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That's what you often hear
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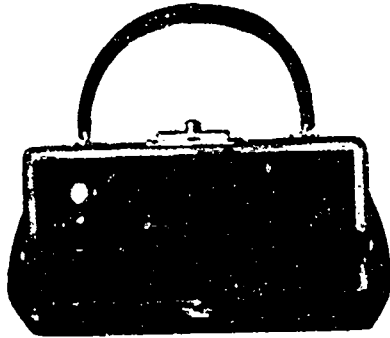
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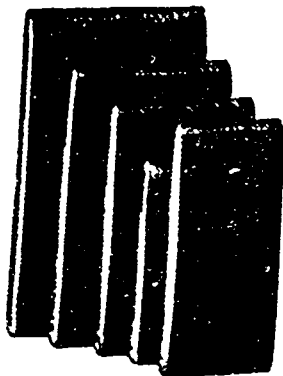
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Nothing like it anywhere. Every year the sale increases, the trade grows more confident.

We make **PARCHEESI** in three styles: No. 1, \$2.00 per doz.; No. 2, \$3.60 per doz.; No. 3, \$6.00 per doz.

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The game season is at hand, so to order **Paroheesi now** is wisdom.

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NEVER INJURES THE REPUTATION
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COMPARE IT WITH ANYTHING
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We Lead in { QUALITY
DESIGNS
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CANADIAN PRIVATE XMAS CARD BLANKS

Including illuminated designs
of the coats of arms of

ONTARIO

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With several designs of the

Canadian Coat of Arms

Maple Leaf Designs

in Autumn tints and in green and gold

**VIEWS OF NIAGARA FALLS AND OTHER
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Retail prices from \$10.00 to \$45.00 per hundred.
Liberal Discount to the Trade.

We Are Stocking the Above Line and also our
Clifton and Diamond series of Private Cards.

Order early, Special Discount on import orders
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Menzies & Company

23 Scott Street, - - TORONTO

Sole Canadian Agents E. W. SAVORY, Limited. BRISTOL, ENG.

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Waterman's Ideal Fountain Pen

Waterman's Ideal Fountain Pen is known the world over as the pen *par excellence* and the one by which all substitutes are measured.

The Spoon Feed is the reason why Waterman's Ideal Fountain Pen is the standard of the world.

It allows no accidental overflow, even to the last drop: every drop of ink flows evenly until the pen is empty.

It does not overflow when almost empty—the Spoon Feed prevents this.

Pens are made to suit every writer or may be had to match any steel pen made. The following gives some idea of the styles of pens carried, because, in addition to a wide line of regular points, such as fine, medium, coarse and stub in all sizes, long or short, there are points for every special purpose.

BOOKKEEPERS' pens are for fine work, small figuring and ledger use. These pens are well suited for card index work as well.

STENOGRAPHERS' are especially selected points that have been picked out because of their remarkable resiliency and adaptability to stenographic work. Made in all sizes and different points.

MANIFOLDING pens are used for duplicate billing and charging systems. These are hard pointed pens that write like a hard pencil but make much clearer carbon copies.

SOCIETY EMBLEM pens. In addition to our regular line we are now making special 14kt gold mounted fountain pens, remounted with the emblems of different societies, orders and clubs, appropriate for presenting to Retiring Officers.

The Ideal Clip Cap is both a useful device and a neat and permanent ornament made of German silver that positively prevents Waterman's Ideal Fountain Pen from falling out of any pocket.

The price of the Ideal Clip attached to your pen cap is but 25c. It is like an investment in pen insurance.



"KOH-I-NOOR" PENCILS

The "KOH-I-NOOR" is the most perfect pencil made. The lead is compressed by a secret process, and it will last 3½ to 4 times as long as any other pencil supposed to correspond with it in grade and quality.

It was formerly distinguished by its bright yellow polish, but so many imitators have followed it, that the name and quality are really its only distinguishing features. It is possible by this process to make it as hard as 9 H and as soft as 6 B.

The following table shows how the grades compare with the old style of numbering. It illustrates, perhaps better than anything else, how much wider the "KOH-I-NOOR" range is than that of the ordinary pencil:

"KOH-I-NOOR" GRADING		OLD STYLE GRADING
6B	is just a little softer than	No. 1
5B	almost corresponds with	No. 1
4B	is just a little harder than	No. 1
3B	is just a little softer than	No. 2
2B	corresponds exactly with	No. 2
B	is just a little harder than	No. 2
11B	is just a little softer than	No. 3
F	corresponds exactly with	No. 3
H	is just a little harder than	No. 3
11H	is just a little softer than	No. 4
3H	corresponds exactly with	No. 4
4H	corresponds exactly with	No. 5
5H	is just a little harder than	No. 5
6H	is just a little softer than	No. 6
7H	is just a little harder than	No. 6
8H	is unusually hard	
9H	is the hardest lead pencil made	

Seventeen grades are shown in the above, and in each of these the lead is of the compressed variety; even in the softest grades it will not blur, and yet the rubber will erase it without leaving any trace whatever.

The remarkable smoothness of the "KOH-I-NOOR" lead is what has made it the pencil of quality. Considering the lasting qualities of the lead, it is easily the cheapest pencil procurable.



Our representatives in Canada, Messrs. E. J. Kastner, J. N. Marley, H. H. Hebb, J. D. Sloan and A. T. McQueen, are now out soliciting orders and will likely call on you, OR WRITE FOR CATALOGS.

L. E. Waterman Company

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136 St. James St.,

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Put up in Fancy Holiday Boxes.

Assorted designs of cover paper on each style box. Assorted packs in each box unless otherwise specified. Trays holding packs are removable. Will make Congress Cards more popular as Holiday Gifts than ever before.

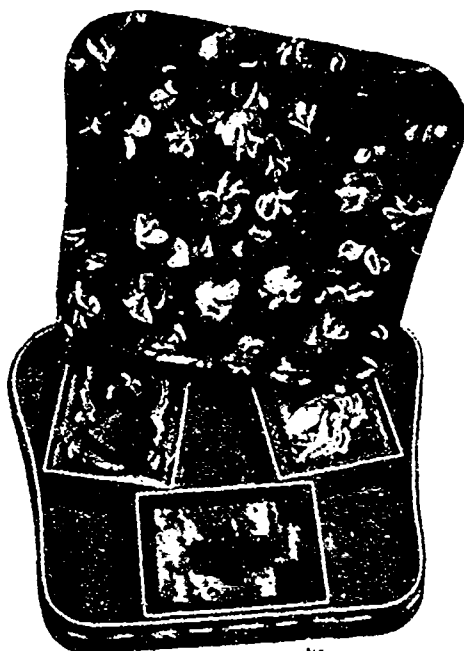
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On sale by us to Dec. 31st, only.
Order through jobber.

The U. S. Playing Card Co.
Cincinnati, U. S. A.



No. 2 Two packs.



No. 3 Three packs.



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Containing the newly revised

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Revised and up-to-date. Fully illustrated. Special articles: Training for Football, by Mike Murphy; Play of the Backs, by W. T. Reed, Jr., Harvard; How to Play Quarterback, by John L. de Saullles, Yale; Defence, by William H. Lewis, Harvard; Signals, by Rockwell and Hogan, Yale team. Price, 10cents.

Association Foot-Ball Guide

EDITED BY JEROME FLANNERY



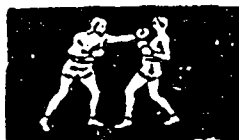
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- Order all our publications from the Branches of the American News Company.

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Retail, Price 10 Cents. — Wholesale, Price 7 Cents.

A. G. Spalding & Bros.

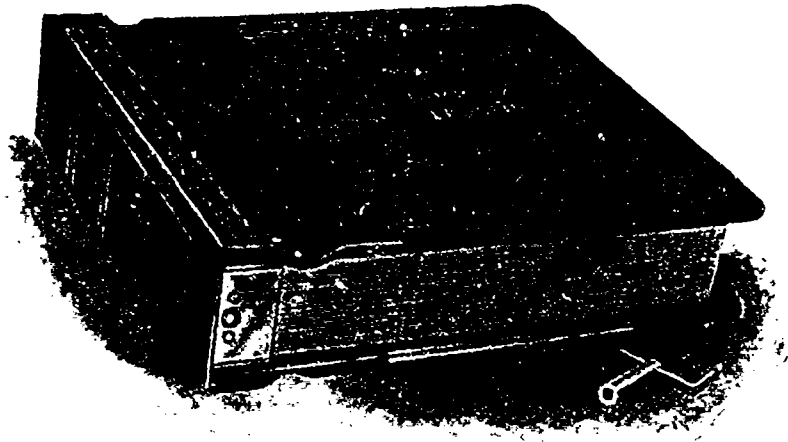
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We have added to our manufactures that of Loose Leaf Binders and sheets, and intend to sell these goods as we sell all our other goods, viz., through the trade.

If you are interested as you should be in this growing department of the BLANK BOOK BUSINESS write us for particulars.

Our wish is to assist you in securing some of this business which heretofore you have been losing.

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Offices and Sample Room—54-58 Front St. West
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THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXI.

MONTREAL AND TORONTO, CANADA, OCTOBER, 1903.

No. 10.

SOME EDITORIAL CONFIDENCES

OUR August number is still being talked about, and that in a most friendly fashion, all of which goes to prove that we did a good thing when we celebrated our coming of age by issuing such a number. It pleased the jobbing trade, it pleased our readers in the retail stores, and it was gratifying to us. Last month we were proud to quote the commendation of the leading book trade paper of the United States, the Publishers' Weekly. This month we are equally proud to print what the great English authority, the Publishers' Circular, of London, has to say about us. In a recent number that paper says:

"The August number of the Canadian Bookseller and Stationer is its 'coming of age number,' and certainly reflects great credit on the MacLean Publishing Company. It includes over 100 pages of matter and advertisements; accounts of Canadian publishing houses are given, with portraits of publishers and booksellers. It gives one the impression that the bookselling and stationery business is sharing in the general good trade which Canada has enjoyed for some years now. The fact that Canada is fast becoming the granary of the empire is full of promise for the continued prosperity of the country; last year even the United States had to import grain from Canada."

It is with pleasure that we present our readers with this Fall Announcement Number. Much time and trouble have been spent in gathering the information, in putting it into proper shape, and in printing it. We have gone to considerable expense in presenting an attractive number. For instance, the cover has been the outcome of much thought and money. It is, in our opinion, about the best thing in the way of a special cover design that we have yet secured, being most appropriate to the present number. Readers will find the contents of the number as complete and serviceable as it has been possible to make them. The lists of Fall books, with their accompanying descriptions, are all authoritative. Other departments of the paper have not suffered at the hands of the book department, but one and all will be found to be full of interest.

As soon as this number is off the press it is the intention of the publishers of Bookseller and Stationer to commence the publication of a Christmas Book List. Already circulars have been sent to the trade advising them of this list, and a good many orders for copies of it have come to hand. In a word, the list is intended for distribution by booksellers among their customers and prospective customers. It will consist of about forty-eight pages fully illustrated, with descriptions of all the leading Fall books. Booksellers' names will be inscribed on each copy of the list, when a sufficient number are ordered. The time for ordering will be extended until about a week from the publication of this number of Bookseller and Stationer, after which it will be impossible to accept orders. The moral obviously is to order at once.

Up to date the results of our advertising competition have been somewhat disappointing so far as the number of entries is concerned. But as there is still some time before the competition closes, viz., November 1, there is still a chance that a good many dealers will have a try for the prizes. Let us again urge our readers to submit their advertisements to us. There is every possibility that you will win a prize, as it is not as if hundreds of dealers were going to try. In reality, advertising by book and stationery dealers is in a very backward state in this country, and seriously needs quickening. That is our reason for inaugurating this competition.

On another page appears a display advertisement that merits attention from such of our readers as are in the habit of handling magazines. The MacLean Publishing Co. are adding another publication to their long list of trade newspapers, this time in the form of a magazine for business men, which they are calling The Business Magazine. The contents of the new periodical are of a light and readable character, insuring a wide popularity. The offer made to dealers in the advertisement referred to is a generous one, and should be taken up with alacrity.

**MONTHLY REPORT FROM
TRADE CENTRES**

MONTREAL.

Office of BOOKSELLER AND STATIONER,
227 McGill Street, Montreal
Oct. 5, 1905.

SCHOOL business during September was all that could be desired, and the legitimate book stores fully held their own. Commendable efforts were made during last month and the first of this to further sales by means of special prices on collections of slow-selling lines. One store in particular reported marked success from this procedure, and the lines cleared were entirely satisfactory. Display and numerous price cards helped along the good work.

After the school book rush, when prices were fortunately well maintained, although the usual discounts and premiums were resorted to, window displays frequently changed called attention to the new arrivals in fiction.

"The Gambler," which is being extensively advertised, is the book of the month, and bids fair to rival in sales its predecessors by the same author. "Rose o' the River" is the newest favorite by Kate Douglas Wiggin. "St. Gathbert's," by Knowles, is much talked of among the new arrivals. It is a parish romance which is said to compare very favorably with the "Tales of Thrums." "The Coming of Billy," and "The Cherry Ribband" are two new titles on display. A good deal of interest is taken in "Self Propelled Vehicles," which is an interesting and thorough account of automobile history.

In religious lines "Bethlehem to Olivet," by J. R. Miller, is the newest arrival. "The Old Testament in Art" is also stocked. Local interest is well maintained in such titles as "Johnny Corbeau" and "The Voyageur." "French Songs of Old Canada" is also seen.

Picture post cards continue booming, and new arrivals in the field sustain interest and arouse new enthusiasm. Extensive displays, both in window and interior, are made.

G E F.

TORONTO.

Office of BOOKSELLER AND STATIONER,
10 Front Street East, Toronto
Oct. 12, 1905.

SEPTEMBER and the early part of October have been quiet months in the book trade. The new Fall offerings are beginning to be shown, but it is too early yet for much holiday business to have developed. Some good window displays have been noted. The department stores are beginning to bring forward 1906 annuals and cheap gift books.

Mr. William Tyrrell, of Wm. Tyrrell & Co., is still absent in the Old Country.

The book department of the W. A. Murray Co. made a good display of "The Gambler" on the day of publication, the new book taking up the entire window space. On another day "Nedra" and "Rose o' the River" divided the honors. The window devoted to books is to the right of the main entrance, and is consequently in full view of every shopper.

The T. Eaton Co. are selling the 1905 Chatterbox at 75c. in boards, and \$1 in cloth. They are clearing a large number of the 1904 volume at 50c. Another feature of their book department at present is a sale of a paper edition of "The Prodigal Son," by Hall Caine, marked down to 25c.

Among the publishing houses all is activity. William Briggs has been extremely busy placing "Nedra" on the market. S. B. Gundy has had his hands full with "The Gambler," and The Copp, Clark Co. have been getting out five or six popular novels in quick succession, including Anthony Hope's "Servant of the Public," S. R. Crockett's "Cherry Ribband," etc. Morang & Co. have had their chief business with "Starvecrow Farm," by S. J. Weyman.

Considerable interest has been aroused in trade circles in Toronto in the formation of a new manufacturing stationery company in the city, for which letters of incorporation have recently been taken out. The prime mover in the matter is Mr. E. H. Harcourt, who has been for a great many years connected with The Copp, Clark Co., Limited, latterly as manager of the manufacturing department.

The new company will be known as the E. H. Harcourt Co., Limited, with a capital of \$100,000, and the charter empowers them to carry on a printing, publishing, lithographing and manufacturing business. The provisional directors are E. H. Harcourt, Thomas Chapman, J. Seymour Corley, Joseph Price, and E. M. Harcourt.

J. P. McKenna always keeps the latest fiction to the fore in his window, and seems to have the new books in stock the moment they are published. The first copy of "The Reckoning," by R. W. Chambers, noticed in Toronto, was seen in his window.

W. A. C.

WINNIPEG.

Office of BOOKSELLER AND STATIONER,
Room 511 Union Bank Building, Winnipeg, Man.
Oct. 5, 1905.

SEPTEMBER business in Winnipeg book stores has been very large. A good part of it, however, was done at a very small profit. A discount of ten per cent. on all school supplies eliminated a good proportion of the legitimate profits. A local bookseller has suggested to Bookseller and Stationer the advisability of organizing in Winnipeg a Booksellers' and Stationers' Association for mutual protection against price cutting. Bookseller and Stationer would be glad to receive expressions of opinion from the trade.

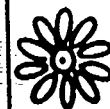
Advance orders for Thomas Lawson's "Frenzied Finance" are numerous, and it is evident that the sales in Winnipeg will be large. "The Gambler," by Katherine Cecil Thurston, is probably the best selling book of the month. "Nedra" is a close second. The performance of "Ben Hur" at the Auditorium during September was responsible for some demand for the book.

The Carnegie Public Library is to be opened in a few days and the John A. Hart Co. are very busy supplying the new books for which they have the contract.

F. R. M.



ANNOUNCEMENTS OF FALL BOOKS



THE COPP, CLARK CO., LIMITED.

PROFUSE is the best word to characterize the offerings of this old-established publishing house for the present season. Not only in fiction, where they have always been strong, but in gift books, in presentation editions and in juveniles they present a remarkable variety. The following list includes all their own publications for Fall 1905:

Fiction.

A Servant of the Public, by Anthony Hope, is the story of the private life and personal emotions of a famous actress,—showing not only how she seemed to the world outside her profession, but also how that profession made her what she was and inevitably ordered her life and actions. The bright and compelling interest of Mr. Hope's dialogue is maintained throughout this new novel. (Cloth, \$1.50.)

The Edge of Circumstance, by Edward Noble, is a modern sea story, being the romance of a new-fangled steam freighter, the Titan, owned by a firm in Cardiff. The Titan was a monstrosity and behaved in an outlandish way, to the agony of her captain and engineer, who were the only two permanent members of her crew. The book describes in detail the momentous third voyage of the Titan. (Cloth, \$1.25.)

The King's Achievement, by R. H. Benson, is a story of the time of Henry VIII and introduces many well known personages, including the King himself, Sir Thomas More, Bishop Fisher of Rochester and Thomas Cromwell, who took so great a part in the suppression of the monasteries.

