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BOOKSELLER And STATIONER



MAY
1904.
SUMMER
READING.

The Maclean Pub. Co.
TORONTO & MONTREAL

Ready Soon

We will have a complete line of New School Practice Books, together with all sundries for the September Opening, in the hands of our travellers in two weeks. Do not be persuaded to place orders till you see our new goods.

Tuck's Art Goods

Samples of the entire range of Holiday Art Calendars, Booklets, Cards, Toy Books, etc., published by Raphael Tuck & Sons, are now to hand and will be shown by our travellers throughout Canada very shortly.

Wait and See.

Warwick Bros. & Rutter

Manufacturing
and Importing Stationers

TORONTO

ANNOUNCEMENT to the TRADE

We are now established in temporary premises and are in a position to fill orders for immediate delivery, and though we are not yet able to show our full line of manufactured stationery, we are rushing forward the manufacturing of the most staple lines in all departments, such as Note Papers, Envelopes, Writing Tablet, School Blanks, Blank Books, etc.

New machinery of the most modern kind has been purchased for the re-fitting of our establishment. Some of it is already delivered and set up, and the balance is being rushed forward with all possible speed.

Our buyers have returned from their purchasing trips and we have secured a large stock of stationers' sundries and office supplies.

Our customers may rest assured that every endeavor will be made to give the utmost possible satisfaction in the execution of orders sent to us, either through our travellers, by mail, telegraph or telephone.

REBUILDING

Building operations on the site of our old warehouses, Nos. 54, 56 and 58 Front St. West and Nos. 1, 3 and 5 Piper St., have already begun. Our establishment has long been known as the largest publishing, wholesale and manufacturing Book and Stationery establishment in the Dominion, and it is our expectation that we shall soon be in much larger and better premises than those we occupied before the fire.

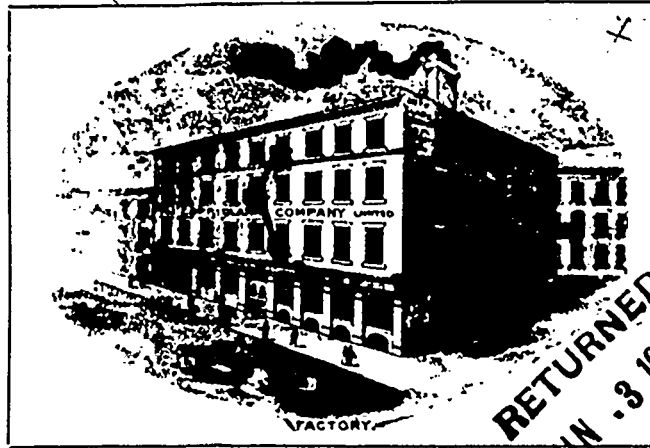
In a few months we hope to be in our new buildings, and our factories will be equipped with the most modern, up-to-date, labor-saving machinery that can be procured in the markets of the world, and all our facilities for doing business will be larger and better than ever before.

We have to thank our kind friends from one end of the country to the other for the many expressions of their sympathy which we have received. We assure them that their kindness has been greatly appreciated and that our efforts in the future shall be devoted to endeavoring to merit an increase of the favor that has been extended to us in the past by the trade of the Dominion.

W. J. GAGE & CO., Limited

Temporary Offices and Warehouse,

Victoria Rink, Huron St., Toronto.



RETURNED

JUN - 3 1904
 R. cut Book 20
 Page 8
 AM

Christmas Cards and Calendars.

TORONTO, May 2nd, 1904.

To the Trade:

We take this opportunity of reassuring you that, although our Warehouse was destroyed by fire, one of our representatives will call upon you as usual, showing samples of **Christmas Cards, New Year Cards and Calendars.**

We still control for Canada the following well-known lines: Hill's "For the Empire Series," Davidson Bros., Castell Bros., The Art Lithographic Publishing Co., National Art Publishing Co., and The Gray Lithograph Co.

We feel it will be to your advantage to wait and see our samples before placing any orders, for, although we may be a little later in calling upon you than formerly, goods will arrive earlier, as the publishers intend co-operating with us in giving all our orders special attention.

We have no old designs to show, as the small stock carried over from last season was entirely consumed by the flames.

We would specially remind you regarding **Private Greeting Cards** in blank form. "For the Empire" is the series that has been again selected as having the most up-to-date designs, and we have already placed our order in anticipation of double the trade of last season.

We have an entirely new line of **Canadian Calendars** of our own manufacture, similar to those shown last season, which met with such favor.

We have no hesitation in saying that our lines are the best ever shown in Canada, and have every confidence that after seeing the samples your order will be placed as usual with "**The House of Canada for Cards and Calendars.**"

Yours respectfully,

THE COPP, CLARK CO., LIMITED.

THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XX.

MONTREAL AND TORONTO, CANADA, MAY, 1904.

No. 5.

CURRENT TOPICS

THIS month the Bookseller and Stationer presents its second annual Summer Reading Number to the trade. Owing to the disastrous fire of last month in Toronto, which destroyed so many book and stationery business houses, many of the plans for this special number have miscarried; but the main features proposed have been carried out.

Our Special Number.

We would commend to the attention of our readers the lists of Summer books which follow and the remarks made about such accessories of the stationer's Summer trade as are contained in the subsequent departments. The complete number devotes attention to nearly every possible article in the legitimate line of Summer business for the bookseller and stationer. In the advertising columns, dealers will discover the sources from which these lines may be secured, and in corresponding with advertisers we would request our readers to refer to Bookseller and Stationer.

FOR the first time in many months Canadian book sales have become centred on a few books. During the Winter, the range of popular fiction was extremely wide and no one book could be said to exceed in popularity any other book. But the Spring season has brought about a change. The favorite of the month is "Sir Mortimer," by Mary Johnston, which has sold remarkably well in all parts of Canada. Following it comes Henry Narland's new novel, "My Friend Prospero," and S. R. Crockett's "Strong Mac," a book which is increasing in popularity this month. "Denis Dent," by E. W. Hornung, has met with a substantial sale, and "Deliverance," by Ellen Glasgow, is developing strength on the market. A steady demand for "The American Prisoner," by Eden Phillpotts, is noticeable. However, it must be confessed the season has been rather disappointing so far as book sales have been concerned. Publishers have been delayed in the issue of their strongest books and the retailer seems disinclined to buy, except in a few particular cases.

Book Trade of the Month.

NO retailer should be oblivious to the importance of cultivating the tourist trade. The average tourist, who visits Canadian towns and cities, is a wealthy individual and free with his money. He is easily pleased and he usually buys with a lavish hand. His purchases are just the goods that the bookseller and stationer carries, or ought to carry, such as books, magazines, pictorial postcards, souvenirs, etc. The retailer's first aim should be to assist any effort that is being made in his locality to attract tourists; his second to employ every available means to bring the tourist trade to his store. Tourist associations and municipal committees accomplish the first work, and the dealer must do his best to attain the second object. Advertising in the columns of the local press, advertising by cards at hotels and at railroad depots, and window displays, are reliable means to this end.

Importance of Tourists.

PRIVATE greeting cards were used to such an extent during the holiday season of 1903, and the custom was so well received by the public, that the prospects are the business in this line will be doubled in 1904. The custom of sending ordinary Christmas cards to friends, though a time-honored one, has, through much use, become distasteful to those people who dislike doing what everybody else does. They are delighted to adopt the new style of doing things, and they take a justifiable pride in securing a pretty greeting card all of their own, and sending it broadcast to their friends. The fashion is new in Canada. It was popular last year. Ergo, it will be still more so this year.

Christmas Greeting Cards.

A word of counsel to stationers and fancy goods dealers is in order. Lay your plans right off to handle a good-sized business in private greeting cards. If you don't do the business, it will be your own fault, for the field is there, ready to be cultivated. And it is a profitable field. Values of ordinary cards have become pretty well fixed, and purchasers buy close. Values of private greeting cards are as yet an unsettled quantity and profits are good.

BOOK BREVITIES

FICTION.

PUBLISHERS are featuring lines of paper cover novels at low prices, particulars of which are given below. These books are in special demand during the Summer months. The list of current fiction supplied on another page contains many volumes of holiday interest.

Simultaneously with its publication in New York and London, on May 25, Winston Churchill's long-expected novel, "The Crossing," will be published in Canada by the Copp, Clark Company, Limited. The book is a lengthy one, containing 590 pages, and it will have seven illustrations in color. The retail price is \$1.50.

A remarkable series of 25c novels is being put on the Canadian market by Morang & Co., Limited. "The Virginian," by Charles Major, has already appeared. It will be followed by "Calumet K," by Merwin-Webster, "The Choir Invisible," by James Lane Allen; "The Conqueror," by Gertrude Atherton; and "The Pride of Jeniro," by Agnes and Egerton Castle.

