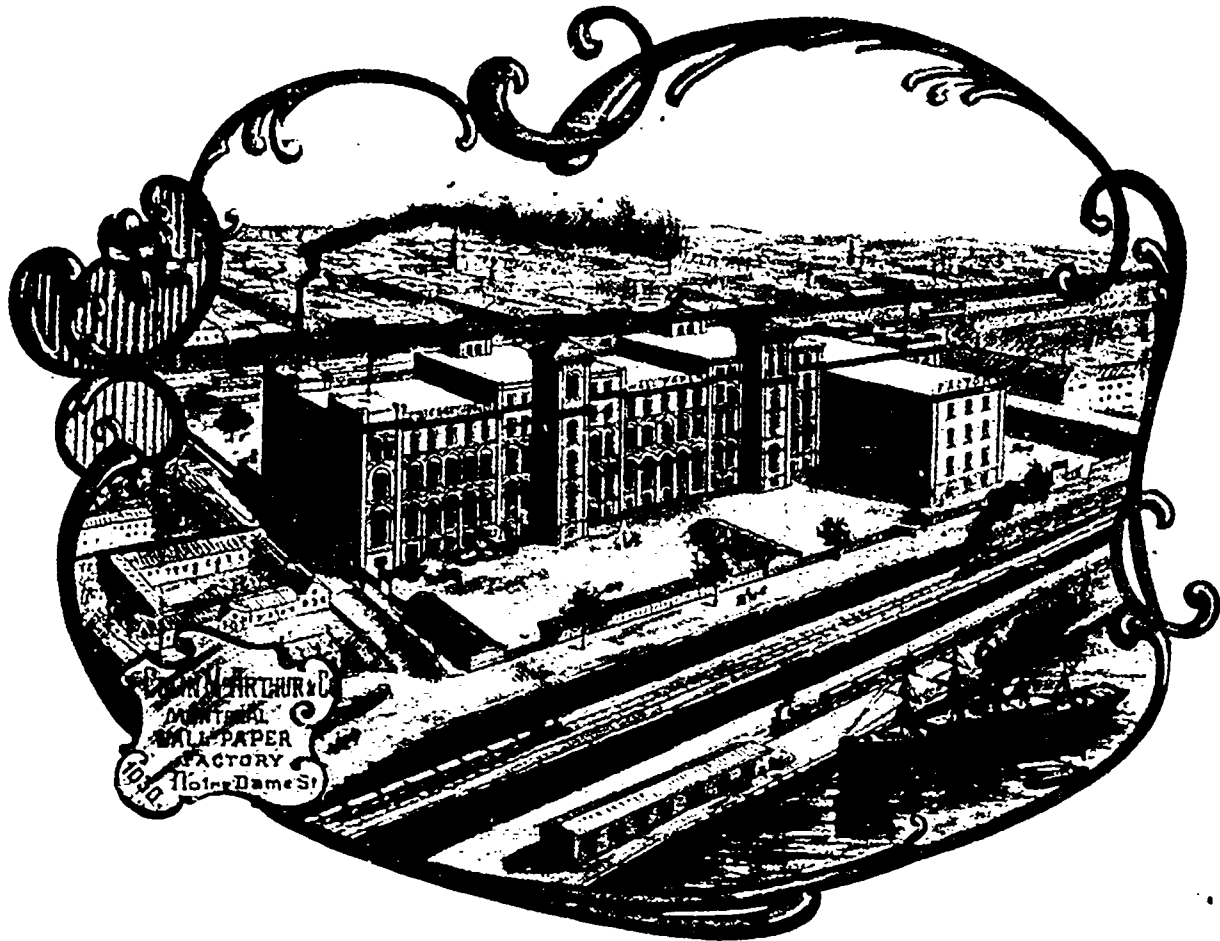
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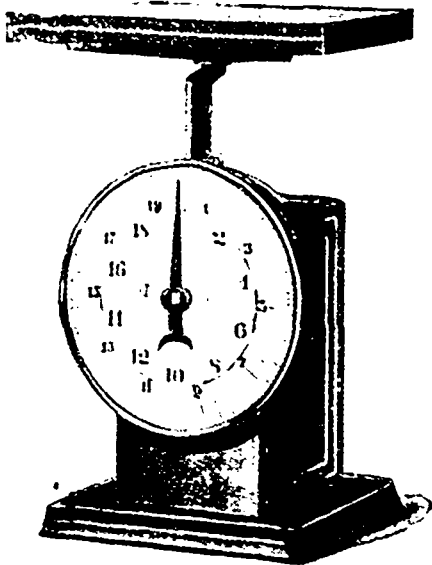
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PICTURE AND ROOM MOULDINGS.

BOOKSELLER AND STATIONER called on the manufacturing firm of Mathews Bros. & Co., Temperance street, Toronto, who are large manufacturers of picture and room mouldings and picture frames. The firm are at present ably represented on the road by Mr. A. M. Matthews, whose territory is western Ontario, Mr. W. H. Martin, Ontario east and north, and Mr. J. J. Lockerby, who covers the Maritime Provinces and the Northwest. "Our goods," said Mr. Matthews, "are manufactured under our personal supervision, and their quality and popular price command the trade. We anticipate a largely increased business during the balance of the year."

THE "YOUNG AMERICA" SCALES.

A handy reliable, durable scales, which will weigh parcels ranging up to 20 pounds, is an article indispensable in offices where packages are sent by mail and express.