The Red Reaper, by J. A. Stewart, presents as its hero none other than the great Marquis of Montrose around whose career are grouped in dramatic sequence some of the most romantic and exciting events in all the history of chivalry. The story opens when the Marquis avows himself a supporter of royalty and proceeds to raise the clans. Many of the famous personages of the time are introduced. (Illustrated in three colors. Cloth, \$1.50.)

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The Ozar's Spy, by William Le Queux, has been exciting intense interest during its serial run in an English publication. It is a story with lost treasure as its central theme and in this class of fiction Mr. Le Queux has few, if any, superiors. (Cloth, illustrated, \$1.25.)

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Illustration from *Rose of the River*, by Kate D. Wiggin. (Wm. Boring & Co.)

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A Thief in the Night, by E. W. Hornung, re-introduces the inimitable gentleman burglar, A. J. Raffles, to an admiring public. Those who followed Raffles and his friend "Bunny" through their earlier adventures and held their breath at their hair-breadth escapes, will find still more pleasure in the new stories, which are related with all the dash and vigor of the original tales.

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The House of Mirth, by Edith Wharton, depicts fast life in the exclusive circles of New York society. It is a strong presentment of the utterly worldly and self-seek-



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Illustration from "A Thief in the Night," by E. W. Hornung (McLeod & Allen)

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BOOKS OF THE MONTH

American Book Plates. A guide to their study with examples, by Charles Dexter Allen. Profusely illustrated. New York: The Macmillan Co. Toronto: Morang & Co., Limited. Cloth, \$2.50 net. A reprint of a valuable work which first saw the light ten years ago. To the student of book-plates it commends itself as the first authoritative work on the subject in the United States. It is a very complete compendium, containing many lists and several bibliographies and the illustrations are numerous and highly interesting.

Boothby, Guy. "A Brighton Tragedy." George Bell & Sons, London. Cloth, 3s. 6d. The heroine of this story is the daughter of a Spanish nobleman who is transplanted to England from South America and placed in a young ladies' boarding-school just at the moment when a terrible tragedy occurs. As the young lady is suffering from melancholia, suspicion rests upon her. Detective work is brought into play and the real criminals are discovered before any serious mischief befalls Catalina. The story is full of excitement.

Cobb, Benjamin F. "Business Philosophy." New York, N.Y.: Thos. Y. Crowell & Co. Cloth, \$1.20 net. Every day business problems and perplexities are firmly grappled with and practical suggestions full of sound common sense are given. The book is of the sort business men need and like. Many important subjects connected with everyday buying and selling are discussed, such as credit collections, office management, letter writing, attention to details, advertising, etc. The proverbial trading stamps also have a chapter. This "Philosophy" will be truly interesting and instructive, both to employer and employe. One of the most sensible and helpful books in its line.

"The Diary of a Bride." New York: Thos. Y. Crowell & Co. Cloth, gilt top, \$1.00. This volume, beautifully printed in bold type with decorated margins in pale tint upon cream-colored paper, would make a dainty gift-book. It is the real diary of a real woman, written in a real way. The identity of the author is not disclosed, but the genuineness of the document is unquestioned. Beginning with "the fateful seven letters, married," the bride describes her emotions, hopes, fears, joys, and sorrows, during the first year of her wedded life. It is full of feminine philosophy and agreeable humor. A splendid story of housekeeping and home making. It will find many friends among both sexes.

Gordon, George Stuart. "The Fronde." The Stanhope Essay, 1905. Oxford: B. H. Blackwell, 50 & 51 Broad street. Cloth, 2s. 6d net. A meretricious and sympathetic investigation into the origin, career and end of a remarkable organization in the history of France. The essay reveals a pleasing style, rich in picturesque expression and will well repay careful reading.

Huckel, Oliver. "The Melody of God's Love." Printed in two colors, 58 pages, 12mo. New York: Thos. Y. Crowell & Co. Cloth, 75c. net. A rendering in verse

of the Twenty-Third Psalm, which is here divided into three strains or melodies. The poet approaches his subject in the three-fold attitude of poet, scholar and minister of the gospel, with the result that he has revealed many new beauties in the psalm.

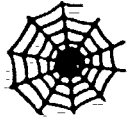
Johnson, Burges. "Rhymes of Little Boys." 100 pages. New York: Thomas Y. Crowell & Co. Novelty gingham-binding. \$1.00 net. Postage 10 cents. The latest little volume of child verse to bid for popular favor has an apt title and comes in alluring dress. Mr. Johnson has preserved the boyish flavor to an admirable degree. The verses impress one as being true to life, as well as pleasing on their own account. The bulk of them are in the small-boy language; while others at the end of the book are addressed to boys.

Lohengrin. "Son of Parsifal," a mystical drama by Richard Wagner, freely translated in poetic narrative form by Oliver Huckel. New York: Thomas Y. Crowell & Co. Cloth, 75 cents net. The translator will be remembered for his rendering in English of "Parsifal." The story of Lohengrin is of the highest poetic value, possessing qualities no whit less dramatic than that of the Grail Knight.

Peloubet, Rev. F. N. "Select Notes: A Commentary on the International Sunday School Lessons." 384 pp. Cloth, \$1.25. Cloth interleaved edition, \$2.00. French morocco, limp, round corners, gilt, \$2.00. Boston: W. A. Wilde Co. For the thirty-second year this admirable compendium makes its appearance and again a gradual improvement is to be noted. The subject matter for 1906 relates to the life of Christ, which is treated after the same thorough manner as has distinguished earlier volumes. Particular attention is centred upon the department of inductive studies on each lesson. The book is of value to every person interested in the Sunday School.

Portman, Lionel. "Hugh Rendall." A public school story published by Alston Rivers, Arundel street, London, Eng. One of the English reviewers writing of this book says "There have been good school stories since 'Tom Brown,' but this has what all the others have lacked. I really think this book of Mr. Portman's may be fairly compared with the greatest school story ever written." After perusal of the volume one is forced to agree with what this reviewer has written. The joys and sorrows of school life, the youthful escapades and their inevitable punishments, the fends, the fights, the fun and frolic, and fag of school life are all realistically treated and woven into a stirring healthy narrative for boys. A second impression of the volume is now ready, and a "Colonial Edition" is also on the market.

Wells, Amos R. "Sunday School Problems: A Book of Practical Plans for Sunday School Teachers and Officers." Boston: W. A. Wilde Co. 297 pp. Cloth, \$1.00. As a writer on topics connected with the Sunday School, Amos R. Wells is well known. In this book he has collected the results of many years of observation, thought and practice. He discusses in the thirty-eight chapters of the book many of the problems which confront the Sunday School workers. Teachers that read this book will fall in line with their work at the same time that they learn how to do it in the best way.



MAGAZINE COUNTER



DO YOU SELL MAGAZINES?

HA VE readers of Bookseller and Stationer fully grasped the significance of the modern magazine? Do they understand just in what relation it stands to modern life? And if they do, are they acting up to their beliefs in their relations to the magazine?

These are questions which merit the careful attention of every reader of this paper, for they are of immediate consequence to his business. The new magazines which spring into existence every day have a significance. The improvements in the older magazines have a significance. The existence of news stands, pure and simple, have a significance. In fact, the whole field is full of suggestive circumstances.

First, let it be pointed out that the number of readers in the world is increasing rapidly. Educational facilities are such that it would be hard now to find an illiterate person. And the very fact that education is so universal means that a higher standard of culture must result and be brought to pass rapidly.

Second, modern conditions are such that the average man of affairs is so pressed with work that he wants his literary nutriment in small and convenient doses. The newspaper serves this purpose in a measure, but the magazine supplements it to a very large extent. Instruction and entertainment are combined to the highest degree in the latter.

Third, the number of new magazines that appear from month to month indicates a rapidly developing call for magazines. It is undoubtedly true that a greater number of people will read a greater number of magazines in November than in October, and so on. So far as can be estimated now, the limit is not in sight.

It would be possible to continue the enumeration of these significant facts, but it must be apparent to all how important the magazine business is becoming. To those who have not yet embarked upon it, let it be said that the field is a good one, and that if reliable magazines are handled fair profits will result.

SCRIBNER'S CAMPAIGN IN CANADA.

AN active campaign to secure Canadian business is being inaugurated by Scribner's Magazine. This long-established and highly reputable monthly magazine needs no introduction to the Canadian trade. It has been long and favorably known to a large number of readers, though it must be confessed that there are many people in Canada who have not yet been made acquainted with its good points.

The publishers intend to go about securing more patronage in this country in a straightforward and generous manner. They are addressing themselves to the booksellers and newsdealers, and are endeavoring to enlist their sympathies and assistance by offering liberal commissions.

It will pay newsdealers to make efforts to gain subscribers and to sell at retail Scribner's Magazine. Let them read over carefully the circular which has recently been addressed to them and give the proposition their best consideration. As the publishers are reliable in

every respect their proposition can be unqualifiedly commended.

A NEW MAGAZINE.

THIS month the MacLean Publishing Co., of Toronto, are issuing the first number of a new publication, The Business Magazine. The new periodical is intended as a home magazine for the busy man and his family. It is filled with bright, readable matter, gleaned from the best publications of the world. In form it is convenient, and with a simple and attractive cover it should make an attractive appearance on any magazine counter.

The contents of the first number embrace a wide variety of subjects. There are articles on travel, on business men, on transportation, on science, on commerce, on subjects of interest to women. There is a capital story and an index to the best articles in the best magazines. Read the advertisement about this magazine to be found in another column.

AN INTERESTING BOOKLET.

CHARLES SCRIBNER'S SONS have issued a forty-eight page booklet, which they have entitled "A Brief Retrospect of Scribner's Magazine, January 1887 to July 1905." After a brief introduction the booklet goes on to enumerate some of the more important articles on various subjects that have appeared in the eighteen and a half years of the magazine's existence. There are several reproductions of groups of illustrations that add greatly to the interest of the book.

A NEW LITERARY RECORD.

A NEW literary record is made by the Canadian Magazine with its October issue. This number marks the completion of twenty-five volumes without a change in management, with only one change in its editor, and without a publishing skip of any kind. The record is unique in Canadian literary annals, except for the case of La Revue Canadienne of Montreal, which has been published without a break since 1880. This issue is also noteworthy in its range of contents. Benjamin Sulte writes of "The Beginnings of French-Canadian Literature." Professor MacMechan deals with "The Literature of Nova Scotia," and there is also an article on "The Women Writers of Canada." J. S. Willison, editor of the Toronto News, writes of "Journalism and Public Life in Canada" in his usual trenchant style. Robert Barr has some delightful predictions as to the future of Canada and Great Britain. There are illustrated articles on Nelson's victories and the inauguration of the new Provinces.

FEATURES OF CURRENT ISSUES.

Arena (November) contains "Possibilities of Government Railroad Control," "The Economic Struggle in Colorado," "The Bourneville Village Experiment," "The American Judicial System," "Guarded Representative Government," "Byron: A Study in Heredity," etc.

Interesting to Canadian Booksellers and Newsdealers

SCRIBNER'S MAGAZINE

1905-1906

*Among the notable contributions to SCRIBNER'S
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Theodore Roosevelt

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and "A WOLF HUNT IN OKLAHOMA."

Kate Douglas Wiggin

will contribute "PHILLIPA'S NERVOUS
PROSTRATION," a charming love story of
very unusual type.

Ernest Thompson Seton

will contribute papers on natural history.

Edith Wharton

will contribute several short stories.

Rudyard Kipling

will contribute a short story.

F. Hopkinson Smith

will contribute a serial novel entitled "THE
TIDES OF BARNEGAT," commencing with
the November number.

Richard Harding Davis

will contribute a characteristic story.

Mrs. Frances Hodgson

Burnett will contribute a beautiful Christmas
story in two parts.

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Year by year SCRIBNER'S MAGAZINE has increased its audience, and won an increasing amount of favor and respect wherever the English language is spoken.

Its pages in the past have contained contributions from the leading writers of the world; while the artistic features have represented the very best talent to be obtained.

The splendid success of the past is to be increased in the future along the same lines and under the same editorial management, and very valuable contributions from noted writers are to be published in 1906.

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Its sale affords the dealer a good clean profit. The published price is \$2.00 per annum. We allow the dealer fifty cents, or a profit of thirty-three and one-third per cent.

It is not a dry and prosy publication. Read the first number and see for yourself what a bright and readable magazine it is. Everybody from the child to the old man will find something of interest in its pages.

It is not a flimsy publication, neither is it an inconveniently bulky publication. It strikes the happy medium, with pages of a readable size and enough of them to make up a good-sized magazine.

It is being backed by heavy advertising through the unrivalled channels possessed by THE MACLEAN PUBLISHING COMPANY. Consequently it is bound to be known from coast to coast, and it is bound to be asked for.

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Atlantic (November) will contain "The Commercialization of Literature," "Immigration and the South," "How to Know the Fallacies," "Telephone Development in the United States," "The Country in November," and "Experiences of a Census Taker."

Book Monthly (October) contains "Personal and Particular," "Box and Others," "Wanted, a Novelist," "Stolen or Strayed?" "A London Letter," etc.

Bookman (October) contains "Byron," by J. W. Duff, with four full-page portraits; "Peter Rosegger," "The New Atlantis," "Prof. Ritchie's Philosophical Remains," "Boz," etc.

Cassell's (October) contains "Some Famous Stock Exchanges of the World," "Hallowed Ruins," "The Sentinels of the Port of London," "The Ship at Greenwich," "Miss Marie Hall," and several stories.

Chautauquan (October) contains "The Spirit of the Orient," "Some Modern Indian Idealists," "Library Shelf," "The Vesper Hour," "Survey of Civic Betterment," etc.

Century (November). In this number will appear the first installment of Mrs. Humphry Ward's new novel, "Fenwick's Career." "Lincoln, the Lawyer," will be contributed by Frederick Trevor Hill. Other articles are "Miss Carl's Life at the Chinese Imperial Palace," "Saving California's Crops," "The Panama Canal," etc.

Chambers's Journal (October) contains "Sir W. Scott and one of His Reviewers," "Cement Making in Scotland," "The Empire's Work in Makran," "The Popularity of R. L. Stevenson," "The Effect of Trafalgar in Europe," "Cocoa in Trinidad," "The Greenstone of New Zealand," "Ruskin and Millais in Scotland."

Cosmopolitan (Christmas) will contain two fine Christmas stories by Booth Tarkington and George Hibbard. Edward Markham contributes an essay on "The Poetry of Jesus." There are many other stories and articles promised, and the illustrations will be numerous.

MacMillan's (October) contains "Sir Thomas Browne," "Nelson's Autograph," "Quack Doctors," "Pageants," "The Memoirs of a Minister of France," "The Great Land of Gold," etc.

Metropolitan (Christmas) will be published on November 15, and will contain "Holy Kairwan," by C. W. Furlong, a new Uncle Remus story by Joel Chandler Harris, "The Summons of the North," by Charles G. D. Roberts, drawings by Henry Hutt of Shakespeare's heroines, etc.

Pall Mall (November) will contain "The Secretary for India," "The Living Moon," "Lambton Castle," "The Romance of a French Artist," "Cape to Cairo by Telegraph," "A Day in a Chinese Compound," and a number of stories.

Pearson's (October) is a Special Nelson Centenary Number, with many articles and portraits. There are also several stories and one or two articles of interest.

Scribner's (November) will contain President Roosevelt's second article on "A Wolf Hunt in Oklahoma," the beginning of F. Hopkins Smith's new serial, "The Tides of Barnegat," and a sheaf of clever stories. Mrs. Wharton's remarkable novel, "The House of Mirth," will be concluded.

Windsor (October) contains "The Art of Mr. G. H. Swinstead," "The Human Side of the German Emperor," "Woodcraft," "Concerning Literary Taste," "Curious Survival of Ancient Customs," "The Sponge-Fishing Industry," etc.

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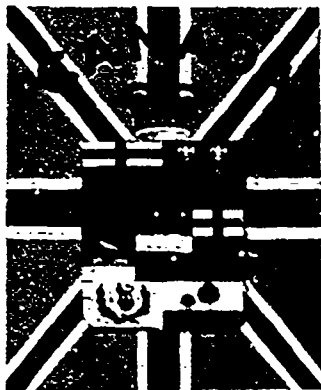
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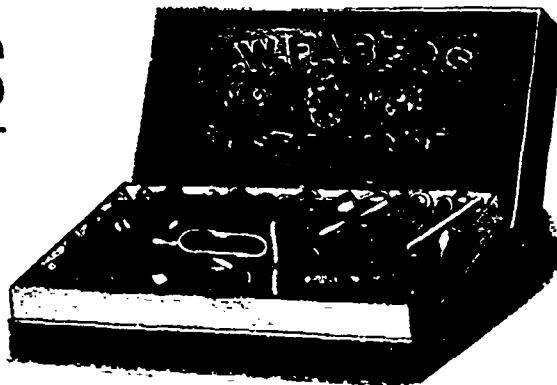
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Vol. XIV OCTOBER 1905. No. 10

NEW ADVERTISEMENTS.

- Beagles, J. & Co., London, E.C. Bill, Geo., & Sons, London, Eng. Davidson Bros., London, E.C. Finch, James, & Co., London, E.C. Frowde, Henry, Toronto. Galt, J. & Manning, Philadelphia, Pa. Hildesheimer, S., London, E.C. Holzman, Alfred, Chicago. Hoyle & Co., Perle, Anthony, London, E.C. Menzies & Co., Toronto. Nelson, Thos. & Sons, Edinburgh Scotland. Oliphant, Anderson & Ferner, Edinburgh, Scotland. Rochester News Co., Rochester, N.Y. Rotary Photographic Co., London, E.C. Spakling, A. G., & Bro., Montreal. Waterman, L. E., Co., Montreal. Wilde, W. A. Co., Boston, Mass.

CHILDISH TAXATION.

TAXES imposed by one Province against the commercial travelers of other Provinces is national childishness. Canada is old enough and is certainly big enough to discard the swaddling clothes of provincialism in such matters.

The British constitution in which the British North American Provinces were wrapped at Confederation specifically declared that it was ultra vires for the Provinces to levy customs duties against each other's products.

In the strict letter of the law none of the Provinces have essayed to do this, but in spirit some of them are glibious transgressors.

We do not want provincialism in this country. We want nationalism. The Civil War killed provincialism in the United States. And we now want some powerful force to kill it in Canada. The Federal Government has the power but it lacks the inclination.

INVESTIGATE AT HOME.