Current issues of fiction by the Copp, Clark Co. are: "Dorothea, A Story of the Pure in Heart," by Maarten Maartens, author of "God's Fools," cloth \$1.25, paper, 75c; "The Darrow Enigma," by Melvin L. Severy, cloth \$1.50, paper 75c, a paper edition of "The Heart of Rome" by F. Marion Crawford, at 75c, and a paper edition of "Follow the Gleam," by Joseph Hocking, at 75c.

"Brave Hearts," by W. A. Fraser, a new racing book, is to be ready shortly. The race track and the racing horse are pre-eminently favorite subjects for this noted Canadian author, and the success of "Thoroughbreds" will doubtless be repeated. (Morang & Co., Limited.)

The Copp, Clark Co., of Toronto, have re-issued the following books, stocks of which were destroyed in the Toronto fire: "Denis Dent," by E. W. Hornung; "Gordon Keith," by Thomas Nelson Page; "Vice Admiral of the Blue," by R. B. Molineux; "Journey's End," by Justus Miles Forman; "Sir Henry Morgan, Buccaneer," by C. T. Brady, and the novels of Sir Gilbert Parker. The company's printing plant is working day and night to reproduce the stock of school books destroyed.

"The Silent Places," by Stewart Edward White, has just been published by Morang & Co., Limited. This book promises to exceed in popularity any of the author's previous works.

Within the next month or two the Copp, Clark Co. will publish "The Bright Face of Danger," by Robert Nelson Stephens, author of "An Enemy to the King," illustrated, cloth \$1.50, paper 75c; "Anna, the Adventurer," by E. P. Oppenheim, author of "A Prince of Sinners," illustrated, cloth \$1.25, paper 75c; "The Albert Gate Affair," by Louis Tracy, author of "On the Wings of the Morning," cloth \$1.25, paper 75c; and "The Imperialist," by Sara Jeanette Duncan, cloth only, \$1.15.

Morang & Co., Limited, are the Canadian publishers of Maurice Hewlett's charming romance of the days of

Mary Queen of Scots, entitled "Queen's Quair." The book will probably appear on May 23.

Among the notable Spring publications of Morang & Co., Limited, are "Daughters of Nijo," by Onoto Watanna; "The Court of Sacharissa," by A. T. Sherringham; "The Story of King Sylvain and Queen Aimee," by Margaret Sherwood; "The American Prisoner," by Eden Phillpotts; "The Merry Anne," by Samuel Merwin; and "The Fat of the Land," by John Williams Streeter.

William Briggs is pushing the sale of a new R. T. S. edition of "The Pilgrim's Progress," with eight original colored illustrations by Harold Copping, neatly printed and bound, and selling at 35c.

The title of Marie Corelli's new story, to be published this Fall, has not yet been divulged. Doubtless the public will soon be taken into the author's or publisher's confidence. Meanwhile we must be content with the assurance of the latter that the story is one of faith and pure love, more nearly after the style of "Thelma" than any of Miss Corelli's later books. William Briggs will place the book on the Canadian market.

NATURE AND SPORT.

WITH each succeeding Summer, the demand for nature books and books of sport and pastime increases. This year the publishers have prepared a specially attractive list of books, dealing with all imaginable subjects. The bookseller who does not feature these books and make special displays of them is a loser.

John Lane, of New York and London, is publisher of a series of handbooks on practical gardening, consisting of 22 volumes, illustrated. Some of the later volumes are: "The Book of the Lily," "The Book of the Iris," "The Book of the Carnation." (\$1 each.)

One of the most notable of the Spring publications of nature books has been issued by Morang & Co., Limited, in a handsome volume. It is entitled "Getting Acquainted with the Trees," and is by J. H. McFarland. The illustrations are from photographs and are exceptionally good.

A book which should not be overlooked by the athlete is "Track and Field Athletics," by John Graham and E. H. Clark, which Fox, Duffield & Co., of New York, have brought out in an attractive volume at \$1.

Sportsmen both in the United States and Canada are loud in their praises of the American Sportsman's library, a series of books which is supplying a long-felt want. Three or four of the recent volumes are "The Sporting Dog," by Joseph A. Graham; "Guns, Ammunition and Tackle," by A. W. Money; "The Bear Family," by Dr. Merriam; and "Musk-Ox, Bison, Sheep and Goat," by Caspar Whitney. (Morang & Co., \$2 each.)

D. Appleton & Co., of New York, are publishing three books of out-of-door life this month, viz., "Little Gardens," by Charles M. Skinner, "How to Know the Butterflies," by John H. Comstock, and "The Book of School and College Sports," by R. H. Harbour.

The householder with a garden plot to cultivate, and who is now "hustling" to make up for time lost by the loitering of Winter, will find Mrs. Jack's little pocket

manual, "The Canadian Garden," (50c), a useful equipment. Mrs. Jack has for many years edited a department on gardening in the Montreal Witness, and has put her knowledge into concrete form for the advantage of tillers of the garden patch.

The warm Spring days that herald approaching Summer bring with them thoughts of the holidays to come, and the planning of trips through leafy woods and down cool rivers or over island studded lakes. This is the time for the wideawake bookseller to stock his counters with books on nature—such as Mellwraith's "Birds of Ontario," Dr. Muldrew's "Sylvan Ontario; A Guide to Our Native Trees," Mr. J. Edmund Jones's "Camping and Canoeing," Miss Keefer's "Our Native Trees," Chapman's "Bird Life," and "Color Key to North American Birds," Miss Nina L. Marshall's "The Mushroom Book," Drs. Jordan and Evermann's "American Ford and Game Fishes," Dr. Holland's "The Butterfly Book," and "The Moth Book," Mrs. Doubleday's (Neltje Blanchan) "Nature's Garden," Mrs. Chamberlin's "Canadian Wild Flowers," Willard N. Clute's "Our Ferns and Their Haunts,"

If the art of writing to interest is a gift, not an acquirement, then it must be said that the author of "Ranching with Lords and Commons" is a writer born and not made. The book was written mainly to ventilate the author's experiences with an aristocratic but not over scrupulous English Ranching Company—in itself a remarkable story—but advantage was taken to give the reader several fine chapters on life among the cowboys and ranchmen.

William Briggs has placed on the Canadian market an exquisitely illustrated volume entitled "How to Make a Flower Garden," the chapters of which were supplied by a number of different writers. Almost every page shows a splendid half-tone engraving of some variety of flower, plant, vine or shrub, or a glimpse of some part of the equipment of the garden. There are also several full-page engravings showing interior and exterior views of green houses, arrangement of garden plots, etc. The book is as useful as it is beautiful in its get up. There are in all, including a complete index, 370 pages, 7x10

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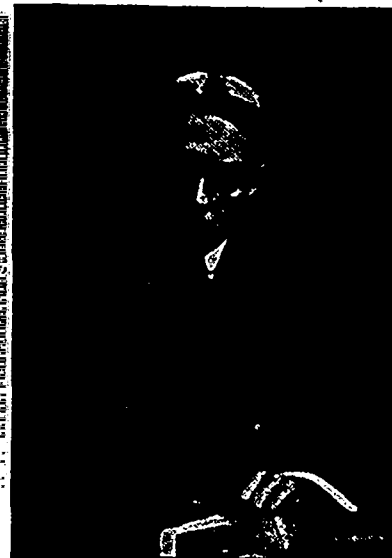
SAMUEL MERWIN.

Whose "Merry Anne" is published by Morantz & Co. Limited.



WINSTON CHURCHILL.

Whose new novel, "The Crossing" is promised by The Copp, Clark Co. on May 25.



HENRY HARLAND.

Whose latest novel, "My Friend Prospero," has sold well in Canada.

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Alice Lounsbury's "Guide to Wild Flowers" and "Guide to the Trees," and others that will form interesting companions in a walk through fields or forests. The voices of nature are calling away from the crowded haunts of men, and while there may be "books in the running brooks," a book in the hand is worth more than two in the brook.

Frank M. Chapman must either be a working member of some Humane Society, or else be in active sympathy with humanitarian principles, for his newest work, "Color Key to North American Birds," was evidently designed to save the lives of the feathered creatures. On the outer margin of each page, opposite a description of the bird's characteristic features, a colored picture of each species is given. Here it quickly catches the eye and can readily be compared with those of nearly related birds. More than 800 illustrations in color are thus shown. The descriptions are presented in the simplest and most effective method. In this way identification can be made in most cases without the cruel resort to the all-too-ready gun.

inches in size, the whole printed on superior calendered paper and handsomely bound. It is sold at a special net price of \$1.60, postage extra. Doubleday, Page & Co. are the American publishers.

MISCELLANEOUS.

THE bookseller who has opportunity of catering to the stream of tourists constantly pouring across Canada should not forget Mr. Bernard McEvoy's "From the Great Lakes to the Wide West," one of the raciest books of travel in Canada ever written. Mr. McEvoy writes with the practised hand of the journalist of mature experience, a training that enables him not only to know what is the interesting thing to say, but how to say it to best entertain or instruct the reader. As might be expected, the bent of the poet is apparent in the descriptive passages with inspiration born of drinking in the glorious scenery that lines the track of the C. P. R., especially in the Rocky Mountains. The book is published in both cloth and paper and will sell if shown.