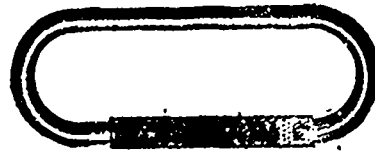
Young America - Warwick Bros. & Rutter

When the arrangement is such that time is saved in the process of weighing, it is a decided advantage, especially when time is running short for mailing. An article that meets every requirement in this and other respects is held by Warwick Bros. & Rutter. It is called the "Young America." A table upon which the parcel to be weighed is placed, presses upon the spring, enclosed in a box, and therefore dust proof, and a pointer instantly indicates the exact weight in pounds, or fractions of a pound, upon a

handsome brass dial. It is a compact article, occupying very little room, and, with care, will last for many years.

NEW LEATHER GOODS, ETC.

The Brown Bros., Limited, are showing excellent samples of leather goods of their own manufacture, and also fine goods of



The Brown Bros. Limited.

foreign make. Their travelers are now on the road, and the trade should see these lines before buying. The firm have opened out as fine a line of office and fancy waste baskets as ever came to Canada. They have also received Hardmuth's celebrated pencils, and have full assortment of all kinds, including the celebrated Koh-I-Noor pencils.

The latest novelty in the way of a pencil sharpener is one known as the "Slot" sharpener, and a cut of it is shown on this page. There is also a paper cutter with the pencil sharpener. Another novelty is the "Slot" key ring which is about the best and most perfect key ring made, and a design of it is also on this page. The Brown Bros., Limited, can supply these goods in any quantity.



The Brown Bros. Limited

THE SALE OF PAPERETRIES.

Many people are under the impression that the sale of papereries is a thing of the past. This is very true of the old style papereries, with flat boxes, ornamented with cheap chromos, but the evident convenience of having note paper and envelopes together in one box, must lead to a steady sale of this class of goods, particularly when they are attractively prepared. The W. J. Gage Co., Limited, have evidently lately devoted a good share of attention to papereries, for they have brought out some exceedingly dainty lines. Even the cheaper paper is daintily boxed, with attractive

designs and appropriate names. Some of the boxes shown are worthy of a place among the finest results of the engraver's art. If sold at popular prices these goods should have a steady and large sale.

NEW TOYS AND NOVELTIES.

The Yanko-Spanko War puzzle is the H. A. Nelson & Sons Co.'s latest novelty. The two combatants in the present war are represented by celluloid flag buttons, and in the arrangement of these lies the puzzle. A sample will be sent, post paid, for 25c., and the trade price is \$1.90 per dozen. A new nickle-in-the-slot graphophone is another specialty. It is spoken of as a great trade-drawer for a store as well as a saleable article. Its price is \$35.

Here are three silver-mounted toilet articles that make good property for the holiday trade. The glove stretchers sell at \$1.30 each, the curling tongs at 60c. and the pomade pots at \$3.25 per dozen.



Toilet Articles—H. A. Nelson & Sons Co., Limited.

In toy books, the H. A. Nelson & Sons Co. have an immense range, the three that are illustrated here being among the best.



Toy Books—H. A. Nelson & Sons Co., Limited.

They have contracted for two carloads of "Crokinole." This game continues to hold its popularity, and, learning wisdom from previous experience, the company are preparing for an enormous demand. It will be sold in three qualities: (1) An extra fine varnished board; (2)



H. A. Nelson & Sons Co., Limited.

The
W. J. Gage Co.
 LIMITED.
Toronto.

**This
 Month**

we draw attention to our



Boxed Stationery

If you want something for your Fall trade, neat and attractive in design,
good value for your money, see our

**Silurian, Elite, Peerless, As You Like It,
 Waverley, Imperial, and Perfection
 Papeteries**

They are sure to please.

OUR NEW EDUCATIONAL CATALOGUE FOR 1898-9 has just been issued. In addition to a complete list of Text Books, with Telegraph Code, we have included a descriptive list of our full line of Exercise, Practice, Note Books, and other school requisites. If you have not received one kindly notify us and we will have pleasure in mailing you a copy.

OUR MAIL ORDER DEPARTMENT was never in better shape for giving efficient service and quick despatch of all orders. This is a special feature of our business. **TRY IT.**

The **W. J. Gage Co.,** Limited

MANUFACTURING
STATIONERS

54, 56, 58 Front St. West,
 1, 3, 5 Piper St.

TORONTO, ONT.

FANCY GOODS AND STATIONERY—Continued practically the same as the first quality except that it is not so finely finished; (3) an ordinary varnished board.

Toy watches, grandfathers' clocks, etc., are in endless variety. The watches are sold all the way from \$1.10 per gross to \$2 per dozen.

Those in the trade who have not already received a copy of the company's large illustrated catalogue can obtain one by dropping them a card.



H. A. Nerlich & Co. Ltd.

NEW TOYS ETC.

Nerlich & Co. are offering "Sheba," the "queen of games," as it is called, and expect a large sale for it. Sheba is a game of skill and not of chance, and is, therefore, suited to persons of any age. Two, three or four persons may play, separately or as partners, and thus a good evening's amusement is provided. The board resembles crokinole, and the game is played with discs, which are driven into the centre of the board. The rules are printed on neat slips, which the dealer may obtain and read up so as to answer all queries. The game is a fine one.

Something special in harmonicas, or mouth organs, is being shown this season. Messrs. Nerlich have the exclusive Canadian agency for these. There are two sizes, the concert size being adapted to efficient playing.