LIFE insurance is very much in the limelight just at present. The scandals in connection with the big United States companies have aroused public indignation. Uneasiness occupies the minds of policy holders, and stringent investigations are being called for.

How about our Canadian companies? Is all as it should be with them, or do they share in a measure the evils that have been brought to light in the United States?

Confidence in the management of life insurance companies is being severely shaken. Is it right that we should go on with our eyes closed and put a blind faith in things as they are? Prudence and common sense demand more. Merely as a safeguard, and without casting any reflections on the men who manage the life insurance companies, let there be a careful investigation. If all is found to be well, so much the better and so much stronger the position of the companies. But if there has been wrongdoing the sooner the public hears of it the better.

The progressive merchants keep in touch with the latest developments by reading a trade paper. The Bookseller and Stationer will keep you posted.

THE CRIME OF SUBSTITUTION.

THE personal influence of the retailer undoubtedly is a powerful factor in determining the taste or desire of the consumer. That this influence is often wrongly used is to be regretted from every honorable standpoint. The crime of substitution is altogether too flagrant an abuse. A most glaring example of this switching was recently enacted in the presence of a representative of Bookseller and Stationer, when a customer asked for a well-known brand of fountain pens and in return was given a liberal dose of the "just as good" talk. Evidently this retailer failed to recognize the evil he was assisting in. The sale was effected simply because the consumer believed she was getting something which she did not. That the public cannot be imposed upon indefinitely is too old a maxim to need repetition. The dealer who persists in such practices, while he may temporarily exact a higher profit, inevitably decreases his sales. Further, when the fact of substitution is discovered confidence in the dealer is destroyed and the entire trade of the customer may go elsewhere.

Business integrity and honesty are necessary assets for permanent success. That substitution is dishonorable and wrong will be admitted by every fair-minded dealer. Substitutes often are synonymous for depreciation in quality so as to place the imitation on the market at a lower price. Certain concerns there are who have this piratical habit of imitating the original with slight variations. Trade marks are imitated and business is done upon the reputation established by others through goods of merit judiciously advertised.

Such practices cannot be recklessly indulged in with-

out material check and public exposure. The trouble and expense of a lawsuit often prevents justice being obtained. Unfair competition of this sort is condemned by the courts and retailers should recognize clearly the risks they run in substitution.

• • •

Our advertising pages are news. Read them before doing your buying.

• • •

THE PROBLEM OF EXPANSION.

PROGRESS and expansion go hand in hand in the development of a retail store. There is a limit to the amount of business which any one store can do in a particular department. Particularly in the smaller towns the possibility of increasing business beyond a certain point is small, unless the range is widened. Here is where the real advance can be made. Merchants are just now beginning to realize what may be done by the addition of new departments.

The old idea of keeping strictly to stationery lines is passing away. Some few years ago the stationer sold stationery only, and never thought of going beyond this. Now the advantage of keeping allied lines, such as fancy goods, wall paper, etc., is becoming generally recognized.

Many reasons can be adduced to show that these lines can be run more advantageously by the stationer than as separate businesses. A merchant has a business established. He has a regular line of customers coming into his store continually, all of whom have been won by honest values and fair treatment. Why should he not get the benefit of these people's business in other lines? It would be just one form of capitalizing his business reputation and standing. The energy, organizing ability and business acumen, which have combined to bring about success in a limited field, might just as well be utilized in a wider sphere.

From a straight point of economy strong arguments can be brought forward in favor of the departmental idea. The running expenses, such as for rent, heat and light, are just the same. The management costs no more. The only additional expenses are for salespeople and the capital invested in the stock. Of these the former is negligible, for any of the departments mentioned can be run in close connection with the rest of the store and the number of clerks need be increased only when the business justifies it. Thus the profit which comes from these lines is so much to the good.

• • •

Prepare for the holiday trade in advance.

• • •

A TRADE BRINGING SCHEME.

AT points where there is a fair amount of tourist travel, it will pay the dealer to adopt the following scheme. Procure a small wall cabinet, with movable back and glass front, about four inches deep, which can be suspended by means of rings and hooks to any wall. Cover the back with some bright-colored material and on it arrange a display of view cards, souvenir books, packs

of playing cards and such other small articles of a local interest which would be likely to attract the attention of visitors. On a card in the centre of the case, direct the reader to come to your store, see your goods and make purchases. The cabinet should be hung up in the corridor of the local hotel, or in the waiting-room at the depot or wharf. It is a sure trade-bringer.

Nowadays the first idea the tourist has when he comes to a new town is to send home postcards with pictures of the place on them. He wants them first thing and he buys them from the first dealer to whom his attention is directed. What better idea than to have your samples and business card right at headquarters? Many a tourist lands in town at night after the stores are closed. He misses seeing your show window but he is sure to see your show case at the hotel and next morning he will hunt you up and make purchases. This is no idle generalization but an established fact.

• • •

Travelers find it easier to sell goods that are advertised than those which are not.

• • •

ROUTE FOR TRADE JOURNALS.

ONE of our subscribers, whose store is in many ways the largest and best of its kind in the country, believes implicitly in the value of good trade journals as a permanent force in increasing the efficiency of his clerks. With this in view he insists that Bookseller and Stationer, as well as many other journals, shall be read regularly. To insure this a card is attached to each journal headed "Route for Trade Journals," and the names of the various clerks are placed at the left with a space opposite for their initials after they have read the paper. After the magazine has circulated through out the staff it is returned to the private office for file. It is insisted that the magazine must not be kept longer than twenty-four hours, it also must be returned in good order, flat, clean, unturned, and unmarked.

This is an idea which has often been suggested, and its adoption is thoroughly recommended. The beneficial results can hardly be overestimated.

• • •

Change your advertising copy often if you want to get steady business.

• • •

FIGHT MAIL ORDERS.

FREE delivery to your nearest railway station on orders of \$25 and over is the latest inducement offered by the leading mail-order concern in Canada. To offset this latest move booksellers should forebly reiterate the numerous advantages accruing from having a book or news stand in their town. A store offers the advantages of selection and inspection, and this is well worth the increased cost which the store must ask. Sentiment is hardly ever forcible, but most fair minded people clearly recognize the benefits derived from maintaining in their community such an indispensable institution.

THE ROTARY SERIES

2d. Post Cards.
Black and White Matt Cards.

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- Actresses, Etc.
- Actors and Actresses in their Motor Cars.
- Actresses—Oblong Heads.
- " Large Heads.
- " Camille Clifford (Side Glance)
- " Marie Studholme (Wave Series)
- " Marie Studholme (Side Glance.)
- Alphabetical Sets.
- Animals.
- Art Relief Series (Actresses) 3d.
- Authors and Poets.
- Celebrities.
- Celebrities in their Motor Cars.
- Comic.
- Cricketers.
- Crowned Heads.
- Fancy Series.
- Figures and Landscape Series.
- Golf Players.
- Jockeys.
- Judges and Counsel.
- Landscapes, Views, Etc.
- Ministers of Various Denominations
- Motors and Motorists.
- Musicians.
- Painters.
- Reutlinger Parisian Series.
- Royalties.
- Statesmen, Generals, Admirals, etc.
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- Actresses.
- Alphabetical Set.
- Authors and Poets.
- Animals.
- Birds.
- Celebrities.
- Celebrated Theatrical Sisters.
- "Christian Name" Series.
- Distinguished Theatrical Couples.
- "Greetings from Towns" Series.
- Landscapes.
- Miscellaneous Greetings.
- Ministers of Various Denominations
- Musicians and Vocalists.
- "Old Master" Series.
- Royal Navy.
- Royalties.
- Song, Motto and Comic Cards—
 - Sacred Verse Cards.
 - Hunting Scenes.
 - Song Cards.
 - Sentimental.
 - Children.
 - Animals.
 - Landscapes.
 - Comic and Mirthful.
 - Loud Sayings and Nicknames.
 - Love and Sentiment.
 - "Bill Bailey" Quotations.
 - Black List and Comic.
 - Domestic and Sentimental.
 - Miscellaneous.
- Statesmen, etc.
- Sunbeam Series.
- Triple Series.
- PHOTOS—**
 - Printed on Rotograph
 - Platino-Bromide Paper.

Published by the . . .

The Rotary Photographic Co., Ltd.,

Works: West Drayton, Middlesex.

12 New Union St., London, E.C.

PICTURE POST CARDS

HOLIDAY LINES.

A RAPIDLY growing trade has necessitated larger premises for the Illustrated Post Card Co., 185 St. James street, Montreal, and they have removed to commodious offices at room 465, Temple Building, on the same floor as their former offices. Increased facilities are naturally obtained, and they are in a better position than formerly to fill all requirements.

Strictly holiday lines are now on the tapis, and their range leaves nothing to be desired. Christmas and New Year cards contain many exclusive novelties which need to be seen to be appreciated. 1906 designs are artistic in every way. A card to this firm will put one in touch with a traveler. Samples will be submitted.

Everything in the line of illustrated cards is shown, but particular attention is called to their name cards

terms to the colonial export publishers, and will send samples and prices on application. He has a collection of many thousands of negatives, all up-to-date, of all parts of the United Kingdom, and he is prepared to send operators to any part of the world to take negatives.

HAVE YOU A STAND?

MANY dealers ask: Is the present post card craze likely to die out, like many other fads and fancies, or is the present large demand for these cards likely to continue? In answering this it might be well to take into consideration the history of the post card business abroad. "The craze," as some are wont to call it, commenced in Europe about 20 years ago, and shortly after, when it assumed very large proportions, many



The Initial Series Shown by the Illustrated Post Card Co., Montreal.

which are proving very popular. The extensive series of comies also deserve attention. Their leather cards and wooden ones are to be had in many new subjects. An interesting announcement is made that they are able to turn out any quantity of views, from 50 up, in a new glossy finish, at a reasonable price, on subjects submitted.

CATERS TO WHOLESALE TRADE.

SPECIMENS of the various kinds of cards produced by Philip G. Hunt, 100 Deansgate, Manchester, England, indicate a perfection in execution that it will be difficult to equal. His local view cards are especially attractive. Where colors are employed the shading is very fine and soft.

Mr Hunt is a printer and producer of post cards for the wholesale trade. He makes a special point of giving

were of the opinion that it would die out like many other fads and soon become a thing of the past. Subsequent events have demonstrated their error. Instead of the sale diminishing, each year has shown a tremendous increase over the previous years, and the sale last year in all parts of the world has been the largest in the history of the post card business.

A peculiar feature about the post card business has been that so many dealers fail to provide themselves with suitable fixtures for the proper display of their cards. This, in spite of the fact that there are many very desirable fixtures for the purpose on the market. The most suitable fixture is a revolving stand which enables a large number of different kinds of cards to be shown at once and at the same time does not take up any counter space to speak of. Where the pockets or card holders are fixed and non-adjustable, cards of only

IN A NEW AND LARGER HOME
ROOM 465 TEMPLE BUILDING

we will be enabled to meet the increase in our trade satisfactorily.

A few of our new lines: French and English Xmas cards in abundant variety and all prices.

Name Cards—(as per illustration on page 451) in the most popular names. The immense sale has compelled us to open a plant of our own to meet the demand.

Price, \$3.50 per 100.

SPECIAL ANNOUNCEMENT

We are now able to turn out any quantity of views, from 50 of a kind up, in very fine new glossy finish, at a very reasonable price. Kindly state quantity and number of subjects required.

Leather Cards still hold the boards, reduced to **\$4.50 per 100.**

TINSEL CARDS KEEP FIVE ARTISTS BUSY

A new line of Comics just published, 50 subjects at:

\$6.00 per 1,000

Post-Card Racks of any kind from

\$1.50 up.

Albums from 15c. up.

ILLUSTRATED POST CARD CO.
 MONTREAL

a certain size can be shown. As it is often found necessary to display cards of different shapes and sizes, some manufacturers of revolving post card display stands have constructed them so that the arms or holders can be adjusted to any size cards. One of the best stands of this description is manufactured by the Rochester News Co.

They call their stand the Paragon Post Card Revolving Display Stand, and they claim for it many exclusive features. The arms or holders are adjustable to take any size card, whether larger or smaller than the regulation size. The adjustment of these holders is so simple that the only tool required is a screwdriver or pocket knife. This is one of the few stands which will permit upright cards to be shown in their proper position, and it is claimed to be the only stand in which cards so shown do not droop forward. By a clever patented device cards are prevented from drooping, and it also permits each card to be shown complete without overlapping.

This stand is also supplied with an ornamental sign, embossed in many colors, lettering in gold, which sets the stand off very beautifully. Actual tests have demonstrated that these stands pay for themselves in a very short time by the increased sales of the cards, directly attributed to the use of the stand. The stands are supplied to dealers at a very moderate price, and no dealer handling cards can afford to be without one, especially as they are giving as a premium with each stand 1,000 comic cards (all new designs) published in many colors. As this offer may be withdrawn any day, dealers will do well to take advantage of it now.

CHRISTMAS AND NEW YEAR CARDS.

THE Rotary Photographic Co., Limited, of New Union street, E.C., London, Eng., have always been to the front with post card novelties, but they have certainly excelled themselves in the preparation of their series of Christmas and New Year cards for the coming season. A great increase in the use of post cards with seasonable greetings is sure to be witnessed this year, and with such tasty cards to choose from, who can wonder? The designs included in the Rotary series are most artistic, and the range thereof almost unlimited.

Very pretty indeed are the "Child" subjects, and appropriate, too, for surely Christmas is the children's season. The "Santa Claus" sets are also destined for a big run. The "Nativity" series is very beautiful in its conception, and the "Mountain Snow Scenes" occupy a high position in public favor. There are also "Fancys" with kitten and puppy models, and numerous other combinations, all artistic, attractive, and inviting.

THIRTEEN STYLES.

W. G. MACFARLANE, 72 Bay street, Toronto, reports a large number of inquiries for contract editions of post cards from customers' photos. Mr MacFarlane offers a variety of seventeen different styles in these lines. A printed circular giving full particulars and quotations will be furnished to inquirers. These styles include half-tone, luxotype, embossed, colotype, hand-colored colotype, chromotype, autochrome, naturotype, naturochrome, silver print imitation, moonlight, real photo and tinselled cards.

A very great variety of lines of fancy and comic cards are now being carried. This firm is making up \$2, \$5 and \$10 assortments, covering all these lines. Or-

No Dead Stock

AMONG THE

"THE J. B. & CO." Series.

OF

Post Cards and Post Card Albums

You should sample

Our Celebrated Penny Photo-Colour Cards

121 New Designs Beautiful English Actresses

Twopenny Silver-Print & Glossy Bromide Series

Real Cloth of Gold Series

Nelson Centenary Series

We have 5,000 designs Famous Actresses in Latest Characters, comprising:

- | | |
|--------------------------|---------------------------|
| NEW-Glossy Photo Cards | NEW-Hand Coloured Cards |
| NEW-Novel Stencil Cards | NEW-Jewelled Cards |
| NEW-Luminous Pearl Cards | NEW-Photo Colour Cards |
| NEW-Illustrated Cards | NEW-Bromide Cards |
| | NEW-Crayon and Gold Cards |

THE MOST UP-TO-DATE AND LARGEST COLLECTION IN ENGLAND.

Royalty, Clerical, Theatrical, Musical, Literary and Other Celebrities, Fine New Selection of Actresses.

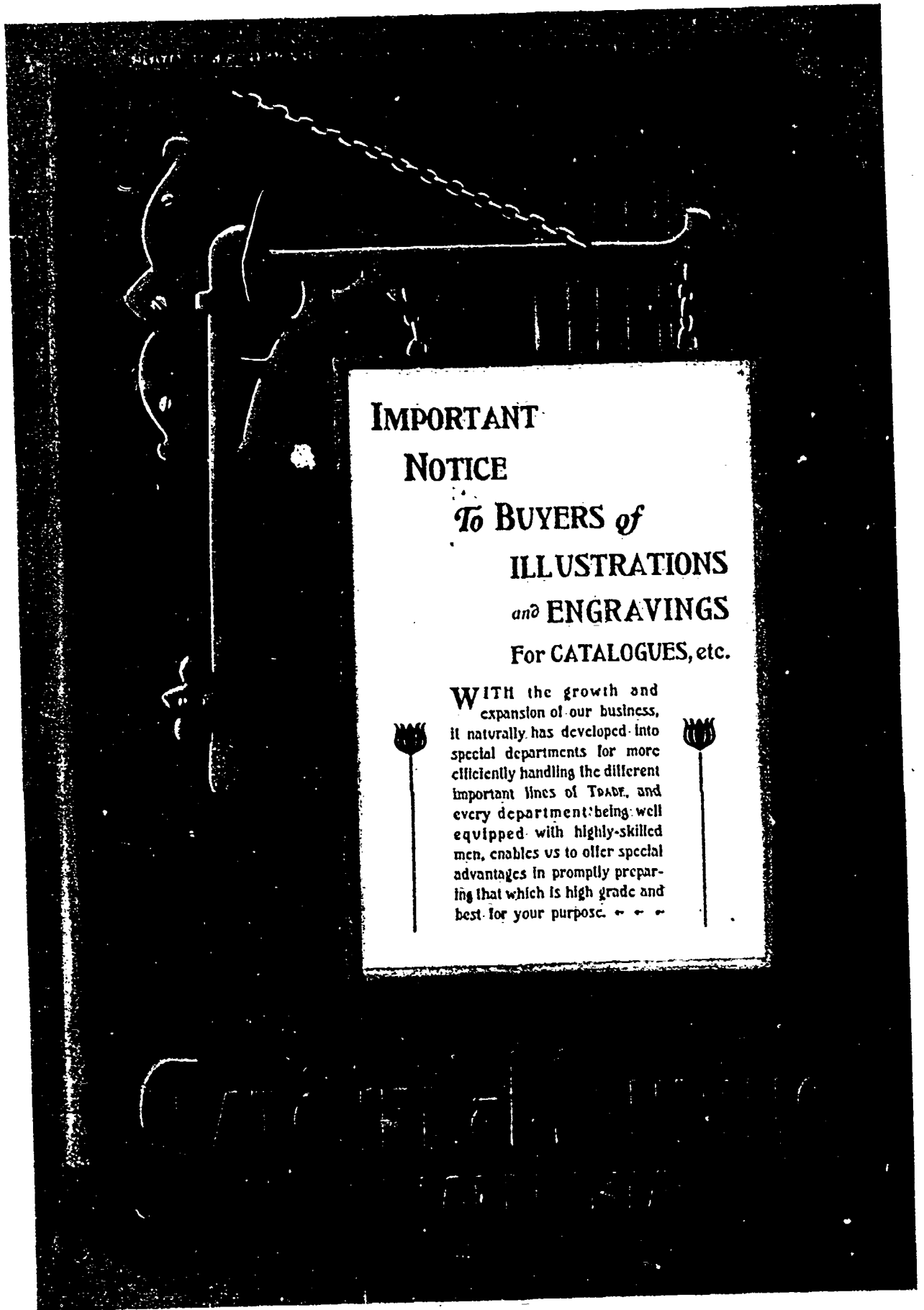
Special attention given to Export Orders. Write for New Catalogue

J. Beagles & Co.



Wholesale and Export Manufacturers and Publishers

9, 10 and 11 Little Britain, LONDON, E. C.