Dr. Bain, chief librarian of Toronto's Public Library, and the invaluable friend and helper of Canadian authors, has prepared a complete index to Rev. A. G. Morice's "History of the Northern Interior of British Columbia." Dr. Bain is a firm believer in the index as an institution, and has small use for any book of a historical character lacking one. He reports that he found his interest deepening as he progressed with the reading of the advance pages of the book, which he regards as one of the best contributions yet made to the literature of Canadian history.

William Briggs has placed on the Canadian market a volume entitled "Municipal Trading in Great Britain," by William Richmond Smith, said to be one of the most valuable contributions yet made to the important subject of municipal ownership. The author is one of the best known journalists in Canada. He spent the Summer of 1903 in examining conditions in England affecting the conduct of municipal enterprises, and has set forth the results of his investigation in a handy volume of about 150 pages, into which a most useful mass of information is condensed and several valuable conclusions drawn. Mr. Richmond Smith has now forsaken the

peaceful pursuit of municipal questions to enter the more exciting theatre of war. On the outbreak of war between Japan and Russia he was sent to the front as war correspondent of the London Standard.

Two new volumes have been added to the elegant and compact series of classics in limp leather published by George Newnes, Limited. The latest volumes are: "Letters of Horace Walpole," selected and edited by C. B. Lucas, and "The Shorter Works by Walter Savage Landor." This series on thin paper classics is meeting with most gratifying success, and in most shops in England the new volumes are to be seen conspicuously displayed within easy reach of the book lover. Being comparatively new in Canada, it may be well to say that they are veritable "editions-de-luxe," printed in large clear type on India paper, with frontispiece and title page to each volume, printed on Japanese vellum. The published price in limp lambskin is 3s 6d per volume, and the volumes contain anywhere from 700 to 900 pages. Among the coming volumes are: "Ingoldsbey Legends," "Wordsworth's Poems," and "Mrs. Browning's Poems" (complete in two volumes).

NEWS FROM BOOK CENTRES

MONTREAL BOOK TRADE.

THE book business, in general, in Montreal, has been just about one month behindhand this season. What trade was usually done in March (which was not much) has been done this year in April. And April's trade bids fair to show itself this month. Though the sudden advent of warm weather has driven a fair number of the city people to their country homes, yet the demand for "Summer reading" has been but small.

A few of the new books are doing well this Spring. Among them are "My Friend Prospero," by Henry Harland, which has been running serially in McClure's Magazine for some months; "The Yoke," a romance of "the days when the Lord redeemed the Children of Israel from the bondage of Egypt," by Elizabeth Miller; "The Darrow Enigma," by Melvin L. Severy; "Follow the Gleam," by Joseph Hoeking; "Rulers of Kings," by Gertrude Atherton, who opposes her hero, an American multimillionaire, to European royalty, and "The Steps of Honor," by Basil King. The last-mentioned, the scene of which is at Cambridge, is being very highly spoken of, though it has been but lately placed on the market.

Stewart Edward White's latest book, "The Silent Places," is another of that writer's charming stories of the Canadian woods, the Hudson Bay districts, Indian trappers and hunters, in which is involved a romantic love story, which is considered one of Mr White's best creations. "By the Good Sainte Anne" is another book with a Canadian background, by Anna Chapin Ray. As will probably be surmised, the shrine of Ste. Anne de Beaupre in Quebec is the important scene in the book. The book has been selling very satisfactorily.

Maarten Maartens' "Dorothea" has been doing very well here, though only a short time on the market. This book appeared in Montreal about a week before it was placed on the New York market. Crawford's "Heart of Rome" is still selling in Montreal well, as is also S. R. Crockett's "Strong Mae."

Of the magazines, booksellers are keeping an eye on the two latest introductions, C. B. Fry's Magazine and The Rapid Review. Neither of them have come up to expectations in point of sales, but both are doing fairly well for new publications.

NOTES OF TORONTO STATIONERS.

TORONTO stationers note a considerable increase in the demand for pictorial postcards, the principal business being done in view cards. Albums are also in request. Mr. William Tyrrell, of Tyrrell & Co., says he finds the picture post card an admirable bait for drawing custom. Tourists and others come in to purchase post cards and are led to buy other things at the same time.

Some inconvenience has been experienced in securing stationery and books on account of the fire, but dealers are successfully overcoming the difficulty. Such firms as Tyrrell & Co. and the Bain Book and Stationery Co., which produce wedding stationery, note a phenomenal increase in business owing to the destruction of the printing and engraving houses, which hitherto handled a large part of this trade.

The window of the Bain Book and Stationery Co. on Yonge street attracts more attention as a general rule than any other window in its block. The interesting lines of pictures displayed probably account for this interest.

Tyrrell & Co. find the sale of nature books extremely satisfactory. They make an attractive display of these books each Spring in one of their windows, with excellent results.

To be published May 25th
 Simultaneously with New York and London
 Canadian Copyright Edition

"The Crossing"

By WINSTON CHURCHILL
 Seven Colored Illustrations 590 Pages
Cloth only, \$1.50
 Send in your order at once to secure supply
 on publication day.

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

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.

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 FACTORY, 240-244 Eighth St.

Morang & Co., Limited

Wish to announce that the Big Fire almost cleaned out of existence their stock of the following books. New and improved editions will be ready for delivery about the following dates:

The Silent Places,	Stewart Edward White,	May 7th
Morang's Phonic Primer,	PART I.	" 20th
"	" PART II.	" 25th
Phonic Reading Tablets,		" 30th
Roberts' History of Canada,	School edition,	" 15th

ALSO THAT

"The Fat of the Land" is going like hot cakes and looks like a big seller.

"Brave Hearts." Fraser's latest race-track stories will be ready very shortly. Advance orders show that this book will be in great demand.

NEW AND FORTHCOMING BOOKS

FICTION.

Churchill, Winston. "The Crossing." Toronto: The Copp. Clark Co. Cloth. \$1.50.

Cotes, Sara Jeanette D. "The Imperialist." Toronto: The Copp. Clark Co. \$1.25.

Crockett, S. R. "Strong Mac." Toronto: The Copp. Clark Co. \$1.50. "Strong Mac" is a lovable character, and one towards whom the reader feels drawn from the moment that he drives the bully from the village school to the time he vindicates his honor from the charge of murder, and wins the girl he loves. The scene of the book is laid in Galloway at a period long enough ago to admit of many exciting incidents, and the whole story is worked out in Crockett's most successful style. Illustrations are numerous and effective.

detective fiction as this book. The mystery about a certain remarkable murder is kept up until the last chapter, while the bewildered reader is led off time and again on false trails. The devious methods by which the murderer is at last cornered afford absorbing reading.

Sherringham, H. T. "The Court of Sacharissa." Toronto: Morang & Co. \$1.50.

Sherwood, Margaret. "The Story of King Sylvain and Queen Aimee." Toronto: Morang & Co. \$1.50.

Stephens, Robert Neilson. "The Bright Face of Danger." Toronto: Copp. Clark Co. \$1.50 and 75c.

Tracy, Louis. "The Albert Gate Affair." Toronto: The Copp. Clark Co. \$1.25 and 75c.

Watanna, Onoto. "Daughters of Nijo." Toronto: Morang & Co. \$1.50.

White, Stewart Edward. "The Silent Places." Toronto: Morang & Co. \$1.50.

KOREA.

Hamilton, Angus. "Korea." Illustrated. London: Heinemann. 15s.

Whigham, H. J. "Manchuria and Korea." London: Isbister. 7s 6d.

SIBERIA.

Fraser, John Foster. "The Real Siberia." Together with an account of a dash through Manchuria. London: Cassell & Co. 3s 6d.

Swayne, Major H. G. C. "Through the Highlands of Siberia." London: R. Ward. 12s 6d.

THIBET

Bishop, Isabella L. "Among the Thibetans." London: Religious Tract Society. 1s 6d.

Das, Sarat Chandra. "Journey to Lhasa and Central Thibet." London: J. Murray. 10s 6d.

MISCELLANEOUS.

Banning, Major S. T. "Military Law Made Easy." London: Gale & Polden. 4s 6d. A text book for officers preparing for examination.

Russell, Captain H. T. "Notes on Strategy and Military History." London: Gale & Polden. 4 shillings. A handbook for the student, written by a competent authority.

NATURE AND SPORT.

American Sportsman's Library. Edited by Caspar Whitney. In twenty volumes. New York: The MacMillan Co. \$2 per volume. Toronto: Morang & Co.



HERBERT PAUL
Author of "A History of Modern England."
Morang & Co., Limited.

Fraser, W. A. "Brave Hearts." Toronto: Morang & Co.

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MOVING FORWARD.

It is with pleasure that BOOKSELLER AND STATIONER welcomes to the ranks of its advertisers the firm of J. B. Rolland et Fils, of Montreal. This firm is rapidly pushing forward to a prominent position in the stationery trade, and the young blood which is directing its efforts is sparing no pains in its advancement. All readers of BOOKSELLER AND STATIONER should refer to the announcement of the firm in another column.