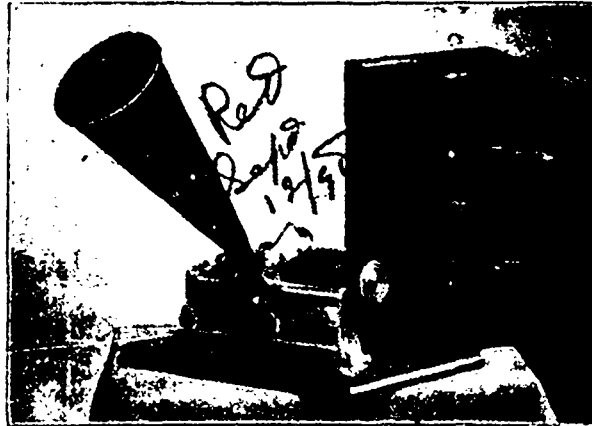
The battleship bank, referred to last month, is now in stock, and the names of popular British ships and the British flag are employed. Mention has already been made of the toy repeating pistol which fires 50 shots without reloading, and retails at 35¢.

Among the new toys are baths with sprays and pumps, all working well when water is turned on.

As usual, the firm offer a complete range of dolls, comprising every variety and all prices. The stock takes up a great space in the warehouse, and the dealer who wants

to choose will find many to select from. The new rocking horse, on the perfected swing principle, will please the youngsters mightily. Papier mache animals and figures on stands, highly colored and well finished, are among the cheap new toys.

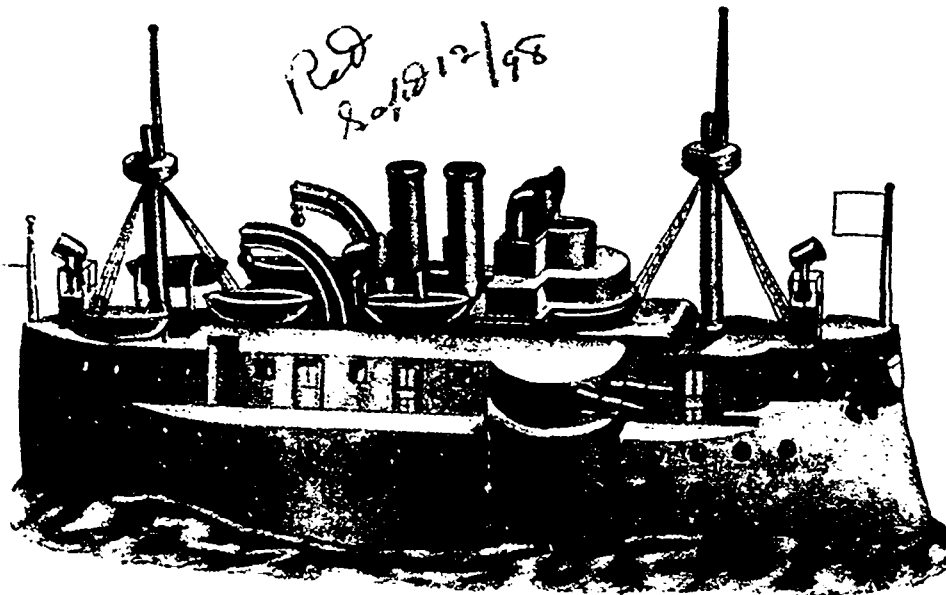
In Christmas tree ornaments there is a tendency to new and brilliant effects, a good season being evidently expected. The new toy, Klondyker, a miner hacking at a rich find of gold, is a popular line. A full line of masks might be mentioned. A new



The Graphophone—Nerlich & Co

feature in celluloid toilette boxes, etc., is that they are now carried in stock and may be had at any time. The graphophone is now on sale.

The autumn sporting goods include footballs, striking bags, boxing gloves and hockey sticks.



The Battleship Bank—Nerlich & Co.

NEW LINES IN PAPERS.

W. P. Gundy, of The W. J. Gage Co., Limited, returned this week from a purchasing trip to some of the United States paper mills, visiting those in New York, Boston

and Massachusetts. He was successful in procuring several cars of paper, practically at his own figures. No doubt the trade will in time reap the benefit of this purchase.

THE SCHOOL BOOK SEASON.

The W. J. Gage Co., Limited, are experiencing, at present, the busiest season in the sale of school supplies they have ever had. The causes assigned for this are varied: "Good times" are naturally exerting a beneficial influence on trade, but the facilities of the Gage Co. for handling school supply business have been so augmented that they are in a position to do a much greater business than formerly. A representative of BOOKSELLER AND STATIONER, in a walk through their warehouses, noticed enormous piles of exercise books, scribbling books, etc. The rapidity with which these piles disappear can be readily understood when it is known that a staff of 4 shippers, 8 invoice clerks and 12 packers, besides a small army of subsidiary assistants are engaged from early morning till late at night in the actual shipping of these goods to all parts of Canada.

A RANGE OF NEW GOODS.

Dealers in fancy goods visiting Toronto during the holidays or the exhibition weeks are invited to make it a point to visit the assortment of fancy china goods carried by F. & E. W. Kelk. Their assortment now includes an elegant range of French and Austrian goods, in all the latest decorations. They have an entirely new range of fruit and berry dishes, some elaborate tea and dinner sets, many unique rose bowls, with fine bisque figures in all the newest designs, including those with moving birds, and some excellent ideas in shaving mugs, porridge sets, butter bowls, etc.

The range in dolls is thoroughly comprehensive, including all the novelties of the season.

Their favorite line of 15, 20 and 25c. dolls, with long flowing curls, is well worth the pride taken in them. They also carry this season an unusually large 5 and

The New "CLOVER" Harmonica

UNITED STATES PATENT, NO. 483160.

OTHER PATENTS PENDING.



THE NEW "CLOVER," NO. 140, CONCERT SIZE.