IMPORTANT

NOTICE

To **BUYERS of**
ILLUSTRATIONS
and **ENGRAVINGS**
For CATALOGUES, etc.

WITH the growth and expansion of our business, it naturally has developed into special departments for more efficiently handling the different important lines of TRADE, and every department being well equipped with highly-skilled men, enables us to offer special advantages in promptly preparing that which is high grade and best for your purpose. . . .

YOU SHOULD USE OUR 4 COLOR PLATES FOR PRINTING SOUVENIR POSTALS.

THE CARDINAL SERIES

Pictorial Postcards

English Castles, British Warships (produced in England), Real Japanese, Norwegian, etc., Postcards, Japanese Albums and Stamps.

Postcard Albums

FERD. ANTHONY HORLE & CO.
8 St. John's Lane, London

CASH OR THROUGH LONDON SHIPPERS

Send for Free Sample
Of Comic Tag Postals

... \$2 a 100, retail 5c. each

Large variety, good sellers, 25% off in 1,000 lots. Comic Cards, \$1-1,000 up. Canada, \$1 1,000 up. Assortments of other kinds. Try a \$5 or \$10 lot—very profitable. 100 different cards, \$1; 200, \$2; 300, \$3; 400, \$4; 500, \$5—all different. Can't be beat.

SPECIALS
Manila Envelopes, 7 and 8—50c. 1,000; White, good quality, 70c. 1,000, in 5,000 lots up. These are 2nds, and excellent value. Visiting cards, Gents, 60c. 1,000 postpaid.

W. R. ADAMS, 401 Yonge, Toronto.

W. G. MACFARLANE
72 BAY STREET, TORONTO.

PICTURE POST CARDS. SOUVENIR VIEW BOOKS
BURN'T LEATHER NOVELTIES, ETC.

A good proposition for dealers in the small towns:
500 Souvenir Books and 6,000 Local
View Post Cards for \$110 00

At 25c. each the 500 books will sell for 125 00
At 21-2c. each 6,000 post cards will sell for 150 00

Total	\$275 00
Cost	110 00
Profit	\$165 00

Write for full particulars about this offer.
Send for a \$2.00 or \$4.00 assortment of our stock line of View, Fancy and Comic cards. A great variety of lines.
Write for particulars of our Rack proposition.

SAY! IT'S AWFUL

the number of Souvenir Cards we're selling. We have just published

A New Original Line of Comics

You cannot do without them if you are at all up-to-date. Send for samples.

G. A. WEESE & SON, 44 Yonge St., Toronto

ders will be filled for these assortments, and if any of the cards shipped in these assortments are not satisfactory they can be returned and dealers will receive credit for the same.

An excellent rack proposition is now offered to the trade by Mr. MacFarlane. Inquiries are solicited as to particulars of this proposition. There will be a large Christmas sale for post cards, and dealers would do well to place their orders early.

HARD TO BEAT.

FOR an all around funny line of comic post cards, the Holzman line, published by Alfred Holzman, 342 Dearborn street, Chicago, is hard to beat. Not only has Mr. Holzman brought out a vast array of copyrighted designs of his own, but he also carries an enormous stock of the most popular sellers in the country.

A fine feature of the Holzman line is that it has been arranged in carefully selected assortments, each displayed on a revolving stand, or silent salesman. This assortment contains 1,000 cards, and embraces 50 differ-



ent designs. The stand displays about 50 card faces, so that the purchaser may make his own selections.

The stand is substantially made, with heavy metal base, and can be placed upon the counter in a conspicuous place, and adds a handsome profit to the daily business.

The stand and the 1,000 cards will be furnished for \$10. The cards sell at two for five cents everywhere.

DEVOTING ATTENTION TO CANADA.

AN introductory advertisement of Hildesheimers' art goods appears in this issue of Bookseller and Stationer, and it is pleasant to learn that this firm is devoting increased attention to the Canadian trade. A walk through their sample rooms convinces the visitor at once of the large range of decorative objects for which this firm is responsible. In picture mouldings a large and steadily increasing trade is being done, and new and attractive screens, overmantles, wall brackets, with reproductions of famous pictures introduced as decorative panels, are proving a most popular line.

At the present time, however, while the post card trade is going so strong, Hildesheimer & Co. are turning out tremendous quantities of cards, both in their "Rembrandt" process, which produces fine sepia effect, and also in color litho. While the "Rembrandt" goods are all produced in England, many of the litho cards are done abroad in the country whose scenes they represent. English litho artists cannot do full justice to Italian, Spanish or Oriental colorings, and on this account Messrs. Hildesheimer & Co. send their own artists abroad to paint famous scenes, and in order to have these correctly reproduced in every detail arrangements are carried out to have them lithographed in that country, so as to secure the true atmosphere of the picture

There's many an "If"

in business,—

—but there's one particular "If" between you and us that we want to
cut right out. That's the "if" about your seeing our lines of

CALENDARS
CHRISTMAS CARDS
AND
PICTURE POST CARDS

Our agents in Canada are showing our samples just as fast as they know how, and from the way things are moving, we can tell they are seeing most everyone—but there may be a man here and there who hasn't been called on, so "if" you are still one of the uncalled, just do us a favor by sending us your name. We'll find some way of getting in touch with you. It's worth our while to take more than a little trouble, 'cause we know you'll buy, when once you see what we've got.

This is a record reason with us. Things never went better, and it's all because

WE HAVE THE GOODS.

DAVIDSON BROTHERS

Canadian Agents :
The Copp, Clark Co., Limited,
Toronto

Basterfield St. E.C.,
LONDON, ENG.

S. Hildesheimer & Co.,

LONDON and MANCHESTER

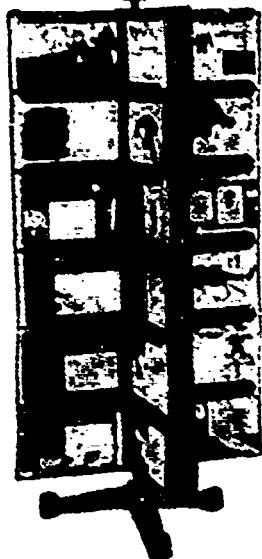
LIMITED

Fine Art Publishers, Advertising Novelties, Pictorial Post Cards, Christmas, New Year and Birthday Cards.

The Largest and Most Artistic Selection of Copyright Pictures and Picture Post Cards in England.

Illustrated Lists on Application.

SPECIAL QUOTATIONS FOR CANADIAN HOUSES



1,000 FUNNY
(Very Funny)
POST CARDS

AND THIS
METAL REVOLVING STAND
for **\$10.00**

This assortment consists of Fifty of the latest subjects of the famous A. H. line of funny cards. No vulgar, obscene or objectionable subjects, but clever creations of wholesome humor, *beautifully executed in three colors*, that will appeal to a refined patronage.

THESE CARDS RETAIL 2 for 5c.

This Stand is Made of Solid Metal
HOLDS 2,000 CARDS and
DISPLAYS 50
The Best Revolving Stand Made

Don't miss this chance to order a stock as the whole country is simply crazy for them.

ALFRED HOLZMAN

342 DEARBORN STREET.

CHICAGO, III.

Patented in U.S.A. & FOREIGN COUNTRIES

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White
Our Colored Cards
STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and RACKS
Always adding to our already well-assorted stock.

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

This is the one reason why Hildesheimer's range of post cards is considered so valuable, for the scenes they reproduce are not only interesting as art studies but they remain of permanent interest. Celebrities are not overlooked in their series, but the company's facilities for doing landscape work are such that their chief energies are spent in that direction. The original paintings from which these post cards are made form a large gallery when hung, and one cannot fail to be impressed with the magnitude of the concern after a visit to the works and showrooms.

NELSON AND OTHER CARDS.

VISITS to the showrooms of J. Beagles & Co., post card publishers, in Little Britain, E.C., London, England, are always interesting, but more than usually so at the present time, just at the approach of the busy season. They have such a vast assortment of subjects and styles that enumeration is completely defied. On account of the Trafalgar Centenary a good lead is being made with a Nelson series of six photo cards that are of real historical interest. Scenes connected with the great naval battle are depicted, and a plan of the manoeuvres is also shown, giving the names of the principal battleships. One of the favorites in this set shows Lord Nelson in his cabin on the "Victory," with a copy of the famous prayer uttered on the eve of battle.

Besides this interesting set there is a new line of "crayon and gold" hand-colored celebrities that are in the penny list, although they have the appearance of 2d cards. The background of gold gives a wonderfully rich appearance to these cards.

A most charming line of French actresses, colored by hand, as well as tastefully decorated with tinsel and spangle, are in great demand for shipping trade, and there have been so many subjects recently added to the ordinary lines of post cards that there seems to be absolutely no finality.

A PHONOGRAPHIC POSTAL CARD.

THE latest thing in postals is one on which a phonographic message may be recorded by means of a special form of talking machine, the message being reproduced in the sender's voice by the recipient, who uses a similar machine. This novelty has just been introduced in Paris, and, if it is as efficient as it is represented to be, it ought to be popular. Below appears a description contributed to *La Nature* (Paris) by Mr. Henri-Rene d'Allemande. He says:

"The phonopostal is an apparatus intended to record and afterward reproduce the human voice with the aid of a piece of cardboard of the size and shape of a postal card. The idea of replacing the wax-covered cylinder of the ordinary phonographs with a sheet of paper that may be sent like a letter had already been conceived by the great intellect of Jules Verne, who, pushing present inventions to their extreme limits, foresaw much that would one day be successfully realized. Nevertheless, Jules Verne was not the inventor, properly speaking, of dirigible balloons or submarines; he was endowed with a sort of second sight, and it was left for more practical minds to realize the dreams of the charming writer who was the delight of our younger days.

"The advantages of the phonopostal are many: in these days of extended tours there can be nothing more attractive than to put in one's automobile or in a corner of one's bag this apparatus, which takes up no more

room than two or three boxes of letterpaper. By adding a few dozen cards prepared for use as records, we may, at each stopping place, send to those at home fresh and, as we may say, vibrant news of our journey. On the other hand, the explorer may also receive news from his family—not the limited news of the ordinary epistle, but news in which he may hear the soft voices of his children, and recognize the sweet prattle of babies yet too small to hold pen or pencil; and this charming sensation of freshness and remembrance may be renewed again and again, for one of the peculiarities of the phonocard is its power of indefinite use.

"Besides these evident advantages, the new invention may also be used to note down the songs and aits peculiar to the country through which one is traveling. A double souvenir may thus be obtained, for on the back of the phonocard may be pasted photographs intended to commemorate the most interesting views of the journey."

"The sounds are recorded in a spiral, beginning at the edge of the card and growing continually smaller until the last circle is barely as large as a 10-centime piece. The groove made is so hard that even the two postmarks are not able to destroy more than a syllable or two.

"On one card there may easily be inscribed 75 to 80 words, which is sufficient to give ample news. We should not forget that the phonocard merely aims at filling the same place as the illustrated post card.

"One of the most appreciable advantages of this new mode of communication is to assure the relative secrecy of the correspondence. Until it is so well known to the public that janitors feel obliged to provide themselves with the reproducing apparatus, the members of this honorable body will be deprived of the pleasure of reading the correspondence of tenants. We have almost a new cipher, easy of use and demanding neither preliminary study nor special knowledge.

PEACE.

JAPAN is in everybody's mind to-day and Japanese goods are sure to be more in demand than ever. To all photo dealers, etc., who are also selling pictorial post cards, mention should be made of the Cardinal series of pictorial post cards published by F. A. Horle & Co., of Cardinal House, 8 St. John's Lane, E.C., which include, besides English watering places, cathedrals, cats and dogs, etc., a very fine selection of real Japanese pictorial post cards, which are now selling better than ever.

Messrs. Horle also hold a very large stock of real Japanese serviettes, both flat and boxed, and all dealers before buying in their Winter stocks should write to the above firm for samples and prices, as they are good selling lines and just the thing for the coming festive season. Also, notice should be made of the post card albums of the above firm, which form one of the most acceptable Christmas presents of the day.

NOTES.

The Toronto News Co. have recently issued a handsome series of views in and around Toronto. These cards are beautifully colored and include several pretty park scenes.

Warwick Bros. & Rutter, Limited, show thirty different sets of Tuck's Christmas post cards, each set consisting of six cards. These offerings are all of an appropriate nature, and are all characterized by the excellence that marks Tuck's goods.

Winter Evening Games

TALLY CARDS

In a variety of Shapes and Colors.

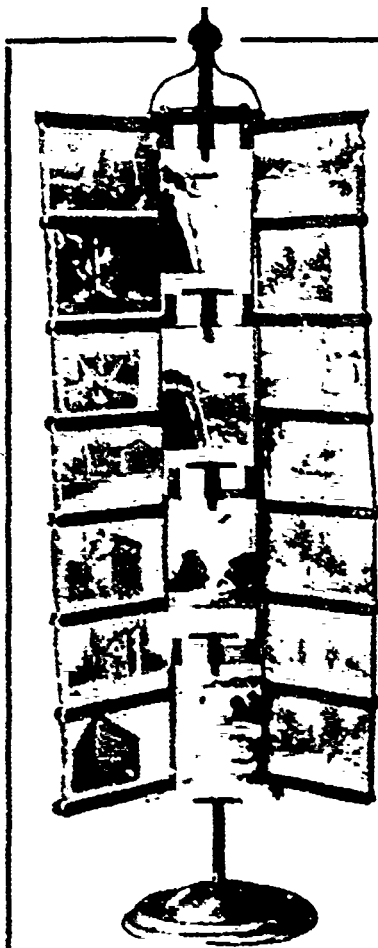
LACE PAPER DOILIES and CAKE LACES

Square, Round and Octagon, Small and Large Sizes.

JAPANESE TABLE NAPKINS

A large variety of designs.

The **COPP, CLARK CO., Limited**
64 and 66 Front Street West, - TORONTO



FREE 1,000 FREE

of the Finest, Best and Most Attractive Comic Post Cards absolutely free. Over 100 different subjects, 59 of which, including 16 Valentine Post Cards, are just off the press.

If you have not yet taken advantage of this offer do so at once. It is an advertising proposition, pure and simple, and we want every dealer, whether handling Post Cards or not, to "get in the game" and take advantage of this proposition.

The price of our PARAGON REVOLVING DISPLAY STAND is \$10. We desire our stand placed with the trade in the quickest manner possible, and as a special inducement, we will, for a limited time, give with each stand absolutely free, and without any further charge, 1,000 of the best Comic Cards you have ever seen. ***We guarantee satisfaction.***

Established dealers can order at our risk, and if not entirely satisfied the goods can be returned.

Compare the illustration of our stand with other stands offered. Our stand displays 72 different cards and has a total capacity of 1,500 cards, which is about double that of other stands. Note its superior design and general construction. There is no stand on the market to equal it at any price.

We would say to dealers who now have stands of our makes, do not permit that fact to deter you from taking advantage of this proposition. You can't afford to be without the best Post Card Display Stand on the market. Our offer enables you to add one of these stands to your store equipment at practically no expense.

ORDER NOW. We are the largest Post Card publishers in the world.

The Rochester News Company
19-27 Church Street, Rochester, N.Y., U.S.A.

HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by
"The Monthly Visitor"

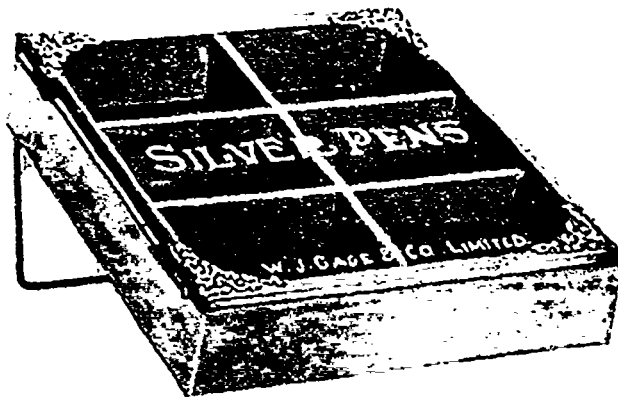
W. J. GAGE & CO. report that the trade are taking kindly to their new Silver series of pens.

They are made from the finest steel and, being silver-coated, will not corrode, and will, therefore, outwear three ordinary steel pens. There are six numbers in the series, covering all the popular styles, and some of which are made with turned-up points. They are very attractively packed in gross boxes, and are sold at a uniform price, 50c. per gross. To introduce them, a very handsome nickel showcase, as shown herewith, is given free with each original order of 20 gross. Samples of these pens will be sent upon application.

W. J. Gage & Co. have recently added a large number of new designs to their series of writing tablets. Among these I noticed especially English Linen Fabric, made with cloth-finished paper in white and azure, to retail at 15c. in octavo size, and 25c. in quarto size. This is an extremely popular tablet, and the covers are embossed in red blue and gold. They are also making an envelope to match this series in the Royal Wallet shape, which will retail at 10c. per package.

I saw displayed in the sample rooms of W. J. Gage & Co. many very attractive new writing tablets which they have just brought out for this season's trade. I note the following as being of particular merit: Celtic—linen paper, medium weight, octavo and quarto. Fleur de Lis—white wove paper, octavo and quarto. Welland—white wove paper, octavo and quarto. Clarita—white wove paper, octavo and quarto.