THE LATE A. S. IRVING.

AFTER an illness extending over several months, Mr. Andrew Scott Irving, president of the Toronto News Co., passed away on April 29, at his residence in Toronto.

The late Mr. Irving was born in Scotland. Coming to America about forty years ago, he settled in Pennsylvania, where he married Miss Morgan. After two years Mr. Irving removed to Hamilton, and for a number of years was news agent at the Great Western station there. Moving to Toronto, he entered into a partnership in a news store at the southwest corner of King and Jordan streets, where the Bank of Commerce now stands, and later conducted a business for himself at the southwest corner of Adelaide and Toronto streets. About twenty-five years ago he became president of the Toronto News Company, which business he had since conducted.

PERSONAL MENTION.

Mr. L. P. Bouvier, envelope manufacturer, of Toronto, is enlarging his premises to meet increased requirements of the trade.

The Beauchemin Book Company, of Montreal, have purchased the business of Cadieux & Berome, and will branch out largely in supplying healthy French-Canadian literature to French-Canadian readers.

Three representatives of lead pencil manufacturers have recently been in Toronto. They are Mr. H. Hyman, of the Eagle Pencil Co.; Mr. McCrae, of the American Lead Pencil Co.; and Mr. R. Best, of Johann Faber.



P. MARION CRAWFORD
A paper edition of Mr. Crawford's "Heart of Home" has been issued by The Copp Clark Co.

- Haultain, Arnold.** "Two Country Walks in Canada." Toronto: Morang & Co.
- Lynch, Jeremiah.** "Three Years in the Klondike." London: E. Arnold. 12s 6d.
- McFarland, J. H.** "Getting Acquainted with the Trees." New York: The Outlook Co. Toronto: Morang & Co. \$1.75.
- Podmore, St. M.** "A Sporting Paradise." Stories of adventure in America and in the backwoods of Muskoka. Illustrated. London: Hutchinson & Co. 7s 6d.
- Roberts, Charles G. D.** "Watchers of the Trail." Boston: Page & Co. \$2.
- Seton, Ernest Thompson.** "Fable and Woodmyth." New York: The Century Co.

BOOKS ON JAPAN.

Japan. Described by great writers and thinkers. New York: Dodd, Mead & Co. \$1.60.

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

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Paper and Stationery Warehouse, Queen City Rink.

Full lines of every description of Paper, Stationery, etc.

Factory and Bindery,

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We are receiving every day large additions to our stock and will be able to supply our customers without delay. Do not fail to write or call. We solicit your trade and patronage. True values as in the past.

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- Photo Engraving, first 1,000 of one view, \$8 00
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Souvenir Books and Picture Post Cards.

Book dealers throughout the country are annually growing more interested in Souvenir Books and Picture Post Cards. So are the public, which is more important. If you desire to get out an edition of picture post cards or a pretty souvenir book of your locality, it is time for you to place your order so as to get delivery in time for the tourist season. Our experience in this line is at your service. We can give you the best value for the least money. Ask us for samples and quotations.

W. G. MacFARLANE,
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At Half Tone Prices

If you want a special series of local views in colors, or imitation etching, we can guarantee to supply the finest work at a price below the ordinary half tone.

We have 15 years experience in this particular line and know the styles which sell best.

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Well assorted stock of beautiful Canadian scenery, types, fancy cards.

The Montreal Import Co., 17 St. John Street, Montreal

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We are constantly adding to our stock of

View Postcards

of Canadian cities and scenes and have also a full line of

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in colors, as well as a complete range of beautiful

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Quebec from Levis.

We also stock a nice line of

Postcard Albums

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Display Stands,

both stationary and mechanical. These save space, carry quite a stock, show it to advantage without handling and save the cards from becoming finger-marked and shop-worn through constant handling. Ask for prices.

Address **THE PICTURE POSTCARD CO.**

P. O. Box 334. - OTTAWA, ONT.

PICTURE POST CARDS

POPULARITY OF VIEW CARDS.

ALTHOUGH in a way postcards are in season all the year round, they have in an especial sense a Summer and holiday season of their own, and that time is now approaching. All the big publishing houses are, and have for some time been, busy in obtaining photographs and views of country, seaside, and popular places, in arranging new designs, or employing new processes for bringing out the postcards which will this Summer everywhere meet the eye of the traveller and the tripper. For, after all, the view-card is the staple pictorial post-

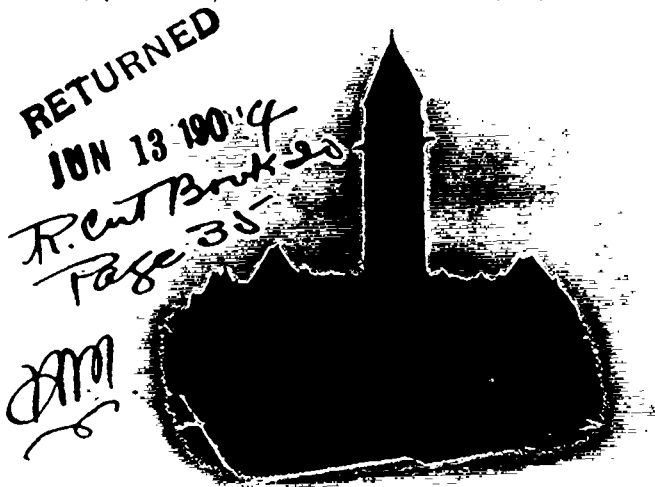
publishers say about them. Dealers throughout the country should send for MacFarlane's Spring list.

LOCAL VIEW CARDS.

IT is surprising at what a small cost a bookseller or stationer can secure view cards of his town or village. Arrangements have been made by such firms as Warwick Bros. & Rutter, of Toronto; the Illustrated Postcard Co., of Montreal; the Picture Postcard Co., of Ottawa; W. G. MacFarlane, Toronto, and Montreal Import Co., to manufacture view cards of any scene, street or building at a low cost. These cards are guaranteed to be first quality and a ready sale is assured. If any dealer has neglected this branch of his business he should not let the day pass without looking after it.

THE IMPERIAL SERIES.

AT the national capital is located the factory of the Picture Postcard Co., one of the most enterprising of the Canadian makers of pictorial cards. Its specialty is high-class colotype work, and its range covers several hundred subjects, comprising the best views of Quebec, Montreal, Ottawa, Toronto, and other leading Canadian cities; scenes at Ste. Anne de Beaupre, and typical subjects. Special sets of shooting, fishing and sporting scenes are in preparation. This company also



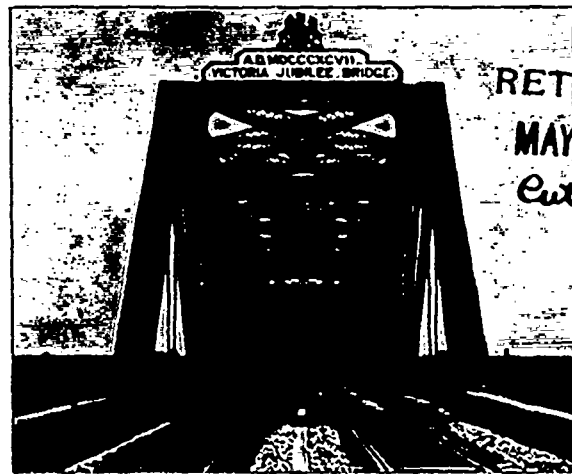
City Hall, Toronto.—W. G. MacFarlane Series.

card It was the origin, is the mainstay, and will be the backbone of the postcard trade.

The manufacturers of pictorial postcards in Canada have had an excellent field to work on, and they have exploited it to splendid advantage. The choice spots in Canadian scenery, the historic sights and buildings, the modern cities, the Summer resorts and, in fact, almost all available views have been utilized with the result that the variety of cards is legion. The execution of the designs has been excellent, and Canadian-made cards can rank with the best in America and England.

A LARGE RANGE.

W. G. MACFARLANE, of Toronto, hopes to have his Spring catalogue of souvenir book and postcard publications ready for distribution shortly. It will show a stock line of five or six hundred subjects covering Canada from coast to coast. There are three different lines of cards, an ordinary black and white card, a black and white line with embossed crests of the various cities and provinces of the Dominion, and flags of Great Britain, Canada and French Canada, in red, green and gold, and a line of delicately tinted cards printed in four colors. The samples of these cards submitted to Bookseller and Stationer quite carry out all that the



Victoria Jubilee Bridge View.—Illustrated Post Card Co., Montreal.

carries imported lines of colored fancy postcards and Christmas postcards, as well as a range of postcard albums and display stands.

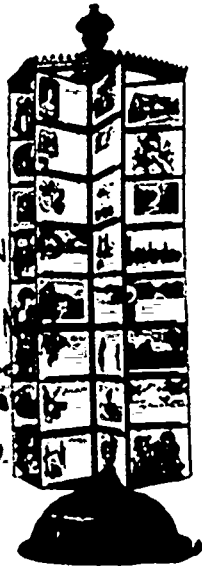
CARDS FROM SPRINGFIELD.