- No. 130. Standard Size. Retails for TWENTY-FIVE CENTS.
- No. 140. Concert Size. Retails for SIXTY-FIVE CENTS.

We claim for above instruments, in addition to their well-deserved reputation for sweetness of tone and unrivaled quality, that they are the **only** harmonicas having a metal case or cover made of **one piece** of solid brass, nickel plated, thus **avoiding all screws, sharp corners and sharp edges** found in all other makes of harmonicas.

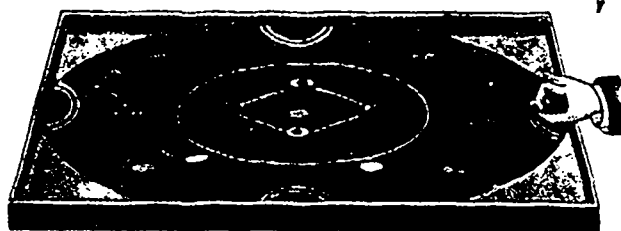
This case is perfection, and any harmonica player will be convinced of same after one trial, and will use no other.

NERLICH & CO. *Sole Canadian Agents . . .* **Toronto**

A NEW PARLOR GAME

"SHEBA"

All Skill



No Chance

PATENT APPLIED FOR.

Well named, because this newly invented game, like the Queen it is named after, has sterling qualities which are already gaining for it a reputation as the best home or social amusement yet placed on the market.

Has the features that have made Crokinole so popular, to which are added many entirely new points that make it far more fascinating and intensely interesting, so that lovers of the old game will hail "Sheba" with delight, and it will be found a ready seller. **TRY IT.**

Made With and Without Checkerboard Back.

NERLICH & CO.

TORONTO

Sole Manufacturers and Wholesale Agents.

FANCY GOODS AND STATIONERY—Continued.
10c. doll. The big reduction in duty makes it possible to give some extra values in these, as well as in all fancy goods, this year. Messrs. Kelk spare no pains in order to procure the best range of dolls at the lowest prices. Those attending the Industrial Exhibition this year will have the opportunity of seeing a portion of the range of dolls there.

Messrs. Kelk always carry a magnificent range of games. Two of the latest now in stock are called "Merry" and "Naval War," both designed by an American firm to resemble action between Spain and the United States at sea. They are games of skill, and are beautifully manufactured. Other specialties of this firm are rocking horses, of which they carry fifteen lines, all skin-covered; iron, steam and tin toys, of which they have a wonderfully large range, and leather goods, such as school bags, footballs, etc.; fitted toilet cases, in either celluloid, plush or leather. In fact, in their



Nerlich & Co.

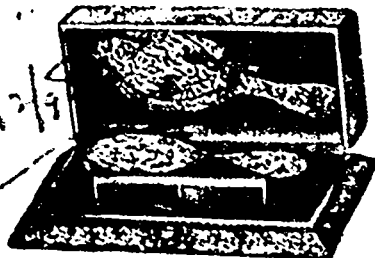


Nerlich & Co.

warehouse there could be found to-day every article required in a first class fancy goods business.

TO PROTECT BOOK CORNERS.

Schoolboys and girls frequently get themselves into trouble because the corners of their exercise books have a nasty propensity of turning up, when, while writing,



Nerlich & Co.

the arm, or rather the sleeve, passes over them. Schoolchildren will, therefore, probably highly appreciate a contrivance which is not only an effective corner protector, but also marks the space for writing by covering the usual margin. It consists

merely of a frame of parchment, strong paper, fine celluloid, or the like. This is cut and folded in such a way that the book is securely held in position as soon as the frame is folded round it. It can also be used for protecting the book when carried to and from school. It is, however, not unlikely that this arrangement will be valued in Germany only, as children in the Fatherland have to pay the greatest attention to the tidiness and smart appearance of their books, in order to prepare them, at least as far as the boys are concerned, for that high school of tidiness, punctuality and discipline—the army.—Berlin correspondent Stationery Trades Journal.

NEW GOODS JUST IN.

Warwick Bros. & Rutter were very busy last month receiving European goods through the Customs house at the old duty, and got in before Aug. 1 (when the duty went up) a large consignment of Johann Faber's celebrated pencils and other school supplies. The packing-room is busy day and night shipping school sundries all over the country to the trade.

A shipment of the Acme playing cards, which have been adopted by the Canadian Whist League, and which are supplied with large indexes in the corners, has been received.

"Our Queen" is a new popular-priced papeterie just got out by Warwick Bros. & Rutter. It is shown in cream, white and tinted, ruled or plain. The firm's travelers are doing well with an embossed initial papeterie, which makes a rapid seller for the dealer.

THE BISMARCK BOOKS.

BISMARCK'S speeches have been published in several German editions, and in a French edition of fifteen volumes. Many of his diplomatic and other state papers have been published by Poschinger ("Preussen im Bundestage," 4 vols., "Dokumente zur Geschichte der Wirthschaftspolitik," 5 vols.) and by Hahn and Wippermann in "Furst Bismarck," 5 vols. Three volumes of Bismarck's political letters and four small volumes of his private letters (largely to his wife), have also been printed. In Busch—"Bismarck und seine Leute," "Neue Tagebuchblätter," "Unser Reichskanzler"—the Prince found a Boswell who reports much of his table talk. Bismarck's Frankfurt despatches, his letters, and Busch's book have been translated into French and published by S. Plon, Nourrit & Co., Paris. Busch's first book and a volume of Bismarck's private letters have also been translated into English and published by Chapman & Hall, London. Busch's "Bismarck in the Franco-Prussian War" and "Our Chancellor" were published in