These pads have covers embossed in gold and colors and are not only very dainty in appearance but are sold

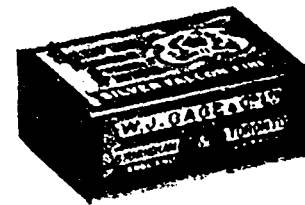


at prices which will give the dealers big profits when retailed at the usual prices of 10c. for octavo size, and 20c. for quarto size.

Let me refer again to W. J. Gage & Co.'s new lines of tablets by mentioning the elegant assortments of special covers they have just brought out to supply de-

signs for large dealers, either jobbers or retailers, who wish to order quantities and have exclusive patterns of their own. This range of designs covers a large field, and dealers can have their pads made up with plain or embossed covers, and in any thickness to suit. This series will be of particular interest to dealers who wish designs of their own and who handle tablets in large quantities.

I was shown by W. J. Gage & Co. samples of the new Pinch Paper Fasteners. This is the best fastener made for filing purposes and for attaching first and



second sheets. They lie perfectly flat and occupy no room. This is an extremely neat and useful little article and will have a large sale. It is put up in boxes of 250 to retail at 25c., and is the cheapest fastener of the class that is made.

A novelty that is selling fast is a decorated paper seal for envelopes. The designs are holly and Santa Claus heads, appropriate for the approaching holiday season.

The Hiawatha Linen is something new in notepaper. It comes in flat sheets with embossed edges, and can be folded to suit the purchaser. In a prettily decorated box, paper and envelopes sell at 15c.

A nice new box of notepaper and envelopes is the Wexford Weave, for which Warwick Bros. & Rutter, Limited, stand sponsors. This is a grey white linen, crash finish, with wallet shaped regent size envelopes. The boxes are of pretty design.

Warwick Bros. & Rutter, Limited, show a ten-cent package of playing cards called the Leader. These come in cases similar to the more expensive packs.

Several new papeteries have been placed on the market by Warwick Bros. & Rutter, Limited, which will come in useful for Christmas displays. The English Holly is an attractive box with a panel design of holly. It comes in two sizes, wallet regent and boudoir and the paper is the new repp finish. Three other pretty boxes are Purple Poppies, Mousseleine, and Vice-Regal.

The Students' and Eclipse Blank Drawing Books, published by The Copp, Clark Co., Limited, were shown

to me on the monthly round. Both are extra select, the covers being choice and the books proper made up of cartridge drawing paper, suitably finished.

Typewriter paper is well represented at The Copp, Clark Co., Limited, sample rooms in such lines as Onion Skin, Blackstone, Union Bond, and Acme. These are made up in two sizes, cap and quarto, and Blackstone is to be hand in light and heavy weights.

In notebooks, The Copp, Clark Co., Limited, are making quite a display of two lines specially prepared for stenographers' use—Scribe Series Note Books, Reporters' Note Book, No. 2 and No. 3 of the Scribe Series, and No. 029 and No. 030 of the Reporters', seem to be the favorites.

Dealers will find profitable trade results from drawing the attention of teachers and others to the excellent water color box, No. 4050, manufactured by the American Crayon Co., and which has been taken up so rapidly because of its superiority. This box is one of quality, having been demonstrated to contain all necessary essentials for teaching the making of other colors from the three primary colors, viz., red, blue and yellow.

The Copp, Clark Co., Limited, show a new calendar pad for 1906, called the Gem. The principal feature of the pad is that, instead of tearing off the sheets from day to day, they are turned to one side, forming a reverse pad. The possessor of the pad can thus refer to any past day that he desires. The writing surface is always in front, and the stand does not have to be turned around or upsidedown to make notations on both sheets.

THE REMEX SELF-FILLING PEN.

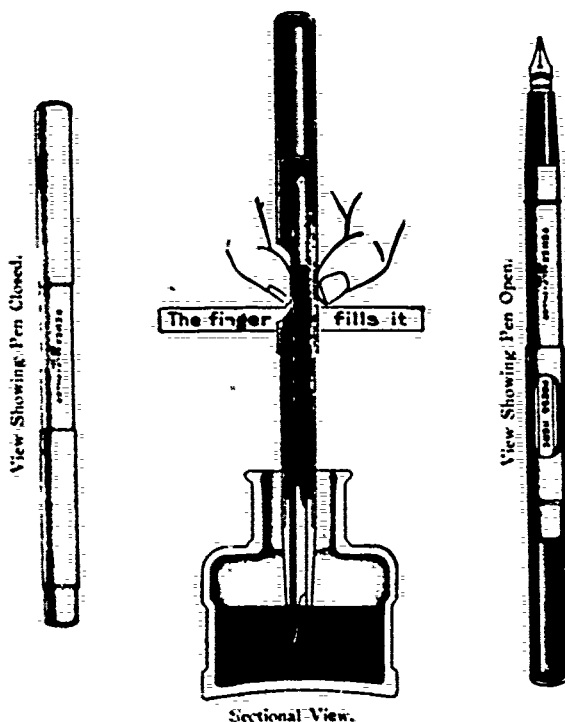
THE L. E. Waterman Co. of Canada, Limited, secured patents on September the 12th, 1905, for a thoroughly new writing creation known as the Remex Self-Filling Pen, illustrations of which are given on this page. The pen is designed to retail at a popular price and early returns confirm a splendid demand for this handy new writing instrument.

This pen differs radically in appearance from any other self-filling fountain pen on the market inasmuch as the barrel is of light colored aluminum. The assembling of the parts is all done in Montreal, and this may well be said to be almost a Canadian product.

The point section is made of hard rubber with a feed that is absolutely reliable. This part of the pen, which is in many ways the most important part, is exactly similar to the ordinary Remex pens, excepting the 14-kt gold pen, tipped with iridium, which is larger. It is made with fine, medium, coarse and stub points. The aluminum barrel permits of the insertion of a larger ink holding sack than would be possible with the use of any other material. The barrel also allows of the ready adjustment of a non-projecting revolving collar that is no obstruction in writing. The rubber sack is much larger than ordinary ones and, it is stated, will absorb and retain two and a half times as much ink. Rigidly attached to the side of the sack, and extending its full length, is a thin, stiff metal bar, which is exposed to view by turning the collar either to the right or left. A

pressure of the finger on the sack excludes all air, so that when the pen is inserted into a bottle of ink a release of the pressure immediately fills the sack with ink. Nothing could be simpler. Press the bar, dip in the ink, release the pressure and the pen is filled.

The illustrations show clearly there is nothing to interfere with the freedom of writing and no danger of discharge in the pocket or elsewhere. It is in every way a simple mechanism. It is not claimed that this pen will last indefinitely because of the possible corrosion of the soft rubber sack. This defect, common in all such pens, has been guarded against in every possible way. A rubber sack of a special composition that neutralizes to some degree the effect of most ink acids has been selected. This sack is regarded as about three times as substantial as the average one. Full particulars, including prices and discounts, will be cheerfully furnished all retailers interested, by addressing this firm at 136 St James street, Montreal.



THE BIOGRAPHICAL STEVENSON.

AMONG the notable publications of a season, which is devoid of many outstanding works, must be ranked an admirable new edition of the works of Robert Louis Stevenson. For this edition Charles Scribner's Sons are the sponsors, and they have performed their task well. The compact, well-printed and strongly-bound volumes of the set are a delight to the eye, and there is no lover of R.L.S. who will not welcome them as most convenient working texts.

The most important feature of the new edition is the series of introductions to the various volumes, written by Mrs. Stevenson. These narrate the circumstances under which each book was written and throw a new and more intimate light on the author's life and works.

The series will be sold singly or in sets, and there are two bindings. The cloth books sell at \$1 net per volume, and the limp leather at \$1.25 net. The latter are exceptionally beautiful books, with the title imprinted in gold.

THE DEMAND FOR

Kohi-I-Noor Pencils
 and
Mephisto Copying Pencils

IS STEADILY INCREASING.



The revised prices to dealers published by the makers assure to the dealer a good profit, and every sale of these high-grade pencils is a source of satisfaction to all concerned.

Full stock carried, and prices quoted by the following Canadian jobbers :

The Brown Bros., Limited,	- - -	Toronto
Copp, Clark Co., Limited,	- - -	"
McFarlane, Son & Hodgson,	- - -	Montreal
L. E. Waterman Co., Limited,	- - -	"
Consolidated Stationery Co., Limited,	- - -	Winnipeg
Clark Bros. & Co., Limited,	- - -	"

(Continued from page 440.)

is endeavoring to keep another new line out of a certain territory and all sorts of means are resorted to to accomplish this purpose. A charming love story is introduced, involving the niece of the president of the first line and the engineer of the second. (Cloth, 75 cents.)

The Best Policy, by Elliot Flower, is apparently a plea for life insurance, though the author may disavow any attempt to influence his readers. Suffice it to say the dozen stories which make up the volume are all based on the expediency of life insurance under all manner of circumstances. They are well told by one who has evidently had considerable experience of the workings of insurance companies.

The Social Secretary, by David Graham Phillips, introduces an extremely modern phenomenon, a young lady of good family who undertakes the task of bringing out into society in Washington the family of a western Senator. How she sets about her task and how she succeeds will be found in the pages of the book, which is most artistically gotten up.

The Queen's Page, by Cornelia Baker, will prove a rare treat for young readers with a love for the olden times. It is a story with a French setting, introducing several French children, who are as delightfully vivacious and curious as modern children. About all the stirring adventures they encounter this book tells. The authoress is a born story-teller and not only interests, but instructs her readers.

BOOKS OF AMERICAN PUBLISHERS NOT ISSUED IN CANADIAN EDITIONS.

A few good books are issued in the United States which do not appear in Canadian editions. These deserve some attention from booksellers as they include several novels by distinguished writers. For convenience, the publishers' names are given.

Little, Brown & Co., Boston.

The Rejuvenation of Aunt Mary, by Anne Warner, is a delicious story by the creator of "Susan Clew," of "Aunt Mary" and her adventures in New York. A pretty love story runs through the book. "Aunt Mary's" magazine debut delighted thousands of readers, and the publication of the story in book form, with new chapters, and scenes, will increase her popularity. (Cloth, \$1.50.)

The Divining Rod, by Francis N. Thorpe, is a strong, realistic story of the oil fields in their early days, dealing with the discovery, development and exploitation of oil. The lust for gain, unscrupulous methods to acquire wealth, the squeezing out of small concerns by larger ones by so-called "legitimate methods" form much of the pith and marrow of the story. The seamy side of the oil enterprise is laid bare in a manner to command interest from the start, and there is added a story of home life and family devotion which lightens up the sombreness of the picture of man's love of money. The story is filled with human interest, action, vigor, and fine character drawing. (Cloth, \$1.50.)

The Ballingtons, by Frances Squire, is a story that treats a fresh and vital theme in two situations which finally become mutually involved. Two families are pres-

ented, in one of which the husband is the financial power, in the other, the wife. Both families originate in love marriages. The main interest centres in the spiritual awakening of Agnes Ballington, her struggle for the rights of the soul, and the steady involvement of other homes and other individuals in her story. The growth of a tragic climax of profound ethical and practical significance is worked out with daring logic, and its solution is bold and unmistakable. (Cloth, \$1.50.)

Charles Scribner's Sons, New York.

Kipps, by H. J. Wells, is a unique kind of book. In fact, the reader is likely to ransack his or her brain in vain for anything just like it. The hero is a fair sample of the youthful Englishman, born in low estate. He passes through a harmless boyhood and almost attains man's estate, when a sudden whiff of fortune brings him into the possession of an estate. The book is mainly a study of the influence of this change on his character. (Cloth, \$1.50.)

The Mayor of Troy, by A. T. Quiller-Couch, has its scene laid in Cornwall. Never before has "Q" gathered together such a pleasant set of quaintly humorous characters. The town of Troy quite as much as Mayor Hyman is the hero of the story. (Cloth, \$1.50.)

D. Appleton & Co., New York.

The Flute of Pan, by John Oliver Hobbes, presents a problem in which the destiny of the Queen of Siguria hangs on the thread of the love of a girl. The hero, in love with the Queen, who returns his love, is confronted with the problem, whether he can honestly ask her to abdicate for him. (Cloth, \$1.50.)

The Reckoning, by Robert W. Chambers, is the fourth novel chronologically in Mr. Chambers' series concerning early American history, but the historical setting serves only as a background for one of the author's prettiest love stories. The time is that of the War of Independence, the hero is an American and the heroine a beautiful Canadian. (Cloth, \$1.50.)

He and Hecuba, by the Baroness von Hutten, is the strongest novel that this author has ever written. It deals with the fascinations of a volatile Spanish woman and the pride and passions of a minister of the gospel. Two wonderful characters are Lord and Lady Yarrow, and there is a good little rector, Yarrow's uncle. (Cloth, \$1.50.)

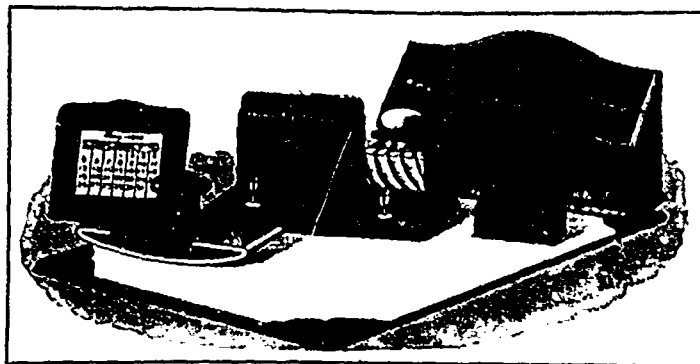
Harper and Brothers, New York.

The Traveling Thirds, by Gertrude Atherton, relates the adventures of a party of Americans, including a gentleman, his wife, two daughters and a niece, in Spain. The niece, who is the heroine, has quite a love affair which leads to a quarrel that ultimately separates the relatives. (Cloth, \$1.50.)

Mrs. Raffles, by John Kendrick Bangs, amusingly parodies the adventures of the celebrated Raffles in narrating the burglaries in which, after Raffles' death, his widow is concerned. How Andrew Carnegie is induced to donate a library to Rafflehurst-by-the-Sea; how Mrs. Raffles obtains a munificent loan on the strength of a few steel bonds, and at last runs off, with Mrs. Constant Scrappe's husband, make the most laughable narrative. It is all done in Mr. Bangs' best vein with many little

Fancy Leather Goods

New
Leathers
New
Shades
New
Novelties



Write
For Our
Fancy
Leather
Goods
Catalogue

KIGGINS & TOOKER CO.

P. O. Box 310

123-125 William Street, NEW YORK

PICTORIAL POST CARDS

produced from customers' originals for the Wholesale trade in best quality **Collotype, Plain, Hand Coloured, Machine Coloured, Type-chrome, Real Photo,** and other processes. Samples and prices will be sent post free. The best quality work at the lowest prices.

PHILIP G. HUNT

100 DEANSGATE

MANCHESTER, ENGLAND

SPECIAL EXPORT AND COLONIAL DEPARTMENT

Sole Agent for

GEBRUDER DEYHLE & WAGNER

PICTORIAL POST CARD PRINTERS

Annual Output Two Hundred Million Cards

The Kelk Sutcliffe Co.

Wholesale Fancy Goods and Druggists' Sundries

New Arrivals in Fancy Metal Goods

Unique range of Designs in the shape of
Ash Trays, Paper Weights, Pen Rests, Ink Wells,
Pin Cushions, Artistic Mirrors, Fancy Figures
and Thermometers

Dolls

An exclusive range of medium and higher priced Dolls, in which most lifelike representations are made: even the smallest details being brought out most perfectly in Dressed and Undressed Dolls, in Large, Medium and Small Dolls.

We also have a stock of
Dolls' Gloves, Dolls' Hosiery, Dolls' Footwear
to adorn these fascinating little ladies.

Perfumes

in Xmas Packets and for General Trade. Our turnover in this line has been very flattering. A simple range is convenient for you to glance through.

An almost complete range of General Goods and Xmas Novelties now in stock.

The Kelk Sutcliffe Co.

Successors to

F. and E. W. KELK.

76 YORK STREET, TORONTO

flings at the foibles of the fashionable world. (Cloth, \$1.25.)

Frederick A. Stokes Co., New York.

The Black Spaniel, by Robert Hichens, is as unusual and original as the novels Mr. Hichens has given us previously. Aside from its compelling appeal against vivisection, the story has as its theme a most curious and realistic psychological motive, growing out of the cruel treatment of a little dog, that baffles the reader and, even against his will, holds his attention to the last page.

Houghton, Mifflin & Co., Boston.

The Green Shay, by George S. Wasson, is the story of a decadent "Down East" fishing community, told with a keen sense of humor and some delicious dialect by the author of "Cap'n Simeon's Store," which Mark Twain says is "full of the salt of the sea." With frontispiece by the author. (12mo, \$1.50.)

The Coming of the Tide, by Margaret Sherwood, is a calm and yet powerful study of character and the influence of heredity. The setting is the New England coast in summer, introducing the sea-shore colony and some of the old families of the neighborhood. The action is leisurely for the most part, but culminates in a powerful series of incidents. (Cloth, \$1.50.)

Dodd, Mead & Co., New York.

Lonely O'Malley, by Arthur Stringer, is an entertaining story of the youthful adventures of a boy who was a strange mixture of savage and angel. It tells of his triumphs and his humiliations, his good deeds and his bad deeds, up to the heroic culmination at the last. (Cloth, \$1.50.)

The Resurrection of Miss Guthrie, by Florence Morse Kingsley, is a charming story filled with quaint humor. Into the tranquil life of this New England girl comes the doctor's decree that Miss Cynthia has only a year to live. What she did is the story and every page makes delightful reading. (Cloth, \$1.50.)

The Man from Red Keg, by Eugene Thwing, proves a worthy successor to the author's previous work "The Red Keggers." The scene is laid in the same country and the characters belong to the same type of Americans. It is a virile, wholesome story with a strong purpose. (Cloth, \$1.50.)

NOTES.

As usual The Copp, Clark Co., Limited, have ready their three Christmas annuals, Quiver (\$1.75), Little Folks (75c), and Children's Treasury (25c.). This year they have added a new annual, Arts and Crafts, a volume dedicated to the studio, the workshop and the home. It is accompanied by portfolio of designs (\$3.)