THE Wilbur M. Waite Co., Springfield, Mass., issue a card designed to appeal to that portion of the great travelling public which, having a limited supply of money, must purchase low-priced cards if they purchase any. These cards are of as fine a quality as the higher

priced cards, the immense quantities sold allowing a sale at a very close margin. They are also filling large orders for colored cards which, being hand tinted, by experienced artists, are as near like dainty water-colors as it is possible to approach.

A CONVENIENT DISPLAY STAND.

A STAND on which to display pictorial postcards is an essential. The stand should combine two features to be entirely successful. It should allow of the clear display of a large number of cards and it should be



Convenient Display Stand.



Winter Scene in Montreal.—Illustrated Post Card Co., Montreal.

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compact and occupy small space. The stand illustrated herewith combines these two features in an admirable degree. Warwick Bros & Rutter handle the line in Toronto.

CARD NOTES.

In England there has been a great run on cards dealing with Japan and the war in the east.

The enterprise of the Canadian P. M. G. has secured for users of picture postcards in Canada, the right to make use of a portion of the addressed side for communication not only in Canada but in the United States and France as well.

The Illustrated Postcard Co., of Montreal, have sent Bookseller and Stationer several samples of their cards, both importations and of their own manufacture. The

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Sherbrooke Street, Montreal.—Picture Post Card Co., Ottawa.

Last year the British postoffice handled over 48,000,000 pictorial postcards,—a phenomenal number.

Cards illustrating historic scenes in Canadian history are a feature of the stock of the Illustrated Postcard Co., of Montreal.

Pedestrians passing the window of the Bam Book and Stationery Co. in Toronto, stop to watch an automatic machine, which turns over pretty picture postcards.

During the hearing of a case at Wandsworth County Court it was stated that in one day two boys sold 5,000



Farm Bread Oven, Quebec.—Picture Post Card Co., Ottawa.

Canadian cards illustrate Notre Dame, Montreal, the Chaudiere Falls, a Hunting Scene and Making Maple Sugar.

Twenty-nine factories in the German Empire are engaged in the production of playing cards, eight of which are in Prussia, eight in Saxony, seven in Bavaria, and the remainder in the smaller states. Last year, there were manufactured 584,273 packs of 36 cards, upon which there was a duty of 1,576,544 marks, and on 959,199 packs of more than 36 cards the duty was 101,896 marks.

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PERPETUAL **EAF**
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A Big Thing For the Retailer

THE
Canadian Souvenir Playing Card

52 Separate Views of Canada illustrating the Dominion from Ocean to Ocean. This line has no competitor in a Canadian Souvenir Card and among Tourists will unquestionably have an immense sale.

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Lots of 1 dozen Packs	\$5.40	per dozen
" 3 "	5.20	"
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Our other lines: Coronation, Tartan Series (S tartans), Salon, Sultan, Viceroy.

These are beautiful cards and of first class quality. They are Safe Stock any time.

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 WHOLESALE AND MANUFACTURING STATIONERS.

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"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE IN
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 ONE OF MANY
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Leaders in a second
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 LUCK and ST.
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SPECIAL CARD FOR
 WHIST PLAYERS

Colonial Whist

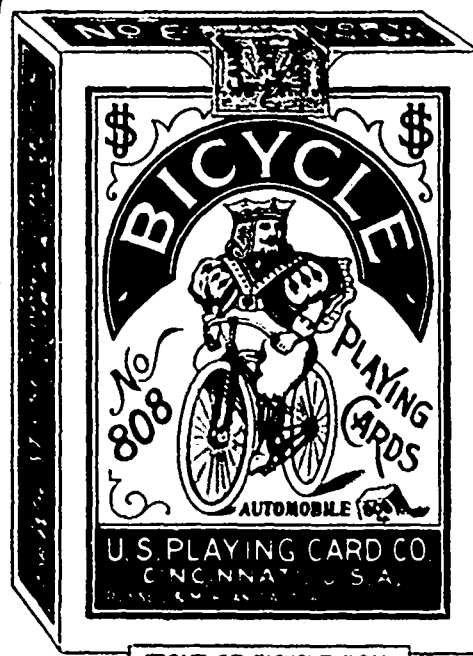
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MADE IN CANADA.

Style and finish equal to imported cards.

Advertising Cards of all sorts—Novel Designs.

FOR SAMPLES AND PRICES APPLY

The UNION CARD & PAPER CO.,
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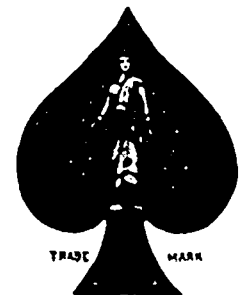
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**Bicycle
 Playing Cards,
 Imitated but
 never equaled.**

Sell the best because
 they are the best.

The genuine have King on Bicycle on front of
 tuck case and our Trade Mark Ace on back.

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



PLAYING CARDS

MANY retailers imagine that playing cards and, in fact, games of any kind, are for Winter business only, and they consequently put these lines aside during the Summer months. That this is a mistake is evidenced by the testimony of a dealer, who reports larger sales of playing cards to hotels and holiday visitors during the Summer months than to regular customers during the whole Winter. Card playing is not merely a Winter amusement. It is indulged in to a large extent during the Summer months, and any visitor to a Summer resort or any traveller on a steamer or railroad train will testify to this.

The moral is clear. Don't be afraid to show your stock of playing cards. It may not seem to be worth

PLAYING CARD NOTES.

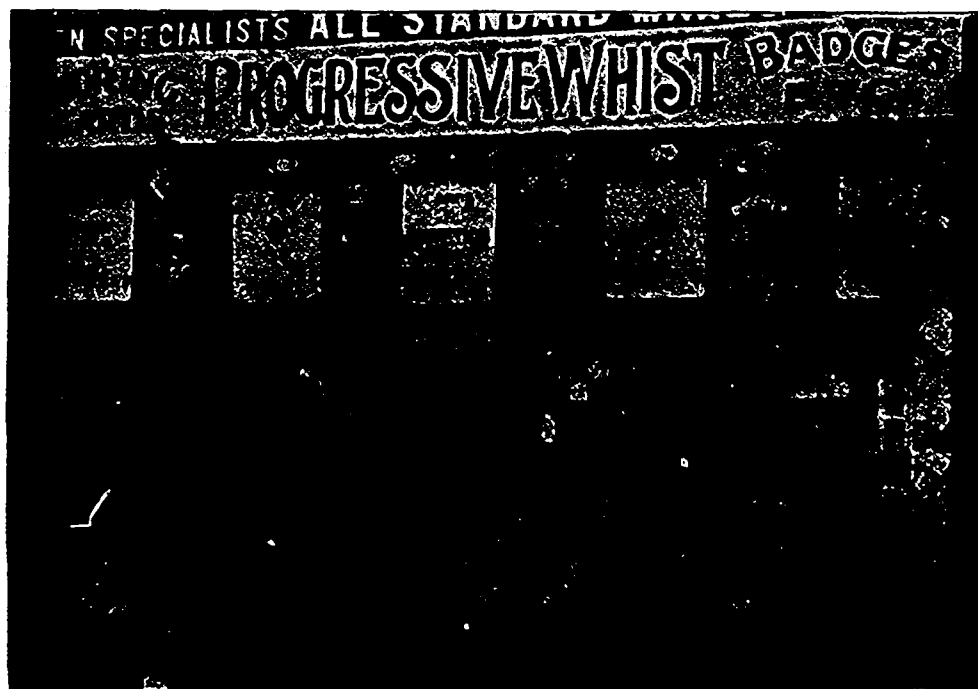
The card window illustrated on this page was shown in London, England. The cards are the Goodall make.

Patriotic dealers, who wish to handle "Made in Canada" cards, should correspond with the Union Card & Paper Co. of Montreal.

Tally cards form a necessary adjunct to the playing card stock. These can be procured in great variety from the Chas. H. Elliott Co., of Philadelphia. Write for a catalogue.

A handbook on the game of "Bridge" has been published by the firm of George Bell & Sons, of London, England, which every dealer should have on hand. The price is only one shilling.

Playing cards are an important factor with Japanese children, and nearly every little tot one meets carries a pack in his or her kimono sleeve. These cards are dainty affairs, the average size being two inches long by one inch wide.



An Attractive Playing Card Window.

while dressing a window entirely with cards, but experiment will prove its value. A card window is always sure to attract attention, and cards adapt themselves to the making of a good display. Assistance can frequently be given by the manufacturer, which reduces the expense and lightens the work.

Apart from their utility, the cards of to-day possess an intrinsic value, which is a strong factor in the making of sales. Manufacturers have vied with one another in their efforts to produce the prettiest and most novel designs for the backs of the cards. All manner of subjects have been utilized, and a single display card reveals a variety which is truly extraordinary in its range.

Canada, England and the United States all manufacture playing cards. In Canada, the Union Card and Paper Company of Montreal, turn out some very good cards; in England, Goodall & Son are leading manufacturers, and in the United States, the Congress Playing Card Company have long occupied a forward position.