this country by Charles Scribner's Sons. The best account of his public career down to 1870 is that given by Sybel in his "Founding of the German Empire," (T. Y. Crowell & Co.); the fullest study of his policy after 1870 is given by Blum in his "Deutsches Reich zur Zeit Bismarcks"—a book largely inspired by the prince himself. Numerous biographies of Bismarck have been written by his countrymen; those of Hesekeil ("Life of Bismarck," Harper & Bros., also, "Bismarck, His Authentic Biography," etc., Fords, Howard & Hulbert), Muller and Prince Gortlach ("Life of Prince Bismarck," Sampson, Low Marston & Co., London, and George Munro, New York), seem to be the most popular. The best French book is that by Edouard Simon; the fullest English life is that written by Charles Lowe (Cassell & Co.). Mr. Lowe has since published a more condensed biography in one volume (Little, Brown & Co.). In his little "Bismarck-Gedenkbuch" (1888) Kohl gives a fairly full Bismarck bibliography, and also a list of original paintings, sketches and photographs of the prince. A relatively complete bibliography by Schultze & Koller ("Bismarck Litteratur," Leipsic, 1895), contains about 600 titles. Those who are curious to follow the changing appreciations of Bismarck as revealed in caricatures will find collected in one volume all the Bismarck pictures published by Kladderadatsch (the leading humorous paper of Berlin), from his first appearance as deputy in 1847 to his dismissal in 1890; and in Grand-Carteret, "Bismarck en Caricatures" (Paris, 1890) they will find reproductions of 140 cartoons from comic papers in all parts of the world.

To this list, The Publisher's Weekly adds "Bismarck Dynasty," published by The Leonard Scott Pub. Co., of New York; "Bismarck Intime," published by D. Appleton & Co. and Frederick A. Stokes Co.; "Bismarck's Table Talk," with notes and introduction by Charles Lowe, published by J. B. Lippincott Co.; Bruno Garlepp's sumptuous folio volume, entitled "Germany's Iron Chancellor," published by The Werner Co., of Akron, O.; P. Hermann's "Leben des Furst Bismarck," published by Julius Salomon & Co., of Chicago; J. Klaczko's "Two Chancellors—Gortchakof and Bismarck," published by Houghton, Mifflin & Co.; John Lord's "Two German Giants—Frederick the Great and Bismarck," published by Fords, Howard & Hulbert; Henry Wiermann's "Furst Bismarck—70 Jahre, 1815-1885," published by B. Westermann & Co., and the volume of "McClure's Biographies," containing an essay on Bismarck. For references to articles in the American and English magazines, the bookseller may consult the volumes of "Poole's Index" and its annual supplement, "The Annual Literary Index."

Our assortment of Toilet Cases are the best ever shown.

F. & E. W. KELK

Wholesale Only.

76 York Street, Toronto.

Our Doll Department comprises all the Leading Novelties.

Our stock is now complete, and will be ready for inspection in one week.

Taking advantage of the enormous reduction in the duty during the month of July only, we have doubled our importations. This will enable us to do a rushing business, if price counts for anything.

We have also doubled our warehouse capacity and have everything safely stored which will be offered to the trade at prices bound to be very pleasing to them.

Our stock will be most complete in every department. No pains have been spared by competent people to get the best assortment possible, price and quality always being considered.

Our line of cheap and quick selling China is immense.

In Dolls (300 varieties) we will make you laugh.

Our Toys, Drums, Games, etc., cannot be beaten if approached.

We carry everything necessary in a first-class business.

Customers who have bought import, losing the benefit of the Preferential Duty, will be sadly disappointed.

All our business is done through the mail or personal visits. We do not send out any representatives. Call and inspect our sample-room when in Toronto, even if you do not buy one dollar's worth of goods.

If you want a low price for any article you are in need of, a post card will bring it.

Get our price for Leather School-Bags and Footballs.

SAMPLES SENT EXPRESS PAID.

F. & E. W. KELK,

76 York Street, Toronto.

NEARLY OPPOSITE SIDE ENTRANCE TO ROSSIN HOUSE.



Envelope Corners, from \$5.00 up.

Cuts for

- LETTER HEADS
- ENVELOPES
- BILL HEADS
- CATALOGUES
- CIRCULARS.
- BOOKS
- NEWSPAPERS
- MAGAZINES



Halftone from Photo this size, \$1.50.

ENGRAVING of All Kinds, including
Halftone from Photos
Zinc Etching (any kind of black and white)
copy reproduced
Wood Engraving
Designing and Drawing
Electrotyping

SEND FOR ESTIMATES ON ANYTHING YOU WANT.

The CANADIAN PHOTO-ENGRAVING BUREAU

MOORE & ALEXANDER
Proprietors

16 Adelaide Street West, TORONTO

BOOK COVER DESIGNS AND DESIGNING.

It would be interesting to know how many people have ever considered the individuality of book covers. To the casual observer, the cover design is merely a part of the book. It is accepted as a portion of the machinery involved in turning out a saleable article, and, except to notice whether the general effect is pleasing or the reverse, very few people bestow any thought upon the design at all.

The object of this sketch is to give a glimpse of the life of the book cover behind the scenes, before it emerges from obscurity into the publicity involved in a bookseller's window.

From personal observation, it would appear that laymen — so to speak — who take any interest in the matter, have a vague idea that a book cover is bought on the same plan as dry goods, for example. The publisher needs a cover for a new book — novel, essays, or poems, as the case may be; goes to a place where such things are kept, and picks out from a number shown, the article he considers most suitable for the book in question. This is a great mistake. Every cover, except in the case of a design intended for a series (as one publisher said, suitable for everything, from "Thomas a Kempis" to "Alice in Wonderland") is designed on purpose for the particular book on which it appears. In many cases, several persons are trying designs for the same book, and a designer may make as many as five or six sketches for one cover before hitting upon an idea which takes the fancy of the publisher.