Much interest is manifested among booklovers and book buyers in the special de-luxe edition of the complete poems of Bliss Carman, in two volumes, just issued by L. C. Page & Co. Mr. Carman ranks high among the present day writers of verse, and is considered one of the most sympathetic interpreters of nature now living. This edition of his poems consists of only 350 copies, small folio, especially printed in red and black on hand-made paper. Each copy will be numbered and signed by Mr. Carman, and subscribers will receive their copies in the order of their date of application.

WALL PAPER

WALL PAPER ADVERTISING.

A WESTERN house which devotes one department to wall paper does some exceedingly good advertising for it. The subjoined advertisement is a sample of what may be done in this line. A department which has to do with decoration must of necessity do considerable work in educating the public up to the right standards. The heading for this ad. was Wall Paper Ideas, and it read as follows:

A prominent lady once asked a famous artist with what he mixed his paints. "With brains, madam," is the reply that has gone down in history. And so it is in decorating the home. Merely pretty papers do not make a pleasing decoration. They are only the materials a master decorator uses to produce delightfully artistic and pleasing effects for the home.

This house has long been famous both for the superiority of its wall papers and the co-operation given customers in securing decorations that prove a lasting source of satisfaction.

THE WALL PAPER BUSINESS.

ADVANCE sales of wall paper for Spring, 1906, are heavy. Retailers anticipate a big season, as the prosperity of the present should ensure free buying on the part of the public next year. Besides the greater variety of patterns and the general excellence of the papers, which have been put out by the Canadian manufacturers this year, promise a big season. The public is being educated up to the use of more artistic effects and finer qualities, and this all tends to the general use of better papers.

The last few seasons have shown great advances in the general conceptions of wall decoration. Formerly the only idea was to get up a paper on the wall and ceiling and a border around the top. No consideration was given to the effect such a paper would have on the general style of furnishing in the room. Much less was the question of colors worked out in a scientific or artistic way.

Now the whole subject is treated in a rational way. A scheme of colors has been developed which rests for its basis on actual observations. It is found that a red colored paper has a cheering and exhilarating effect on the mind. It is warm in tone. Hence red has been generally adopted as the most suitable color for dining rooms.

Again, it has been shown that fantastic figures in the design prevent the mind from resting. So they are being excluded from sleeping rooms, and the simplest patterns are substituted for them.

WALL PAPER IMPORTS

IT is gratifying to note that the increase in the amount of wall papers imported from foreign countries during 1904-5 over those of 1903-4 is very small. Although the total amount of wall paper consumed during the past year has greatly increased over the consumption for the same length of time two years ago, the amount imported rose from \$188,330 to \$199,924, a very small amount, comparatively speaking. Even this increase is referable to the better quality of paper which is now being used by the Canadian buyer, for the total number of rolls has decreased from 2,553,701 in 1903-4 to 2,408,418 in 1904-5.



IF YOU HAVE NOT DONE SO

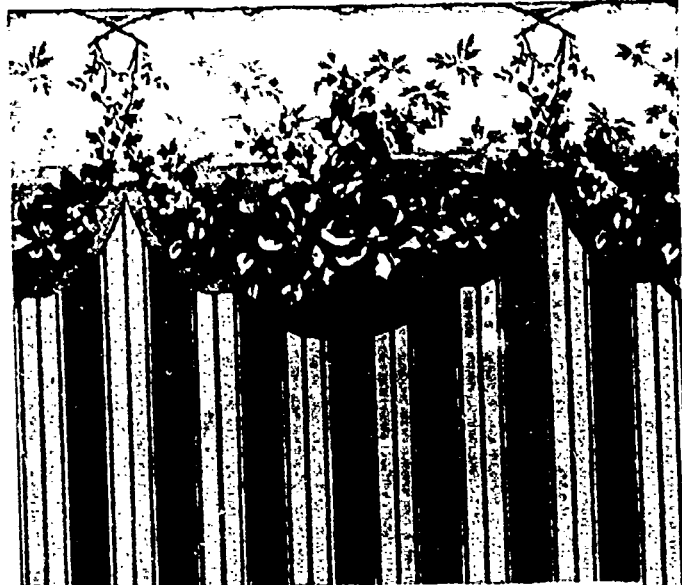
already, do not delay in sending in your order for a sample

Berliner Gram-o-phone
or
Victor Talking Machine

which will soon demonstrate to you the regular and profitable business you can build up in the Record trade alone. WE are convinced of the suitability of the Bookselling and Stationery Trades for handling our goods, for we have hundreds of satisfied customers amongst the trade. We want YOU to satisfy yourself that the claims we make are correct. Our October list of records includes some of the finest singers and bands in the world which will command a ready sale amongst all owners of talking machines.

Send for catalogue, dealers' discounts, and full particulars NOW, so that you may secure the FULL benefit of the Fall trade.

The Berliner Gram-o-phone Co. of Canada, Limited
2315 St. Catherine St., MONTREAL.



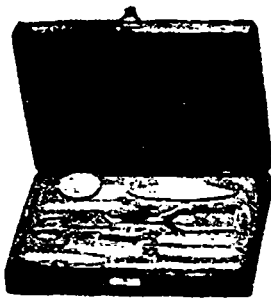
WALL PAPER

The "Staunton" Line for 1906 is so exceptionally attractive that to many a dealer the difficulty is to find room for all the good things he would like to buy.

Give us the opportunity to show samples before you place any order

STAUNTONS LIMITED
TORONTO

FINE LEATHER GOODS



MANICURE SETS

Hand Bags, Writing Cases,
Cigar Cases, Desk Sets,
Music Rolls, Etc., Etc.

MANUFACTURED BY



C. F. RUMPP & SONS
PHILADELPHIA, U.S.A.

Established
1850

NEW YORK SALESROOM
683 and 685 BROADWAY

CHICAGO SALESROOM
35 RANDOLPH ST



DRESSING CASES

IT NEVER GROWS OLD, SO ORDER IT ANEW

You sold the game of

CROKINOLE

last season. Sell it this season. One dealer when sending in his order called Crokinole the "standby"; and true it is. We see no reason why you shouldn't get even a larger portion of the Crokinole trade. At \$2.00 per dozen the game is **CHEAP**.

The Copp, Clark Co., Limited, Toronto

PERSONAL AND TRADE NOTES.

Osborne Brothers is the name of a new firm to be established at Calgary, Alta.

Mr. A. A. Reed, of The Copp, Clark Co., Limited, was in New York recently doing some buying for his firm.

Mr. George Warwick, of Warwick Bros. & Rutter, Limited, Toronto, has sailed for the Continent to make purchases of import fancy goods for Christmas, 1906.

Among the buyers of late Christmas novelties and Spring goods in New York and vicinity was Mr. N. A. Sinclair, of Warwick Bros. & Rutter, Limited, Toronto.

Bookseller and Stationer was represented at the recent stationers' convention at St. Louis by Mr. E. J. Dodd, who kept the paper well before the eyes of the delegates.

A recent and most welcome visitor at the Toronto office of Bookseller and Stationer was Miss Hattie Tweedie, of Moncton, who was in the city on her usual Fall buying expedition.

Mr. George Grey, who has been in charge of the printers' stock department at the Hamilton warehouse of Buntin, Gilhes & Co., Limited, will in future make his home in Winnipeg, as resident agent for this company.

The business which has been conducted at Lethbridge, Alta. by Robert Sage, under the name of G. W. Robinson & Co., will in future be conducted by Mr. Sage under his own name. The change took place on October 1st.

Mr. A. T. McQueen has joined the staff of the L. E. Waterman Co. of Canada, Limited, as their Montreal representative. Mr. McQueen has had a thorough retail experience with William Foster Brown, St. Catherine street, Montreal.

Mr. F. D. Waterman, president of the L. E. Waterman Co. of Canada, Limited, spent a few days in Montreal last month making definite arrangements for many new features. He returned to New York impressed with the efficient work of the manager, Mr. E. J. Kastner.

Professor George H. Eocke has resigned from the staff of Chicago University to accept the management of the wholesale department of Ginn & Co., the Boston publishers. Professor Eocke is a Canadian by birth, son of Rev. Mr. Locke, of the Toronto Conference and is a graduate of Victoria University.

Mr. John R. Evans has resigned his position as treasurer of the Chas. H. Elliott Co., of Philadelphia, retaining his seat as director of the company. He has been succeeded by Mr. M. V. Sweeney who has been one of the leading members of the company's selling force with a long and valuable experience.

Wilson & Tallett have taken up the stock and good will of the late C. Theoret, the law book publisher of Montreal. The firm will deal in publications of jurisprudence and will keep up *La Revue Legale*, *La Revue de Jurisprudence* and other periodicals, and will give particular attention to the choice of French, English and American legal works.

HEBB WITH WATERMAN'S.

THE eastern trade, particularly in Nova Scotia, will be much interested in the announcement that H. H. Hebb has joined the L. E. Waterman Co. of Canada, Limited as their representative in that territory. Mr. Hebb, a native Halifaxian, is well and favorably

known as an enterprising salesman, and it is doubtful if there is a more popular traveler covering that territory. For many years he represented the Halifax firm of A. & W. McKinlay and gained valuable experience, as well as a thorough connection, with the trade. He is well capable of fulfilling the requirements of his customers, and his enthusiasm for his new line is unbounded. As his career in the business world has been marked by steady advances his connection with the Waterman people will be watched carefully. Judging from results since he joined them, September the first, there seems every reason to believe he will increase his success with his new responsibilities. Mr. Hebb will call upon the headquarters of his new firm in Montreal this month.

The writer, whose good fortune it is to know him personally, extends, with many others, congratulations and good wishes.

POSSIBLE CORNER IN CARDS.

(From the London Chronicle.)

It is to be hoped that in receiving the freedom of the Worshipful Company of Makers of Playing Cards Mr. Carnegie has no intention of making a corner in cards. A king did not disdain to do this once upon a time, for one of Charles I.'s many devices for making money was to buy up all the cards made by the company and to sell them again at a profit. As we know, however, that cards were sold in 1545 for twopence a pack, even the son of a Scotsman probably did not make much by creating a monopoly. James I. himself, by the way, characteristically denounced card playing in Scotland and indulged in it privately—a hypocritical attitude toward card playing which has had many followers.

It is difficult to say why card playing, though always popular at court, has always been denounced officially. Even the fact that Anne of Austria "played like a Queen, without passion of greed or gain," did not save it from disrepute. As early as 1165 a law was passed in England to forbid card playing, except at certain times and seasons, but Elizabeth, who lost her temper regularly over *Primer*, did her best to give the game a moral aspect by commanding the Master of the Revels "to show on St. Stephen's Day, at Wyndesore, a comodie or Morall devised on a game of the Cardes," which resulted in the performance by children of "Alexander and Campaspe," containing the charming lines:

Cupid and my Campaspe played
At cards for kisses. Cupid paid."

A NEW EMBOSSEING COMPANY.

DURING the past month a new firm has started in Toronto under the name of the Toronto Embossing Co. Their offices and works are situated at the corner of Gerrard and Sackville streets, in the same building as A. E. Long & Co., paper box manufacturers. The firm are composed of Messrs. A. E. Smith and E. W. Lapp, both lately connected with the Toronto Lithographing Co., and both experts in their special line of trade, which is the production of high-class embossed and inlaid show cards, signs, and hangers, also gold and silver stamped bevelled lettering. They also make a specialty of calendars, etc. They have, possibly, the best equipped plant in Canada in their line, consisting of one of John Haddon & Co.'s No. 1 Caxton platen presses, built in England; also an upright gold stamping press. Certainly the work they have produced so far proves their claim.

**WATSON-FOSTER
WALL PAPERS
Produce Results
ARTISTIC AND
PROFITABLE**



DOES IT NOT SEEM

REASONABLE

that Equipment, Experience and Organization such as ours SHOULD produce goods through which the dealer increases his trade and profits?

WOULD IT NOT BE WISE

to trust your Wall Paper future with its known advantages to us?

WE HAVE EVERYTHING YOU NEED

in greatest variety. The largest buyers in Canada confine themselves to us

BUT WE WANT YOU

OCT. '05

THE WATSON-FOSTER CO. LIMITED
MONTREAL
 CANADA

THE TYPEWRITER OF THE FUTURE

BY general consent the typewriter is the greatest labor-saving invention of the age, and the most appreciated. It is in use everywhere, not excepting the offices of the very men who might be supposed to regard it with the least favor—the pen manufacturers. It has been hailed as a “boon and a blessing to men” more generally than the most famous of the articles made by the last-named gentlemen. But its very popularity has blinded us as to what, when pointed out, is a glaring defect in the principle of its construction. We should explain here that we refer to the typewriters of the ordinary kind—the kind with which the business men of the country are most familiar. There are, of course, quite a number of different makes of these machines, but while they vary in the details of their construction, they have one feature in common, in accommodating the paper, and typing, upon a cylindrical roller or, as it is technically termed, platen. The roller was the least happy idea of the inventor, as were he now alive he would be the first to admit. It severely limited the machine's field of usefulness in two ways. In the first place it required that the writing material should be flexible and thin. In the second place it ignored an important factor in printing, by making the flat surface of the types work upon its own convex surface. This made for illegibility, although with a rubber roller the defectiveness of the principle is generally only realized when the machine is called upon to make a number of carbon duplicates. But the most regrettable fact about the roller is that it did not enable the machine to perform the universal task of writing in books.

It was an extraordinary mischance that the roller principle should have been adopted in preference to the flat-surface principle, when the advantages of the latter were so obvious. But since we have grown accustomed to the one, it is less astonishing to learn that the superiority of the other is only just beginning to be recognized. The new-style typewriter had its origin (like one or two other things), in America, where in the few years it has been on the market, it has been enormously successful, one company alone—the Pennsylvania Railroad Co.—having 2,500 in use. It was introduced into England only a short time since, but has at once jumped into the first rank.

The new typewriter is made in two styles: one, known as the Elliott machine, for general office-work, the other, known as the Fisher machine, specially designed for billing and order work, and for book-keeping generally.

The work the machine does is, at first sight, little short of marvellous. It will write a letter, make a loose carbon copy for vertical or flat filing and also make a carbon copy in a letter-book—all at one writing. It will write an invoice, a copy of it in a book, a shipping receipt, and as many as ten auxiliary records, with the envelope, all in one operation. It will write on index or post cards, on the pages of bound books, or loose sheets, regardless of shape, size, or thickness, at top speed. It will write on mimeograph stencil sheets without bending, creasing, or breaking. In short, wherever the pen will write the new machines will typewrite. The key to their capacity has already been indicated—they have a flat stationary writing surface, and the printing mechanism moves over it. They do not wind the paper round a cylinder. The page of the book, the packet of forms, the letter paper, or whatever else has to be typed, is simply laid upon the hard, flat table of the machine, the frame carrying the writing mechanism is dropped down, and the writing begins, the mechanism traveling across and down the surface.

By reason of its much greater field of operation the flat-writing machine has an immense advantage over all the machines on the roller principle, and it is undoubtedly the typewriter of the future. Take order and invoice work for instance. In the ordinary way copying the particulars of one transaction involved at least several, and sometimes 20 distinct transcriptions. The capacity of the Elliott-Fisher machines for duplicating work is such that the whole of the copies can be obtained in one operation, and all possibility of error in transcription vanishes. The various forms, interleaved with carbon sheets, are typed as one document. Should it be necessary to omit certain particulars, say prices, name and address, special notes, etc., from some of the forms in the batch, this is easily done by using forms of various sizes or by using different sized carbons. Sets of forms are, of course, designed to meet the special requirements of the system in use in the particular office. One set, for example, provides for the writing in one operation of the invoice, acknowledgment of order, advice of traveler, analysis copy, the order, several departmental orders, consignment note, despatch receipt, and sales sheet entry. The packets of forms are holed and fastened over studs on the bed of the machine, perfect registration being thus secured.

In book-keeping on the loose sheet method, which it is interesting to note is becoming very popular in this country, the Elliott-Fisher machines are able to render valuable assistance. But it is hardly possible in a newspaper article to enumerate the many purposes for which they are of service. One may appreciate them best for manifold work, another for their wax-stencil-cutting ability, another for the admirable and clean way in which they type a letter and a copy in the letter book. Some of the machines are made to carry rolls of paper and transverse rolls of carbon. In others the platen is fitted with a belt of carbon, enabling a folded sheet to be typed and copied in a minimum of time, one large drapery house using 60 machines so fitted. The actual typewriting mechanism of the Elliott-Fisher machine leaves nothing to be desired. It is fitted with a double-color ribbon, a change being effected by the movement of a switch. It has the “universal” key-board, and it is a “visible writer.” Where the light is poor a small electric lamp is fitted to the machine, and this lights up automatically when the machine is in operation. The company have just introduced a machine corresponding in size to the ordinary standard typewriter, costing only a few shillings more than the latter, while anyone familiar with the ordinary machine can operate an “Elliott-Fisher” straight away.

The principle of a flat-writing surface and a moving writing mechanism permits of writing on any width of sheets, and one railway company actually writes six copies of a sheet three yards in width. In railway billing and way-billing the “Elliott-Fisher” machine is practically indispensable, and an enormous number of machines specially designed for this purpose are now in use in America. In Great Britain they are largely used by the London and North-Western, the Great Northern, Lancashire and Yorkshire, Great Western, and other railway companies; the Land Registry have 21 “Elliott-Fishers” in use, and the Savings Bank Department of the post office has been quick to see their advantages. The machines have also been installed at the Government houses at Hong Kong, Accra, and Singapore, by the Danish Government, by the Central South African

Railways Administration. Thirty thousand machines have been sold in America during the last six years, and although, as noted above, the machines have been in this country but a short time a very large number of the principal firms have already brought them into use.—Ex.

THIEF WANTED WATERMAN'S IDEAL.

FOLLOWING upon robberies at Chapman's bookstore, and J. H. Clyma's, a jeweler, both on St. Catherine street west, Montreal, where Waterman's Ideal Fountain Pens were taken, the climax was reached on Sunday morning, September the 24th, when the window of the L. E. Waterman Co. of Canada, Limited, 136 St James street, Montreal, was broken into and a collection of the most valuable of their pens taken. Perhaps Peter Stephenson, the perpetrator of the theft, was influenced by their extensive general advertising, or may be the alluring charm of the attractive window display proved too strong a temptation. At any rate, he smashed the thick plate glass window with a stone and thrust his arm through the window, collecting hurriedly a number of pens, valued at about \$60. The jagged edges of the opening severely cut his arm, and he bled profusely, scattering his blood over the tissue paper decorations furnished by the Dennison Mfg. Co. The crowds viewing the window on the days following kept Mr. E. J. Kastner, the manager, extremely busy.