Mr. A. O. Hurst, Canadian representative of Goodall, has been presented by Mr Campbell of W. J. Gage & Co., Toronto, with a pack of Viceroy playing cards, which went through the fire. The cards were soaked with water so thoroughly that the face spots are entirely obliterated. The gilt edges, however, are just as brilliant as ever—a fact which speaks volumes for Goodall & Son's gilding.

In Russia the manufacture of playing cards is an imperial monopoly. About sixty years ago 14,000 packs were issued daily, but the demand was so much in excess of this that a petition was addressed to the Czar, praying for a still more liberal supply. Among the card devotees the Russian soldiers are conspicuous. They commonly carry packs in their pockets, but when there is an actual call to arms, and they prepare themselves for the battlefield, they make it a point to get rid of all their cards. This is due to a superstition, amounting to conviction, which leads them to believe that to retain them upon their persons at such a time would be to court grave disaster.

WESTERN Incorporated 1851
ASSURANCE COMPANY.

FIRE AND MARINE

Head Office Capital - \$2,000,000.00
 Toronto, Assets, over - - 3,546,000.00
 Ont. Annual Income - 3,678,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$1,000,000.00.
 TOTAL ASSETS, \$2,024,086.02.
 LOSSES PAID SINCE ORGANIZATION, \$23,886,005.32.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
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W. H. BEATTY, PRESIDENT.

W. O. MACDONALD, ACTUARY.

J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE.

Paid-up Capital, - - - \$8,700,000
 Rest, - - - - - \$3,000,000

HEAD OFFICE: TORONTO, CANADA.

HON. GEO. A. COX, President. B. E. WALKER, General Manager.

The offices of this Bank number 102, distributed as follows:

LONDON, ENG., 60 Lombard St., E.C., S. Cameron Alexander, Manager.
 NEW YORK, N.Y., 16 Exchange Place, Wm. Gray and H. B. Walker, Agents

103 Branches throughout Canada, including the following.

MONTREAL, F. H. Mathewson, Manager.
 HALIFAX, H. N. Wallace, Manager.
 WINNIPEG, John Aird, Manager.
 ST. JOHN, N.B., J. G. Taylor, Manager.
 DAWSON, D. A. Cameron, Manager.
 TORONTO, John C. Kemp, Manager.
 VANCOUVER, Wm. Murray, Manager.
 OTTAWA, Robert Gill, Manager.
 VICTORIA, Geo. Gillespie, Manager.
 HAMILTON, D. B. Dewar, Manager.

5 Branches in the United States, including the principal cities of the Pacific Coast:

SAN FRANCISCO, CAL., Arch. Kala, Manager.
 SEATTLE, WASHINGTON, G. V. Holt, Manager.
 SKAGWAY, ALASKA, H. M. Lay, Manager.
 PORTLAND, OREGON, E. A. Wyld, Manager.

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It may be necessary for your staff to have fidelity bonds. We act as surety on such. We are known the world over.

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The London Guarantee & Accident Co., Limited,

D. W. ALEXANDER, General Manager for Canada,
 Canada Life Building, TORONTO.

THE METROPOLITAN BANK.

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 RESERVE FUND, - - - 1,000,000.

HEAD OFFICE, - TORONTO.

H. H. WARDEN, D.D., PRESIDENT W. D. ROSS, GENERAL MANAGER.

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Brighton
 Brockville
 Brunsate
 East Toronto
 Milton

Petrolia
 Picton
 Streetville
 Sutton West
 Wellington

In Toronto -
 Cor. College and Bathurst Sts.
 Dundas and Arthur Sts.
 Queen and McCaul Sts.
 7 and 9 King St. E.

GENERAL BANKING BUSINESS

SAVINGS DEPARTMENT AT ALL BRANCHES

FINANCE AND INSURANCE

BANK clearings for March in the United States have been the smallest since 1901, and bank failures the heaviest since 1897. Especially has this been the case in the West. Following up the decline in stocks, commodities are now beginning to recede as well, making the cost of living cheaper for the wage-earner. The fact that at length prices are declining is proof, as in the stock market, that decline is a necessity at last and must go further, unless there is to be a revival of trade, which seems impossible. That the old level was abnormal and that the new level is more reasonable may both be admitted without making the marking-down process painful to sellers. In plain English, commercial classes are about to experience something of what Wall street has already passed through.

THE thirty-fourth annual report and list of shareholders of the Royal Bank of Canada has been issued in the form of a handsome booklet. The report exhibits a satisfactory increase in the business of the bank during 1903. Deposits have grown considerably. Both the paid-up capital and the reserve fund have been increased to \$3,000,000 and the balance of profits carried forward exceeded the same balance in 1902 by nearly one hundred per cent. The assets of the bank exhibit a corresponding increase, being now well over \$25,000,000. Altogether the report is a most satisfactory one.

In addition to the list of shareholders, with their holdings, several pages of statistics about the Dominion of Canada are appended, supplying in concise form much useful information.

SOME writers, in this country, have been making very favorable criticisms on the great advances made by the Canadian banking institutions. Taking 1st January, 1903, as a basis, comparisons have been made of the Dominion and Australian banking systems.

Thus, the Canadian banking returns—approximately—compare as follows with those of the Commonwealth:

	Canada.	Commonwealth
Note circulation	£13,485,117	£ 3,128,181
Deposits	79,725,886	88,543,660
Specie	2,578,417	19,413,191
Government notes	4,946,115	631,068
Paid-up capital	15,679,746	16,914,280
Reserves	10,074,817	5,783,689

The comparison is an interesting one, as it clearly shows the difference between the two systems of banking.

A pretty little desk calendar has just been issued by the savings bank department of the Canadian Bank of Commerce. It begins with April, 1901, and runs to March, 1905. Appended is a statement showing the general healthy condition of the bank.

ONE of the results of the disastrous fire in Toronto on April 19th was to facilitate a movement which has been smouldering in New York for some time, in regard to insurance rates and regulations. The day following the fire the New York insurance men held a meeting to discuss ways and means of classifying risks, suggesting regulations in regard to the construction of buildings and

other kindred matters. No definite conclusions appear to have been arrived at, but it is evident that the movement will be productive of some results.

IT is a bull argument that both in England and on this continent money appears to be very plentiful. One sees the rate for call money in New York constantly quoted below 3 per cent., and we hear also of long time loans being made for 4 per cent. and even lower. In England the position with regard to the supply of money is very clearly demonstrated by the action of the Bank of England. They have reduced their discount rate twice within a short period of time, an unusual thing for them to do. The reduction is from 3½ per cent. to 3 per cent., and this is the lowest it has been for more than a year past.

IN their review of the stock market, under date of April 22, Aemilius Jarvis & Co., Toronto, say: "Money locally appears to be gradually working easier. It is not unlikely, however, that there may be a temporary check in this direction as the result of the heavy sums the insurance companies will be called upon to pay to the owners of buildings destroyed by fire here. It is too early to express a very definite opinion as to whether this fire may have any serious effect on our local stock markets. None has been evidenced so far, and it would appear to us probable that none of the companies affected would be the owners of any considerable quantities of the stocks ordinarily dealt in on our exchange. In the absence of any forced liquidation, the financial situation is sufficiently easy to justify our feeling that the call of loans by fire insurance companies should not materially affect prices."

ON April 22 the Toronto Board of Underwriters ratified the schedule increasing fire insurance rates in Toronto by 75 per cent. The schedule reads: "Extra rates and tariff changes operative on and after 20th inst., for all business, new and renewal.

"Congested District—On all mercantile, schedule and other specially rated risks, building and contents, except dwellings, add \$1.00 to rate. Where three year policies are permitted, the extra to be added to the three year rate.

"Outside District—On all risks, building and contents, except dwellings, add 50c to rate. A reduction of 25c may be made on residential store risks in outside district, with the usual warranty. Where three year policies are permitted, the extra to be added to the three year rate.

"Sprinklered risks and fire-proof buildings—Half the foregoing extras to be added to rate, buildings and contents.

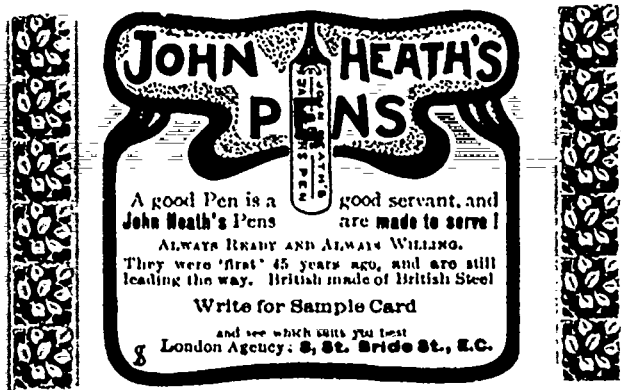
"Co-insurance—A reduction of 15 per cent. from rate on building, and 10 per cent. on contents may be allowed for the 80 per cent. co-insurance clause.

"New policies—New policies must be issued on all risks affected by these changes."