Many things have to be considered in designing a cover, originality, suitability, the time of the year, sometimes, the book is to be published, the peculiar style of the publisher even. For to make a light, fanciful sketchy design to a man known to make a specialty of rich conventional covers would be as unsuitable as to take a learned scientific article to Munsey's or any of the other light

monthly magazines. "Beauty" in this as in other things "is in the eye of the beholder," and very much may depend on the individual taste of the publisher.

The two things most considered are originality and suitability. Originality has intentionally been made more important than anything else. A designer remarked to the writer lately: "Above all things be original. Never mind what it is you are drawing, don't copy anyone else. If you draw a cat sitting on a fence, draw it in a way that no one has ever before drawn a cat on a fence, and you have gained more than by copying the style of the best man who ever lived."

Suitability is another very important question, and this includes the colors to be used, the style of the design, the question of whether the book is a dignified costly volume

cover for the story of a penniless duke who marries an American heiress shows a very large dollar sign and a coronet. "Pride and Prejudice" has for a cover design a peacock with wide-spread tail, and it only requires a small amount of thought to see how appropriate this is. A good example of veiled symbolism is shown on the cover of Max Nordau's "Degeneration." It is of brown cloth, and the design, done in darker browns, represents a Roman hanging-lamp with the flame blown downwards, gradually going out. There is always the danger, however, of veiling the symbol so successfully as to make the meaning somewhat obscure.

The style of the book, as already mentioned, affects the design. A strong, powerful book needs not only a strong design, but a strong color scheme as well, while light, dainty, sketchy covers are appropriate to light reading. Conventional designs are popular with some publishers, and pictorial designs are used by others. The latter are not considered very good, being rather illustration applied to design than actual design.

Every year fresh books are published by scores, and though one may give a passing glance at the pretty cover, there is little thought or even known about the men and



First Floor Interior of Warwick Bros. & Rutter's Warehouse, Toronto.

or a light summer novel, and also includes symbolism, more or less veiled.

Having read the book and considered its style, the designer proceeds to think over the salient points, and from these to get an idea for the cover in which symbolism plays an important part. In some cases the idea is at once gained from the title alone, without going any deeper. Crockett's "Lilac Sunbonnet" is an example of this, as well as Richard Le Gallienne's "Quest of the Golden Girl." Harold Frederic's "March Hares" is another instance. To go a step further, the designer may grasp the main idea of the book and embody it in his design without making the latter a mere illustration for the title. This is symbolism, but very plain and easily understood. The

women who give time, talent and originality to the beautifying and attractiveness of the last novel. Sometimes, down in the corner, two or three modest initials tell a tale to those who know the password, but for the most part the book cover designer appears born to blush unseen.

MARY MACLEOD MOORE.

THE ENGLISH BOOKSELLERS.

As the result of a good deal of correspondence which has been going on of late between the English Publishers' Association, the Booksellers' Association, the Authors' Society, and others, it was decided, at the last meeting of the council of the Publishers' Association, to invite representatives of the various bodies interested, including the Scotch associations, to a conference, in the hope of being able to take a definite step in the direction of helping the booksellers.

ARTISTS AND POSTERS.

THE collection of posters continues to be one of the most exclusive and expensive of crazes. There is something to be said for those advanced persons who maintain that the fine poster is the true successor of the mediæval frescoes and the pictorial form par excellence of the democratic age. Mr. Dudley Hardy is easily first in the estimation of the collector of posters and upon the price lists of the vendors, and we have all relaxed in passing his piquant designs. That this sort of practice has in no way vulgarized Mr. Hardy's obvious talent is seen in one of the most admirable of all the smaller pictures at the present Royal Academy, says the Newcastle Daily Chronicle. It is the picture of an old woman with a white cap in the dusk of a garret. There is nothing in the academy more Rembrandtesque, more veracious, more simply austere, more expressive of the dignity of poverty. It is not a little striking that such a picture should come from the same hand that designs the gayest of flamboyant posters. Steinlen, too, the strange exponent of realism whose illustrations in Gil Blas, week by week, explain the spirit of anarchism better than all else that has been written and drawn, is scarcely known in England. He is not only a master of the poster, but probably the most powerful master of black and white now living. Mr. William Nicolson, too, whose books of lithographs made a recent sensation, has long had an anonymous hand in the well known Beggarstaff posters. One of these latter productions is just now priced at £5. But the average price Dudley Hardy or a Steinlein, a Lautrec or a Greiffenhagen, is from 10 to 20s., and works by lesser known poster artists may be had for what Mr. Montague Tigg calls the ridiculously small sum of 18d. The poster craze, about which several volumes have already been written, has now its journal in English. It has already about three in France.

THE AUTHOR OF "QUO VADIS."

Jeremiah Curtin has addressed a communication to the press, in which he quotes the following passage from a letter that he recently received from Henryk Sienkiewicz:

"I receive a multitude of letters from America. In a few weeks, upward of 270 have come to me, and eight or ten new ones arrive every day. These letters are so many in number that in view of my work and family afflictions I have been unable to answer them. I shall send replies to all those letters, but not till I have finished 'The Knights of the Cross.' That work

done, I shall take up at once the letters sent me from America, for that country and the people who are masters of it are to me truly and profoundly sympathetic."