Mr. Kastner as soon as he received word of the robbery at once notified the detective force, whose prompt work highly pleased him. Peter Stephenson was detected Monday afternoon trying to sell some Waterman pens which were at once identified as some of the stolen property. The pens were all returned. Stephenson was sentenced to a two years' term in the penitentiary on Thursday, September the 28th.

AN INTERESTING MEETING.

STATIONERS in the territory between Chicago and the Atlantic Coast are taking great interest in the Second Annual Office and Business System Show, which will be held in Madison Square Garden, New York City, October 28th to November 4th, under the management of Messrs. Cochrane & Payne.

The coming show, which exploits every device or apparatus that can be used to advantage in a modern business office, will be the largest of its kind yet held, surpassing in the number of exhibitors, novelties shown, and estimated attendance, the recent successful similar trade event held in Chicago, under the same management.

While the title of the show would indicate that it was mostly intended for typewriter manufacturers, desk and office furniture concerns, and other dealers whose products can be used exclusively in business offices, many of the wholesale stationers have found it a great medium for getting their goods directly before the public, as well as the retailers, and for this reason the stationery exhibits promise to be one of the distinctive features of the entire show.

Over 10,000 square feet of floor space have already been sold, and it is claimed that the coming New York show will be the medium for presenting to the public the largest and most diversified assortment of modern office necessities yet gathered.

From the inquiries and applications for tickets already received by the management and exhibitors, indications are that upwards of 200,000 business men from all parts of the continent will attend.

THE BOX OF QUALITY

No. 4030

SELLING FAST

SELLING FAST



Water Color Box, containing the fundamental colors necessary for producing other colors.

Excellent for use in schools and colleges.

Each box contains 4 cakes : 2 mineral yellow, 1 ultramarine, 1 carmine, accompanied by 2 camel hair brushes and full instructions for combining these colors to produce other colors.

The colors in this box contain the essential features, (including removal qualities, when necessary,) required by teachers of painting.

A profitable line for Dealers to carry.

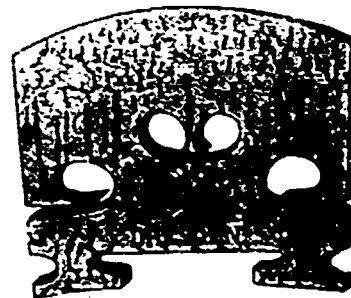
DRAW ATTENTION OF TEACHERS AND OTHERS IN YOUR DISTRICT TO THIS BOX.

25 Cents Per Box Retail

All Wholesale Houses Can Supply
THE AMERICAN CRAYON CO.,
Manufacturers

A. J. McCRAE, Representative, TORONTO.

EVER ASKED FOR



Drop us a card and we will give you particulars of our "Sundry Salesman," which is a neat case, containing a few violin strings, pegs, bridges, etc., to stand on your counter.

Our "New Catalogue" sent for the asking.

THE WILLIAMS & SONS CO.
R.S. **WILLIAMS LIMITED.**

TORONTO

WINNIPEG

PLAYING CARDS—BRITISH INDIA.

It is difficult to estimate the exact value of the playing cards imported into Calcutta, as they are generally classed by the customs in the category of games and toys, there is, however, an undoubtedly large trade in this article. The leading clubs buy an enormous quantity of packs of cards, these are almost exclusively of English make, although the Americans also enjoy a share of the trade. Among the natives the demand is principally for the cheaper playing cards, made in Austria and in Belgium. These two countries share between them the native trade. The business is done with a number of dealers in the Colootollah quarter of the town, and payment of consignments is for cash against documents. Although the Austrian article is much inferior to the Belgian, there is an enormous trade being done by the Austrian makers; this is chiefly due to low prices. Austrian cards sell at 8s 9d the gross, whereas the price of the Belgian goods is, at least 13s. The Austrians trade principally direct,

whereas the Belgian makers do so through English export houses. Playing cards are packed for export to India in cases of 5, 10, or 20 gross.—Belgian Consular Report.

ALL-CANADIAN CARDS.

ANYTHING as artistic and clever in private greeting cards as the series of "All-Canadian" designs, manufactured by Savory and shown by Menzies & Co., Toronto, would be hard to find. There is a wide variety both in styles and sizes. The Canadian coat of arms, the Provincial coats, the maple leaf, crests, and initials, are used mainly for the designs, which are exquisitely embossed and tinted. To give any idea of the beauty of some of the colored embossing in mere words would be a difficult and all but impossible task. Suffice it to say that nothing quite as elaborate in this line has been shown here before. Prices at retail range from \$15 to \$45 per hundred.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

CALGARY.

1. "Rose of the World," by A. and E. Castle. Copp, Clark.
2. "The Great Mogul," by Louis Tracy. McLeod & Allen.
3. "The Call of the Wild," by C. G. D. Roberts. Copp, Clark.
4. "Black Rock," by Ralph Connor. Westminster.
5. "Mrs. Wiggs," by A. H. Rice. Briggs.
6. "The Gambler," by K. C. Thurston. Revell.

CHARLOTTETOWN.

1. "A Courier of Fortune," by A. W. Marchmont. McLeod & Allen.
2. "The Pil," by Frank Norris. Morang.
3. "The Great Mogul," by Louis Tracy. McLeod & Allen.
4. "A Race With Ruin," by Headon Hill.
5. "The Winged Helmet," by H. S. MacKaye. Copp, Clark.
6. "The Sign of Triumph," by S. Stevens. Copp, Clark.

COLLINGWOOD.

1. "Mid the Thick Arrows," by Max Pemberton. Copp, Clark.
2. "A Courier of Fortune," by A. W. Marchmont. McLeod & Allen.
3. "Roger-Trewinton," by Joseph Hocking. Copp, Clark.
4. "Rose of the World," by Agnes and Egerton Castle. Copp, Clark.
5. "Maid Margaret," by S. R. Crockett. Copp, Clark.
6. "The Man of the Hour," by Octave Thanet. McLeod & Allen.

QUELPH.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "The Gambler," by K. C. Thurston. Revell.
4. "The Great Mogul," by Louis Tracy. McLeod & Allen.
5. "Rose of the World," by A. and E. Castle. Copp, Clark.
6. "The Garden of Allah," by Robert Hichens. Briggs.

KINGSTON.

1. "The Gambler," by K. C. Thurston. Revell.
2. "The Voyageur," by W. H. Drummond. Briggs.
3. "The Garden of Allah," by Robert Hichens. Briggs.
4. "The Ravensh," by H. Dickson. Langton & Hall.
5. "Maid Margaret," by S. R. Crockett. Copp, Clark.
6. "Sandy," by A. H. Rice. Briggs.

MONCTON.

1. "The Garden of Allah," by Robert Hichens. Briggs.
2. "The Voyageur," by W. H. Drummond. Briggs.
3. "God's Good Man," by Marie Corelli. Briggs.
4. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
5. "The Harvest of the Sea," by Dal on Wallace. Revell.
6. "A Courier of Fortune," by A. W. Marchmont. McLeod & Allen.

MONTREAL.

1. "The Gambler," by K. C. Thurston. Revell.
2. "Rose of the World," by A. and E. Castle. Copp, Clark.
3. "St. Cuthbert's," by R. E. Knowles. Revell.
4. "The Cherry Ribband," by S. R. Crockett. Copp, Clark.

OTTAWA.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "The Gambler," by K. C. Thurston. Revell.
3. "Pam," by B. Von Hutten. Musson.
4. "The Garden of Allah," by Robert Hichens. Briggs.
5. "Nedra," by G. B. McCutcheon. Briggs.
6. "The Master Mummer," by E. P. Oppenheimer. Copp, Clark.

ST. JOHN.

1. "Wings of the Morning," by Louis Tracy. McLeod & Allen.
2. "The Garden of Allah," by Robert Hichens. Briggs.
3. "The Great Mogul," by Louis Tracy. McLeod & Allen.
4. "The Lightning Conductor," by Williamson. McLeod & Allen.
5. "The Voyageur," by W. H. Drummond. Briggs.
6. "Beverley of Graustark," by G. B. McCutcheon. McLeod & Allen.

TORONTO.

1. "The Gambler," by K. C. Thurston. Revell.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "A Servant of the Public," by Anthony Hope. Copp, Clark.
4. "Will Warburton,"
5. "Maid Margaret," by S. R. Crockett. Copp, Clark.
6. "My Friend the Chauffeur," by Williamson. Musson.

VANCOUVER.

1. "The Gambler," by K. C. Thurston. Revell.
2. "The Garden of Allah," by Robert Hichens. Briggs.
3. "The Challoners," by E. F. Benson.
4. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
5. "Sandy," by A. H. Rice. Briggs.
6. "The Empire of the East."

VICTORIA.

1. "The Lightning Conductor," by Williamson. McLeod & Allen.
2. "The Princess Passes," by Williamson. McLeod & Allen.
3. "Pam," by B. Van Hutten. Musson.
4. "The Garden of Allah," by Robert Hichens. Briggs.
5. "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.
6. "The Man on the Box," by Harold MacGrath. McLeod & Allen.

WINNIPEG.

1. "A Courier of Fortune," by A. W. Marchmont. McLeod & Allen.
2. "The Gambler," by K. C. Thurston. Revell.
3. "The Great Mogul," by Louis Tracy. McLeod & Allen.
4. "Maid Margaret," by S. R. Crockett. Copp, Clark.

CANADIAN SUMMARY.

	Points.
1. "The Gambler," by K. C. Thurston.	67
2. "The Garden of Allah," by Robert Hichens.....	49
3. "The Great Mogul," by Tracy.....	35
4. "A Courier of Fortune," by A. W. Marchmont.....	52
5. "Maid Margaret," by S. R. Crockett.....	22
6. "Rose of the World," by A. and E. Castle	37

CARTER'S FOUNTAIN PEN FLUID



is superior to ordinary writing fluids for Fountain Pens. Made of the best materials, it is carefully filtered and put up in the most convenient and attractive bottles. The twenty-five cent package, No. 242, with a new label and improved stopper and filler, is the most practical and best selling package on the market. The No. 517, for travellers' use, is also a winner. It has a large bottle holding 2 oz. and a filler that takes up all the ink.



THE CARTER'S INK COMPANY

No. 242. \$3.00 list per doz.

BOSTON

NEW YORK

CHICAGO

MONTREAL

No. 517. \$3.00 list per doz.

HIGGINS' INKS AND ADHESIVES



The Higgins' Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. Price Lists and DiscouNTS ON REQUEST.

CHAS. M. HIGGINS & CO., New York—Chicago—London

Originators and Manufacturers Inks and Adhesives
 MAIN OFFICE, 271 Ninth St., ; BROOKLYN, N.Y., U. S. A.
 FACTORY 240, 244 Eighth St.,

We Have

A. Good Proposition

To Offer the
 Retailer Buying

DIANA PENCILS

WRITE TO

McFARLANE, SON & HODGSON

MONTREAL

As Full of Good Points as a Pin Cushion

The game of **HALMA**

is ever to the fore. We have been making the game for years making it now in the same reliable way as in the past. If you have never sold **HALMA** you will find that it is worth your while to do so. **HALMA** is made in three styles: No. 1, \$1.20 per doz; No. 2, \$2.00 per doz; No. 3, \$3.00 per doz. (No. 3 has better boards and will, therefore, last a great deal longer.)

Halma should be sold in your store.

THE COPP, CLARK CO., LIMITED, TORONTO.

HOTEL DIRECTORY.

WINDSOR HOTEL, HAMILTON, BERMUDA.

This House is pleasantly and conveniently located on the East Side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and pool. Hot and cold water baths. A. McNICOLL, Prop.

TOWER HOTEL, GEORGETOWN, DEMERARA, BRITISH GUIANA.

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stalling, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

VICTORIA LODGE

Mrs. J. F. SMITH, Proprietor HAMILTON, BERMUDA
Opposite Victoria Park and Cedar Ave. Private board \$12 to \$14 per week.

BOARD AND ROOM

"THE ARGYLE,"

Mrs. FRASER Cedar Avenue, HAMILTON, BERMUDA
Terms moderate. Also furnished cottages.

THE AMERICAN HOUSE

A. PASCHAL (Prop.) HAMILTON, BERMUDA
Centrally located Open all the year round.

WOODSIDE BOARDING HOUSE

(CORNER OF MAID AND LAMANA STREETS, GEORGETOWN, DEMERARA)

Cool and airy Bedrooms, Excellent Cuisine, Attendance Qualified. Terms Moderate. Electric Car Loop at gate of premises. Patronage Solicited. Managers, E. COTTAM

WINTER RESORT--QUEEN'S PARK HOTEL.

PORT OF SPAIN, TRINIDAD, B.W.I.

JOHN McKEN, Manager For Rates, etc., apply Trinidad Shipping & Trading Co 29 Broadway, New York

THE GRAND UNION

The most popular hotel in
OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

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Is a companion, friend and servant combined.
Invaluable for convenience in the household

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

FINANCE

REMARKABLE buoyancy has been exhibited in financial circles during the month. The enormous yield of wheat which has been successfully harvested in the west has had the effect of inspiring all parts of the country with optimism and hope. Mr. Byron E. Walker, general manager of the Canadian Bank of Commerce, returned from the new Provinces and Manitoba in September, and he expressed the views of a master of finance. Few people in the older Provinces, where conditions are more fixed, improvements well in hand, and future prospects able to be fairly calculated, can realize the load of obligations which are piled up in the west. Machinery, household effects, buildings, even provisions, are sold on credit. If a bad year or two or three bad years come the credit has to go on. In all these cases the banks have to carry and support the merchants. Besides this, great public works, which ever accompany the opening up of a new country, roads, bridges, railroads, public buildings, all these are heavy drains on the present resources and liens on the future prospects of the country.

It requires great faith in men of capital to take such a chance on the future. This year has justified their trust. When the present crop is sold there will be money enough to square accounts and still leave something to work on. The fat year, as Mr. Walker has said, has come, the year which has been looked forward to with admirable faith by the merchants whose very existence depended upon it, and by Canada at large, whose boasts had to be made good. Credit will be given again in increased amount, there will be bad years when money will be scarce, but the hope in the west has been justified and there will never more be a doubt as to the ultimate outcome.

One result of the present fine conditions in western agriculture is the strengthening of Canadian securities. Canadian Pacific Railway stock has advanced at a phenomenal rate. Other securities, too, have experienced the same strong influence. There is no part of the country which has not been benefited by the exceptional conditions of the present year. This will have far more influence in inducing immigrants to come to this country than any number of immigration agents. It is a noticeable and highly satisfactory fact that although the shipments of wheat have been many times as heavy as they were at a similar time last year, there has been no financial difficulties experienced. This is the result of the admirable system of branch banks which are peculiar to this country.

Canadian Government statistics issued by the Superintendent of Insurance show that during the past thirty-six years the business of fire assurance in the country has increased ten fold—the total amount of premiums collected in Canada in the year 1869 being \$1,785,539, while that of 1904 was \$13,174,819 for the same purpose. Of this premium income only \$2,688,703 was paid to Canadian companies, while \$10,486,116 was paid to foreign companies. The total amount of fire assurance premiums collected in Canada during these thirty-six years amounted to the enormous sum of \$201,580,555. Of this amount \$156,600,789 was the amount of capital which left Canada in payment of premiums to foreign companies.



BARBER - ELLIS CORRESPONDENCE PAPERS

A line of note papers and boxed papeteries that you will find have a ready demand. See that you have them in stock.

Old England Vellum
Old Parchment Vellum

Crown Vellum
King Edward

French Organdie
Crash Linenette

Write for samples

The Barber & Ellis Co., Limited
72 York St., Toronto

Factory: Brantford, Ont.



JOHN HEATH'S PENS

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

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

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

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

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DIRECTORS
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HEAD OFFICE, - TORONTO.
W. D. ROSS, GENERAL MANAGER.

**GENERAL BANKING
BUSINESS
TRANSACTED**

SAVINGS DEPARTMENT
at all Branches.
ACCOUNTS SOLICITED
Drafts Bought and Sold.
Letters of Credit Issued.

WESTERN

Incorporated 1851

ASSURANCE COMPANY.

FIRE
AND
MARINE

<i>Head Office</i>	Capital	-	\$ 1,500,000.00
Toronto,	Assets, over	-	3,300,000.00
Ont.	Annual Income	-	3,890,000.00

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

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$850,000.00.
TOTAL ASSETS, \$2,043,678.59.

LOSSES PAID SINCE ORGANIZATION, \$25,869,544.80.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President
P. H. SIMS, Secretary. and Managing Director.

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

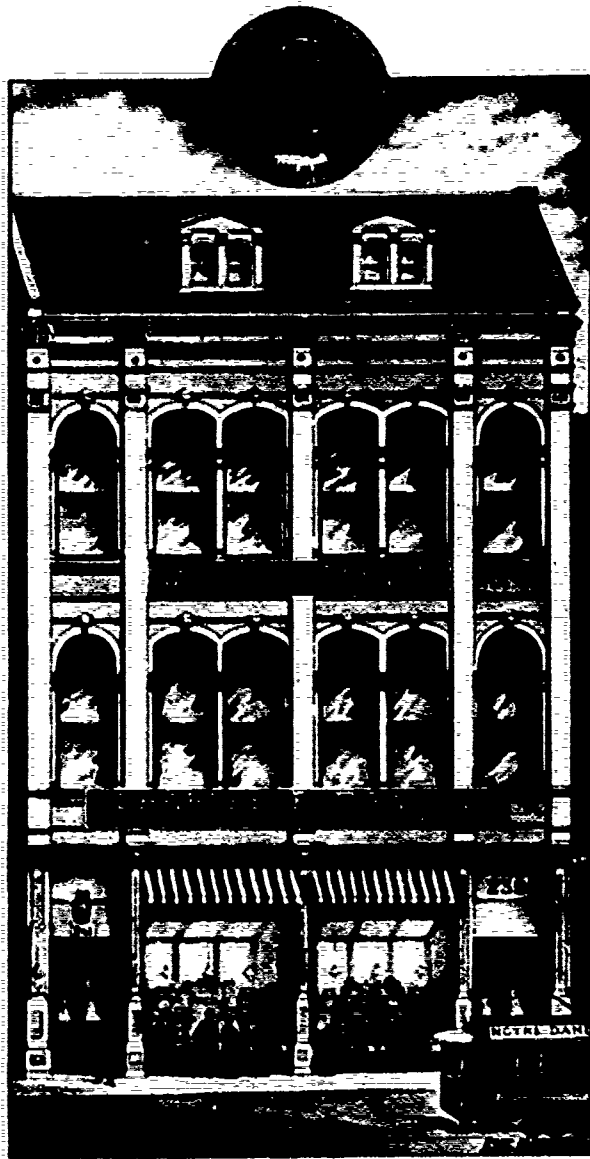
W. H. BEATTY, President.
 W. O. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

LEADING CANADIAN STORES

MONTREAL'S NEW AND MODERN STORE.