The Western Assurance Co. have purchased the Canadian business of the National Assurance Co., of Ireland.



TAYLOR'S SAFES
147 FRONT STREET TORONTO.



JOHN HEATH'S PENS

A good Pen is a good servant, and 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.

A Merchant's Judgment.

is sure to approve the mechanism and system of . . .

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The Hallwood is the best cash register constructed to-day;—that is the first point. It is simpler than any other, has fewer parts, is stronger, is cheaper.

It does all that other registers can do, and something in addition.

There is no good reason why progressive merchants should be without a Hallwood.

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78-80 King St. E. TORONTO. 1782 Notre Dame St. MONTREAL

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Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you speedily and economically for a debate, speech, lecture essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms - 100 Clippings, \$ 5.00
250 " " 12.00
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Send for our Booklet which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

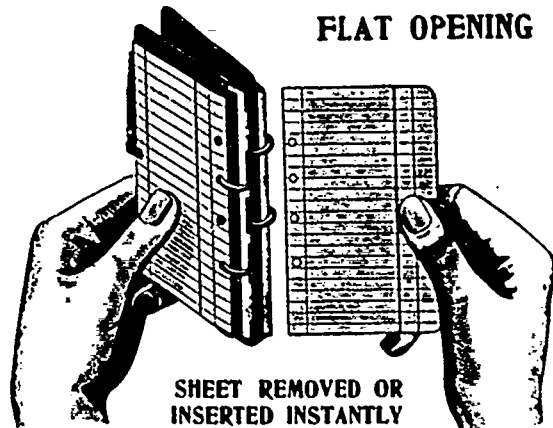
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Are You Neglecting Your Accounts?

To have good collections you must render your accounts promptly and accurately on the first of every month. With

THE BRIGGS LEDGER SYSTEM

you can do this. Write for our latest illustrated catalogue, free.

The Briggs Ledger System Co., Limited

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THE OFFICE

DEVOTED TO THE
OFFICE STAFFS OF
BUSINESS
ESTABLISHMENTS

VALUE OF GOOD STATIONERY.

THE stationery which a business house uses in its correspondence will always be one of the first and most important criterions by which the world will judge that firm's standing. First impressions are lasting and in many cases the first impression that a correspondent gets of a firm's business methods is the stationery on which the correspondence is carried on. Cheap printing, or worse yet, poor writing paper without any printing at all, can hardly produce a favorable impression of careful, up-to-date methods. On the other hand, neat and cleanly printed stationery cannot help but give an impression of financial soundness, which evidences of seemingly lower standards in other lines cannot efface.

Many small retail merchants complain of the difficulty they find in procuring credit from large manufacturers. "We always pay our bills promptly, our credit rating is good, but there seems to be something else that is wrong which makes it so hard for us to get credit." This "something" which makes it so difficult for these merchants to get the desired credit is the carelessness shown in the get-up of their correspondence stationery.

In many instances, the appearance of the letters which merchants write to the manufacturers is so slipshod and careless that the credit man rightly takes it for granted that that merchant is not running his business on lines which will enable him to take care of himself in competition with twentieth century methods, and therefore he is doubly watchful before he will take this merchant as an acceptable risk.

Nor is this effect of cheap stationery confined alone to dealings with the large manufacturers, but to the dealings with small customers, in the merchant's own city. If they receive letters and statements written on poor stationery they will have a correspondingly poor opinion of the merchant's methods and they will regulate their dealings with him according to this standard.

If, however, a merchant's stationery is neat, clean and attractive, it will at once produce a favorable impression both on the manufacturer and on the customer. The credit man will find it harder to refuse credit, and the small customer, impressed by the business-like appearance of letters and statements, will pay his bills more promptly and place greater confidence in any statement which a merchant may make in his letter.

Good business-like stationery is not expensive. In fact, it costs but little, if anything, more than cheap printing. Go to a good, reliable printer, and see to it that he gives you good service. An investment here will pay big dividends, but economy in stationery is a penny saved and dollars thrown away.

THE TELEPHONE.

ONE outward expression of the business is the girl who answers the telephone. What would you think if I told you that a prospective customer called you up the other day and that the nasty, harsh-voiced, ill-tempered treatment he received over the wire gave him a most disagreeable impression of your concern.

He got neither the telephone connection, the information, nor the consideration he expected—and you did not get the business. By such a slender thread sometimes hangs an order.

Or would you believe that a certain buyer intended to divide his order between your house and a competitor, that jewel of a girl answered the 'phone, her well-modulated voice, her respectful interest in his behalf, put him in a pleasant and receptive frame of mind.

She said: "Mr. Blank is not in his office at the moment, but I shall send for him at once."

By being at the 'phone in person you got the entire order. Perhaps you recall the incident.

PRICING STOCKS.

THE inability to fix prices properly in one of the most prolific sources of failure in business." This remark was made by the manager of a large department store. In speaking of the various problems that confront the retailer, he said: "A great deal has been written on the subject of advertising, buying, and store management, but writers in trade journals have had very little to say about pricing goods. My experience has taught me that no branch of merchandising is more important or requires more careful study than does the pricing of the stock. Pricing goods is an art which requires much experience and rare judgment."

"In a great many stores it is the custom to fix prices on what is practically a horizontal basis of percentage. The merchant estimates the running expenses of the store at, say 15 per cent, to this he adds his profits which we will also call 15 per cent. This makes a total of 30 per cent which is added to the cost price on every thing in the store. Of course there are a few exceptions, but the merchant may be said to have but one percentage of profit on his entire stock. It saves trouble, perhaps, to mark goods in this way, but it is extremely poor business policy.

"There are many things to be taken into consideration in figuring prices. Competition is, perhaps, the strongest factor; but the nature of the goods and the demand for them are also important. Then, too, the style and popularity of goods give the price-maker an opportunity to display his judgment. For instance, in a lot of suits costing practically the same amount, some will, on account of the style, sell easily for a third more than others. The same is true of dress goods, silks, or in fact, almost any other class of merchandise. There are always some customers who are willing to pay a little more for style and the merchant who does not take advantage of this fact is not alive to his own interests. By marking up the more salable goods he is enabled to reduce the selling price on goods that are less desirable.

"Again, in pricing goods, the merchant will often find it a good advertising policy to mark certain articles down to a very narrow margin of profit. This gives a store the best possible kind of advertising, but it also cuts down the average of profit and every merchant is in

business for profit; so, if some goods are marked down, others must be marked up to maintain the average.

"To sum the matter up, I would say that in making prices the merchant should use his judgment rather than a fixed scale. It is necessary to hold himself as nearly as possible to an average of profit but in different articles he should vary widely from the given percentage."

WATCHING THE ACCOUNTS.

ETERNAL vigilance is necessary in extending credit, not only to new accounts, but to many old ones as well. There is a constant tendency on the part of the purchaser to overbuy and to increase the standing balance. Payments are less than purchases, and if not guarded against the excess is soon out of all proportion.

A safeguard must be provided before the balance becomes too great. How then shall we check the rash buyer and stir up the slow payers?

Business must be done and we cannot draw the lines too tight without affecting sales.

We have developed a plan for regulating credits which is quite satisfactory.

On opening an account, we use Dun and Bradstreet as a preliminary basis. Both of these agencies, as well as the report of the salesman, are used to prepare a private mercantile rating.

This consists of a card system of the ordinary kind, ruled up to permit a full history of the customer.

BLANK & CO.

Name.....
Date..... Town.....

	Pur- chases.	Pay- ments.
January	429 42	316 —
February	192 —	90 —
March	314 —	76 41
April	187 —	175 90
May	62 41	70 —
June	312 67	212 —
July		
August		
September		
October		
November		
December		

No. 1 Form of Blank to show excess of amount purchased as against amounts paid. It is sent to the credit man by the bookkeeper

Items are added from time to time, and eventually this private report arrangement contains more valuable information than could be obtained otherwise.

Form No. 1 is a statement furnished by the bookkeeper at intervals. As will be seen by the figures, the payments have been a little less than the purchases; and while there is no cause for suspicion, yet the alarm has been sounded and this particular account must be kept under constant attention.

Form No. 2 might be termed a restless watchdog that will not be pacified until proper action is taken.

This card (No. 2) is put into service, as already stated, as soon as an account becomes in any way under disapproval.

A cabinet arranged according to the days of the month is provided, and after sending out form letter "D," the card is moved ahead a sufficient number of days to permit a reply.

The "stock" requests for payments are sent out at intervals and the tone of each gradually becomes more imperative.

Salesmen and repeated "duns" proving ineffective, the account passes into the attorney's hands.

By guarding the account in this way, the losses are kept within reasonable limits.—Business World.

FAULTS AT THE START.

MAX FRANKENSTEIN writes: "After six years of observation in several of the largest establishments in New York, I find the great fault with most boys to be their fear of hard work or their bashfulness to do hard work; no matter which of the foregoing is the cause, they are all looking for 9-3 jobs—cinches, in plain words. They are filled with the idea that they know it all, and can, therefore, command large salaries.