Mr. Curtin explains that "the family afflictions to which Sienkiewicz refers above are the death of his father-in-law, Pan Sietkiewicz, a most worthy and genial gentleman, and the illness of his daughter Yadviga, whom, after her recovery, he had to take to the coast of the Mediterranean. 'The Knights of the Cross,' which Sienkiewicz is writing at present, will be finished, he hopes, before the New Year. This is a work of remarkable merit, a work unparalleled in contemporary literature for pathos and power, a work which, I am sure, will attract more attention than any of the author's books except 'Quo Vadis.'"

BOOKSELLING IN AUSTRALIA.

AN interview with a leading bookseller in Melbourne is published at some length in one of the London dailies. Fiction forms fifty per cent. of the books in circulation. First and foremost among the new men comes Rudyard Kipling. "Anything he writes, prose or verse, is eagerly snapped up." Anthony Hope, Conan Doyle, and Stanley Weyman also seem to have at least as large a proportionate following as they have here. Sarah Grand and Thomas Hardy, however, are falling off. "The Beth Book" was not sought for like the "Heavenly Twins," while Thomas Hardy's treatment of certain phases of English country life is said not to commend itself to the fiction readers of Australia.

MATTHEWS BROS. & CO. Manufacturers of...

**Picture and Room Mouldings
Picture Frames
Medallions, etc.**

Importers of all kinds of Pictures, Framing Materials, Mirror and Picture Glass, etc.

Office and Factory: 48 to 52 Temperance St. (West of Bay Street)
Lumber Yards and Mill: 786 Dundas St.

TORONTO, CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, MONTREAL.

NOW READY.

A NEW EDITION OF

The Customs AND Excise Tariff

WITH

List of Warehousing Ports in the Dominion.

Sterling Exchange, Franc, German, Rixmark, and the Principal Foreign Currencies at Canadian Customs Values.

ALSO

A Table of the Value of France in English money, Harbour Dues, Etc.

Corrected to June 23, 1898.

Fcap, 8vo Cloth. Price 50 Cents

LIBERAL DISCOUNT TO THE TRADE.

MORTON, PHILLIPS & CO.

Stationers, Blank Book Makers and Printers and Publishers
1755 and 1757 Notre Dame St., MONTREAL

A GREAT EVENT

Canada's Great

EXPOSITION

and

INDUSTRIAL FAIR

Toronto.....

Aug. 29th to Sept. 10th, 1898

NEW AND WONDERFUL ATTRACTIONS

Excelling all Previous Years

THE OUBA-AMERICAN WAR
Exciting Naval and Military Displays

THE LATEST INVENTIONS AND NOVELTIES

from all parts of the world

Entries of Exhibits Close Aug. 6th.
Cheap Excursions from Everywhere.

For Prize Lists, Entry Forms, Programmes, and all particulars, address

J. J. WITHROW
President.

H. J. HILL
Manager, Toronto.

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SELBY & CO., 23 Richmond St. W., TORONTO.

NEW BOOKS REVIEWED.

The next best thing to the reading of a good book is, perhaps, the perusal of an intelligent review of it to me it is always a source of lively satisfaction. — Gladstone.

THE MILLIONAIRES.—By F. Frankfort Moore. Paper, 50c. Toronto News Co. This is a capital summer novel. The plot is light: A group of society people at a Mediterranean resort, with several love episodes of a generally satisfactory character. But the dialogue is amusing and the various types of people are well drawn. Lord Ballyseedy, the impecunious Irish peer, and his niece Angelo, pert and warm-hearted, are pleasant companions. The millionaires, two in number and owners of yachts, are decidedly good fellows, which can't be said of all millionaires.

BONNIE McDUFF.—By Clinton Ross. Cloth, 358 pp., \$1. L. C. Page & Co., Boston. There was a mystery about Bobbie's birth. Instead of a commonplace young New Yorker, with a large fortune, he turns out to be the son of a Russian, and, after losing his money, goes in for adventures and mysteries with a mediæval flavor. The story is nicely written and captivating.

CUBA AND OTHER VERSE.—By Robert Manners. Cloth, 155 pp. William Briggs, Toronto. The volume contains a long poem on Cuba, in blank verse, with special reference to the war now in progress; a number of sonnets and some songs. The concluding pages consist of an essay on music. Mr. Manners is not without real poetic instinct and his language is musical and expressive.

ROSE A CHARLOTTE.—By Marshall Saunders. Cloth, \$1.50; 516 pp.; illus. L. C. Page & Co., Boston. This is the new Acadian romance from the pen of Miss Saunders, the talented Canadian authoress, whose book, "Beautiful Joe," has been a world wide success. As a Nova Scotian she has aptly caught the right spirit in dealing with the traditions of the Acadians, and works them into a pretty modern tale, written with feeling and humor. The book is dedicated to Rev. Prof. Rand, of Toronto.

THE PROGEN YEAR BOOK FOR 1898. Penrose & Co., Upper Baker street, London. This beautifully illustrated book aims to give some of the latest achievements in fine illustration work and three color printing. Besides the colored prints, engravings, photo-gravures and halftones, there are many valuable articles by specialists on all the

newest discoveries and experiences in the various art processes. The work is of great value and interest to all these concerned in fine typography and illustration.

BACON OR SHAKESPEARE?—By S. Marriott. Paper, 46 pp., 6d. Elliot Stock, 62 Paternoster Row, London. Mr Marriott undertakes to answer Dr. Bucke, of London, Ont., and several other recent writers who contend that Lord Bacon wrote Shakespeare's plays. The essay is interesting, and a readable contribution to a controversy which is becoming more remarkable for ingenuity than common sense.