AN establishment of extreme interest to the stationery trade is that of Charles F. Dawson, 239-241 Notre Dame street west, Montreal, in the heart of the downtown business district. Through the courtesy of Mr. Dawson an exact exterior view and an interior drawing of the ground floor are presented. These views



Exterior View, Charles F. Dawson's Store, Montreal.

cannot but prove of sound commercial value to retailers throughout the country. The general results of a liberal investment in store fixtures, as well as years of widespread experience and careful planning in store arrangement, everywhere confront the observer in this thoroughly modern and up-to-date store. The latest ideas in

equipment and arrangement have been incorporated, and these are well worth close examination. Time saving devices and selling hints are numerous. Perfectly organized system and entire harmony is the keynote which has contributed to the marked success of this firm in the retail field.

A Double Entrance.

Five floors, each 60 feet in depth by 40 feet frontage, are occupied, although this description deals more particularly with the ground floor, where the active selling is transacted. The exterior view presented is self-explanatory, but due attention should be given the double entrance, which, besides affording easy access, allows for a display window of generous proportions. The favorable atmosphere created by well-directed stationery displays has a direct selling influence upon the general public, whose wants are sometimes more or less hazy. The idea sought in this window display is to dress the window so attractively that the shopper is confronted with a temptation to enter. The window is well-backed and has an entire upper portion of glass, which makes the store practically a daylight one.

Elegant Ground Floor.

Systemized stock arrangement and modern fixtures can be observed in the illustration of the ground floor. Everything above the line of shelving is painted white, and the effect with the front lighting arrangement gives the brightest of interiors. This firm believes implicitly in the necessity of showing merchandise attractively, and the importance of modern fixtures, in order to do so, is clearly recognized. Showcases and counter stands, their famous "fish-pond" cabinet, and various other accessories, can be seen in the arrangement. All kinds of facilities for promoting sales are incorporated. Uniform shelving, two feet in depth and three feet in width, is provided, and the shelves and bins are of the necessary proportions. Upon the right shelving is a classified arrangement of blank books, etc., while upon the left are the various stationery accessories, including inks, adhesives, rubber bands, pin tickets, etc. The two show cases fronting each other contain loose leaf price books. The fish-pond has the various small necessities, and this device aids materially in their sales. Back of this is a large fixture containing many other lines. The aisles are wide and free, and no crowding is evident. Perfect order is omnipresent.

A Perfect System.

Selling hints of utmost importance are exhibited in the arrangement of stock throughout this floor. In a word, alphabetical price lists of each line carried are made, and every drawer and shelf is numbered, corresponding to the list. These lists are hung up at convenient points. Where possible samples are also shown, and this saves much valuable time. Note paper, pin tickets, etc., in small quantities, are all sold in this manner. For instance, when a purchase of note paper is desired the samples are shown, and when the selection is made the sample indicates the box where this is stocked.

<p>This list is for the purpose of placing retailers, manufacturers, jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,</p>	<p>Leading Canadian Accountants and Auditors</p>	<p>adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.</p>
<p>This space \$30.00 per year.</p>	<p>This space \$15.00 per year</p>	<p>JENKINS & HARDY, Assignees, Chartered Accountants, Estate and Fire Insurance Agents. 184 Toronto Street Toronto, 466 Temple Building, Montreal, 100 William Street, New York.</p>

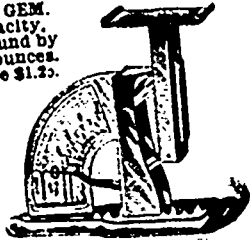
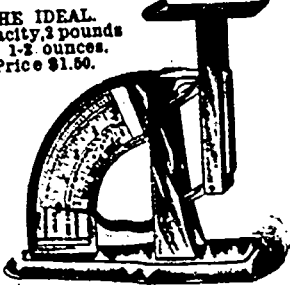
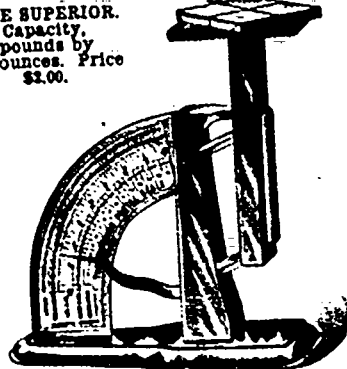
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THE CANADIAN PRESS CLIPPING BUREAU,
232 McGill Street, MONTREAL 10 Front St. East, TORONTO.

It is well to note that all numbering is in rotation. This method also avoids broken packages upon the shelves. Further, plenty of goods would never be sold if customers had to wait for some salesman to find just where they were stocked, or the exact price. By these thoroughly classified lists there is no possibility of mistake, and the customer cannot but be favorably impressed. Even a novice can sell goods in this way. These ideas are worked out in numerous ways, according to the various lines, the same general idea of an alphabetical list, with samples where possible, is followed.

The main offices of this firm are at the rear upon the left, and exhibit all the advanced methods in loose leaf devices, which this firm make a specialty of supplying. A telephone exchange, consisting of three wires, as well as a private system for the building, is here located.

The Gallery.

The commodious gallery encircling the store is wisely suspended from the ceiling; thus no obstruction is made upon the ground floor. This tends to add to the comfort and convenience of customers. The gallery is stocked with lines not so frequently in demand, and many of the

electric light throughout the building is regulated by ingenious switches, which regulate the number of lights.

The first floor up is the order department. The same time-saving device in securing orders is seen here as well. Complete samples of all the printed matter made by this firm are kept with a price list attached. The two upper floors are used entirely as stock rooms, and the orderly arrangement is entirely commendable. Imprints were noticed on all lines, and this feature should be insisted upon wherever possible. It is an inexpensive form of advertising.

Co-operation.

A feature emphasized in this store is subdividing the various departments and placing a head over each. Some twenty clerks are in the establishment, and each of these is made to feel responsible for the success of a certain branch, realizing that as the business expands there remuneration increases. The result is an enthusiasm which is kept at top notch continually. Salaries are not limited in amount, only in percentage.

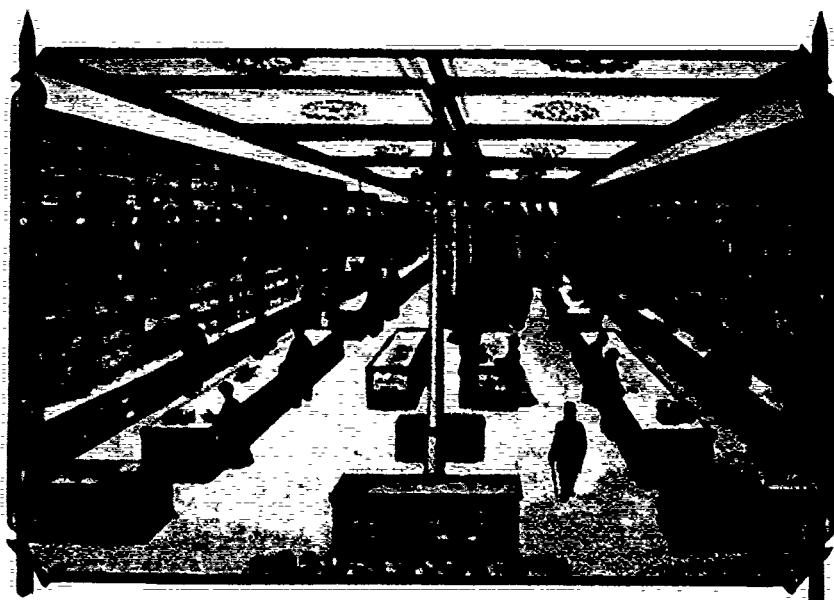
Almost every well known means of advertising is practiced and the expenditure is calculated upon business done.

A LEATHER GOODS TALK.

A GOOD range of leather goods for an up-to-date retail store usually consists of articles for ladies' use, for men's use, for the home, for the office, and for traveling. All such goods make seasonable and very useful holiday gifts, and may be made in a very artistic fashion. There is another point that should be remembered, and that is, to get satisfactory results, good service and profitable business, buy from a reliable manufacturer and place your order early. The great scarcity of skilled labor, and the high price of raw material, makes it very advisable for the live buyer to buy early. Nearly all stocks are more or less complete now. A few weeks will make a very material difference in the popular lines; therefore "place your order early."

When to order is another very important feature to be considered. Buying from the manufacturer is always the best plan where possible, as your chance for reliable goods are greater when the personal guarantee of your supply house is backed up by their factory. The manufacturer always knows when his goods are perfect. A dealer may not. Buy from the manufacturer and be sure.

The Brown Brothers, Limited, have a very complete factory for turning out all classes of fancy leather goods. They use the best materials, their workmen are the finest in the trade. The firm itself is well known for its straightforward business methods. Their goods are up-to-date. Their showing for the holiday trade is good, consisting of the following lines: For ladies' use—bags, all kinds, purses, card cases, music cases, grip purses, watch bracelets; for men—leather cases, belt wallets, cigar cases, card cases, toilet cases, coin purses, bill folds; for the office—memo books, bankers' and messengers' wallets, blotting pads; for traveling—toilet cases, writing portfolios, collar and cuff cases. All these goods are made by the Brown Brothers, Limited, Toronto, who would be pleased to send samples for approval.



Main Floor, Charles F. Dawson's Store, Montreal.

more bulky goods are also here. The same idea of classification is carried out. A wide, easy staircase at the rear gives access. At this point, upon the left hand side of the gallery, at the rear, is the private office of Mr Dawson, which, as might be expected, is replete with many novel ideas. Mr Dawson is not a "do-it-all" man, and realizes his time is best spent in watching closely the various departments, and suggesting improvements. A noted feature here is the classified list of all catalogues and price lists bearing upon the business and up-to-date information can be supplied customers instantly. It is impossible to carry all lines sometimes asked for, and this method avoids loss of any sale.

A large, dry basement is mostly utilized as a stock room for inks. Steam heating apparatus is installed here, and is of the most modern kind. Proper heating is vital for the salespeople to do justice to themselves. The ventilation is also well done, as this is necessary to the health of all in the store. A vault is also in the basement to insure the safe-keeping of tabulated details of special orders. To carry out the general perfect lighting arrangement a light area is at the rear. The

SIGNS AND SHOW CARDS

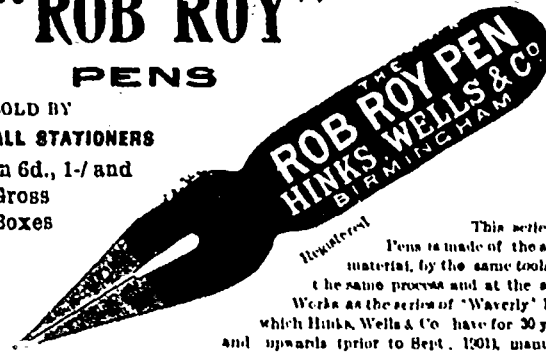
Have you ever realized the advertising value in your Show Windows, and that you could talk to the thousands of people passing your Store with bright, attractive Show Cards? We can supply Show Cards and Price Tickets at low prices. Write for our Catalogue which show you as well hundreds of other styles of Signs.

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PENS

SOLD BY
ALL STATIONERS
in 6d., 1/- and
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Boxes



This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of 'Waverly' Pens which Hinks, Wells & Co. have for 30 years and upwards (prior to Sept. 1901), manufactured for and supplied to the Proprietors thereof.

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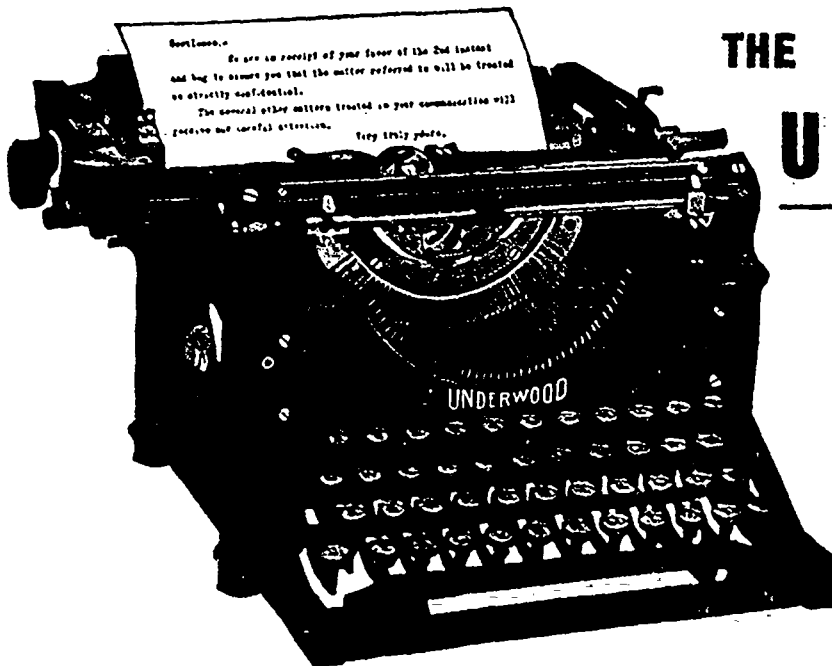
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ENGLISH FASHION IN LETTER PAPER.

(London Mail)

THERE is unanimity in one characteristic that appertains to all the note paper that is found on the most amply equipped modern boudoir writing table, and that is its size, which is known as Warwick.

The Warwick is not a square sheet, but it approaches a square. It is sold in large and small sheets, and has completely ousted the long and narrow size that used to be popular from the counters of fashionable shops.

Blue paper is modish. The newest blue Verge paper, as it is properly called, of Wedgwood coloring, has an almost imperceptible stripe across it, and is being taken to India by visitors to that country for the forthcoming festivities, on account of its excellencies as a substitute for the flimsy "foreign" note that is now almost extinct.

In Paris, a still paler azure is fashionable, and in addition to the ciphers, crests, monograms, and even armorial bearings, with which it is decorated, a new appreciation has arisen for mottoes.

Two or three words that breathe an appropriate sentiment are printed across the left-hand corner of the paper and upon the envelope flap. The words convey to each recipient a special little message of confidence, good-will, or wit, and are always in keeping with the sender's mood at the moment of writing.

Blotting paper pink was introduced as a novelty in note paper colorings a short time ago, but no persuasion on the part of the cleverest papeterie vendors in London succeeded in bringing it within measurable distance of a success.

It is not sufficiently refined to be acceptable to Englishwomen, whose taste in colors is essentially quiet. An exceedingly delicate pearl gray and a soft dove lily votaries, particularly as both hues are good for the eyes.

But upon the score of hygiene blue triumphs again. It is far more salutary for the sight than white, say the oculists, and should be used by those whose occupation entails much scribbling instead of white, with which its vivid and trying contrast, black ink, is optically harmful.

So completely averse from ostentation is the woman of taste and discernment that the favorite form of decoration her note paper is given is merely a gem cipher placed at the left-hand side of the page, and nothing more. But the cipher is merely a gem.

In its very latest adaptation it is a heart-shaped design, overlaid with mother-of-pearl, inscribed across with the writer's Christian name and surmounted by a scroll of metallic green ribbon work.

Or, again, it is wrought most delicately in gold upon a background of soft and beautiful pale coral pink that looks like rare enamel, is enshrined in a narrow rim of gold, and is less in size than a silver penny.

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- School Supplies.**
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Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Librairie Beauchemin, Toronto and Mont-
real.
Warwick Bros. & Rutter, Toronto.
- Sorap Books.**
Brown Bros., Toronto.
- Sealing Wax.**
Cooper, Dennison & Walkden, London, Eng.
Waterston, Geo., & Sons, London, Eng.
- Smallwares.**
Kelk-Sutcliffe Co., Toronto.
- Souvenir and Picture Post Cards.**
Adams, W. R., Toronto.
Beagles, J. & Co., London, Eng.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.
Davidson Bros., London, Eng.
Gage, W. J., & Co., Toronto.
Hildeshelmer, S. & Co., London, Man-
chester, Eng.
Holzman, Alfred, Ceicago, Ill.
Horle, Ferd. Anthony, & Co., London, Eng.
Hunt, Philip G., Manchester, Eng.
Illustrated Post Card Co., Montreal.
MacFarlane, W. G., Toronto.
Menzies & Co., Toronto.
Picture Post Card Co., Ottawa, Ont.
Rochester News Co., Rochester, N.Y.
Rotary Photographic Co., London, Eng.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.
- Sporting Goods.**
Spalding, A. G., & Bro., Montreal.
- Stationery.**
Barber & Ellis Co., Toronto.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton and
Montreal.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.
- Talking Machines.**
Berliner Gram-o-phone Co., Ltd., of Mon-
treal, Canada.
- Telephones.**
Bell Telephone Co. of Canada, Montreal.
- Tissue Paper.**
Copp, Clark Co., Toronto.
- Typewriter Supplies.**
Carter's Ink Co., Montreal.
Colonial Ink Co., Hamilton, Ont.
Mittag & Volger, Park Ridge, N.J.
United Typewriter Co., Toronto.
- Typewriters.**
United Typewriter Co., Limited, Toronto.
- Wall Paper.**
Stauntons Limited, Toronto.
Menzie Wall Paper Co., Toronto.
Watson-Foster Co., Montreal.
- Whist Trays**
Warwick Bros. & Rutter, Toronto.
- Writing Pads.**
Buntin, Gillies & Co., Hamilton.
Gage, W. J., Toronto.
Librairie Beauchemin, Montreal.
Copp, Clark Co., Limited, Toronto.
Brown Bros., Limited, Toronto.
Barber & Ellis Co., Toronto.
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