THE MAKING OF A SAINT.—By W. S. Maugham. Cloth, 35 pp., \$1.50. L. C. Page & Co., Boston. This tale deals with the Italy of the 15th century and the licentious life of that time. The intrigues of men and women form a prominent feature of it, and while the love episodes are related with some delicacy and skill, the tale is not one to pass around the family circle.

THE QUEEN'S CUP.—By G. A. Henty. Paper, 50c.; 330 pp. Toronto News Co. Mr. Henty can write as fascinating a story for men and women as he can for boys, and this is one. It is a story of the Indian Mutiny first and afterwards of the abduction of a young girl in the yacht of a scoundrel who admires her. The chase is a long one, and there is plenty of excitement and incident to the tale.

SONS OF ADVERSITY.—By L. C. Cornford. Cloth, 315 pp., \$1.25. L. C. Page & Co., Boston. This is an attractive romance of the days of Queen Elizabeth, and takes in the sea fights between the English and the Spanish.

BRITAIN'S STATIONERY TRADE.

During last year it is worth noting that in the export of writing and printing papers and envelopes our trade with British possessions was more than double the amount done with all the rest of the world. The total to the colonies and India amounted to rather over £700,000, while our trade with foreigners was only a little over £300,000. Among the latter France appears to have been our principal customer with £70,000, next, but at a considerable distance, comes Japan, with £40,000; while Holland, Belgium, the United States, and the Argen-

tine Republic, a rather curious collocation, are our next important customers, each taking from £23,000 to £25,000 worth of our goods. Of our colonial customers Australia is far the most important, and of these colonies Victoria takes nearly £140,000, New South Wales over £116,000, and New Zealand some £60,000 worth. India altogether consumes to the value of £100,000, while the Cape of Good Hope is not far behind with over £90,000. Canada, curiously enough, is not a very large customer, and only requires about one-third of the amount sent to Cape Town. In miscellaneous paper exports the figures are rather different. The totals to foreign countries and to our British possessions are strangely enough just about equal, about £140,000 in each case. Here, the United States is our largest customer, taking over £34,000 worth, France comes a good second with £32,000, the Cape of Good Hope and New South Wales not far behind with £27,000 and £28,000 respectively, while even our great competitor, Germany, required nearly £20,000 worth of our product in this department.—London Stationery Trades Journal.

THE AUGUST MAGAZINES.

MR. E. M. CHADWICK, of Toronto, who is an authority upon heraldry and similar subjects, has started a new monthly, entitled "The Ontario Genealogist and Family Historian." It is printed by Rolph, Smith & Co.

The Chap Book was discontinued with the July issue, and subscriptions were taken by The Chicago Dial.

The Canadian Magazine is again to the fore with excellent illustrations and articles. Sir John Bourinot deals with the Confederation worthies in his "Makers of Canada" series. There are several good portraits. J. S. O'Higgins writes "What I Saw at Tampa." William McLennan, author of "Spanish John," writes a sketch entitled "The Coureur-de-Bois." There is a poem by F. Blake Crofton. In fiction, the number is especially noteworthy. "Aneroestes the Gaul" a new continued story by Edgar Maurice Smith, of Montreal, who is making a name for himself as a writer. W. A. Fraser, whose short stories are sought by the leading magazines, has one entitled "Bull-Dog Carney," a tale of western Canada. H. G. Wells contributes "The Man Who Could Work Miracles." Robert Barr writes "The Count's Apology." If Canadian readers did not appreciate so good a magazine, it would show a lack of interest in Canada and an inability to realize a good thing.

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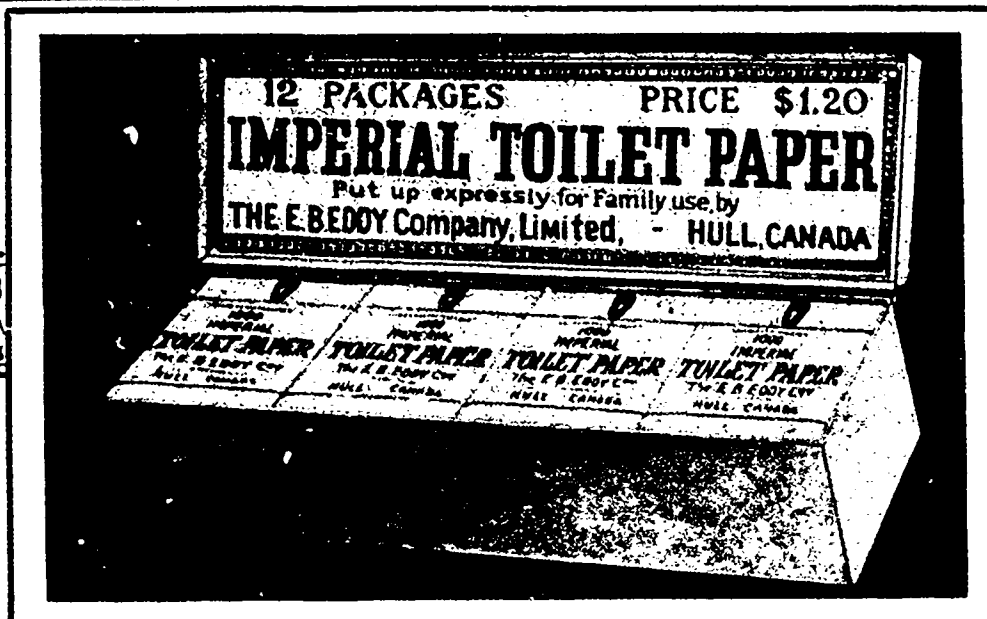
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