"Fortunate indeed is the young man, who, on leaving school, secures a position that nets him \$5 per.

Form No. 2.

"When we consider a little it is easy to see why large salaries are impossible.

"First, the young man must learn his business (this takes time); then he must learn to work properly (more time required); packing goods while looking out of the window is not attention to the work in hand, and it takes time to work steady without fooling. So until the young man learns his business and learns to work he is a loss to the firm. Hence the small salary.

"Even if you start on a small salary (most of us started that way), don't wear that I-don't-care-expression, but put your shoulder to the wheel."

<p>This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,</p>		<h3>Leading Canadian Accountants and Auditors</h3>		<p>adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.</p>	
<p>DAVID HOSKINS, F.C.A. Chartered Accountant, Auditor, Financial Valuator. 307 Manning Chambers, City Hall Bq., Toronto, Canada.</p>	<p>F. H. KIDD, Chartered Accountant, Auditor, Assignee, Etc. 506 McKinnon Bldg., - Toronto.</p>	<p>HENRY BARBER & CO., Accountants and Assignees. Office: 18 Wellington St. E., Toronto, Ont.</p>	<p>GEO. O. MERSON, Chartered Accountant, Auditor, Assignee, etc. Regular and Special Audits. 37 Wellington St. E., *Phone Main 4744. Toronto.</p>		
<p>Cable Address: "Wigwam." T. G. WILLIAMSON, Chartered Accountant and Auditor, 18 Toronto St., Toronto, Canada.</p>	<p>JENKINS & HARDY, Assignees, Chartered Accountants, Estate and Fire Insurance Agents. 15 1/2 Toronto Street, Toronto. 485 Temple Building, Montreal. 100 William Street, New York.</p>	<p>WILLIAM FAHEY, Accountant and Auditor. 403 McKinnon Building, Toronto.</p>	<p>This space \$15 a year.</p>	<p>This space \$15 a year.</p>	<p>This space \$15 a year.</p>

<p>This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,</p>		<h3>LEGAL CARDS.</h3>		<p>organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature. For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.</p>	
<p>BEATTY, BLACKSTOCK, FASKEN & RIDDELL, BEATTY, BLACKSTOCK, CHADWICK & GALT, Barristers, Solicitors, Notaries, Etc. Office, Bank of Toronto. Tel., Main 2313. Toronto, Ont.</p>	<p>JAS. H. BURRITT, K.C. Solicitor, Notary, Etc. Pembroke, - - Ont.</p>	<p>I. L. O. VIDAL, Barrister, Solicitor, etc. Collections and Commercial Law. Montmagny and Quebec City, Que.</p>	<p>J. C. HAMILTON, LL.B., Barrister, Solicitor and Notary. McKinnon Building, Toronto. *Phone, Main 64.</p>		
<p>D. O. CAMERON, Barrister. Equity Chambers, Toronto. Branch Office, Oakville, Ont.</p>	<p>TUPPER, PHIPPEN & TUPPER, Barristers, Solicitors, Etc. Winnipeg, - - Canada.</p>	<p>ATWATER, DUCLOS & CHAUVIN Advocates, Montreal. Albert W. Atwater, Q. C., Consulting Counsel for City of Montreal. Chas. A. Duclos, Henry N. Chauvin.</p>	<p>This space \$15 a year.</p>	<p>This space \$15 a year.</p>	<p>This space \$15 a year.</p>

<h2>Educational Department.</h2>		<p>The following institutions for the education of business men's sons and daughters are recommended by this paper:</p>
<p>Do You Want to Learn Shorthand ?</p> <p>EVERYBODY NEEDS IT.</p> <p>It is an assistance to students, teachers, lawyers, physicians, secretaries, clergymen, editors, reporters, business men,—everybody in fact. We can teach you at home, the fastest, easiest system known</p> <p style="text-align: center;">BY MAIL</p> <p>Some of our pupils have written 100 words a minute by this system within a month. Write for information about our Shorthand course.</p> <p style="text-align: center;">CANADIAN CORRESPONDENCE COLLEGE, Limited TORONTO, CANADA.</p>		<p style="text-align: center;">Western Business College</p> <p>Cor. College and Spadina avenue, TORONTO.</p> <p>Thorough courses in Bookkeeping, Stenography, Typewriting and Penmanship; individual instruction.</p> <p style="text-align: center;">A. J. HOARE, Principal.</p>
<p><i>Typewriting.</i> Bookkeeping and Shorthand are sure stepping-stones to success. Teachers who have had practical business experience teach these branches in</p> <p style="text-align: center;">THE WILLIS BUSINESS COLLEGE.</p> <p>A school of genuine merit. Send for our beautiful catalogue. S. T. Willis, Principal, Cor. Bank and Albert Sts., OTTAWA.</p>		<p style="text-align: center;">St. Margaret's College, Toronto</p> <p>A Boarding and Day School for Girls. Thorough courses in every department. Only teachers of the highest academic and professional standing employed. GEORGE DICKSON, M.A., Director. MRS. GEORGE DICKSON Lady Principal.</p>
<p style="text-align: center;">The Belleville Business College, Limited.</p> <p style="text-align: center;">BELLEVILLE, ONTARIO.</p> <p>Send for handsome catalogue describing fully all courses</p> <p style="text-align: right;">J. Frith Jeffers, M.A., Principal</p>		

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STATIONERY

STANDARD INK RESERVOIR.

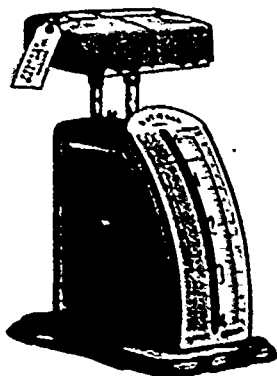
A NOVELTY which Canadian stationers might handle to advantage is the Standard Ink Reservoir, illustrated herewith. The article has certainly created a sensation wherever it has been introduced. With the use of this article ink is altogether superfluous. Simply dip the Ink Reservoir in water, or tea or coffee, or in any liquid in fact that is free from acid, and it is ready for writing at once. It writes with a deep black copying ink. Travelers will find it a convenient device and it can be used satisfactorily in the office, the school room, the home and in any place where a pen is used. A frequent dipping into the liquid is not required. Once moistened it is possible with the Ink Reservoir to write three to



four pages at a stretch. Any pocket penholder can at once be changed into a fountain pen. There is no danger of its soiling or smudging or leaking in the pocket. It always furnishes a thin, easy flowing ink, free from all sediment. The Ink Reservoir is an article of especial interest to exporters, since it can be used very satisfactorily in the tropics. Prices and additional information regarding the Standard Ink Reservoir may be obtained by applying to the Import Novelty Company, 31 Union Square, New York City.

IMPROVED NATIONAL SCALE.

SOME valuable improvements have been made by the Pelouze Scale & Manufacturing Company in their National Scale. The base of the National has been changed from straight to curved lines, which adds materially to its beauty. The top plate has been made flat and is supported by double bars instead of a single upright,



which guarantees correct weight no matter where the parcel or letter may be laid.

The pointer has also been reduced to needle size, so that there is no momentary confusion or loss of time in finding the weight recorded. Besides the enamel finish, the National is now made in aluminum finish, of pleasing gray tint, with a cameo design in the side by way of ornamentation. A comparison of the new National with one of its early predecessors evidences the application of the company's policy to constantly improve its goods without increasing the cost. The value of each scale has been greatly enhanced without raising the prices. The popularity of Pelouze scales is attested by the large number of them in daily use. More than half a million of them

have found their way into the hands of the public through the jobbing and the retail houses.

THE BALTIMORE PARALLEL.

THE fiery ordeal from which the City of Toronto has just emerged brings vividly to mind the similar, appalling disaster which so recently befell her sister city of Baltimore. While the whole civilized world upon that occasion was quick to respond with offers of sympathy, as well as material aid, from no quarter, it seems, were the expressions of kindness more spontaneous or received with more grateful appreciation by Baltimoreans and Americans generally than those coming from their neighbors of the north. The interests affected being almost exclusively commercial and a large proportion of the loss falling upon stationers, a demand for blank books (both staple and specially made) ensued, which would have taxed the resources of any but the very largest producers of this class of goods.

It is a significant fact that it was to the Boorum & Pease Company of New York that the stationers and jobbers of the stricken city turned for assistance in such an emergency. In less than six weeks this company, with characteristic energy and despatch, had restocked practically every dealer, at the same time filling orders through the medium of their customers for special job work, aggregating many thousands of dollars. The Boorum & Pease Company is at present engaged in executing some very nice commissions in Toronto, and judging from the reputation enjoyed by this concern in its own home, resulting from over sixty years' continuous experience and conscientious endeavor, Toronto merchants will have little cause to regret any confidence reposed in them.

ESCAPED DAMAGE.

ONE of the lucky firms to escape the late Toronto fire was G. A. Weese & Son. Their premises are situated at the south end of Yonge street, near the point where the progress of the fire was arrested, so that they narrowly escaped the fate of the other stationery houses. Their warehouses are at the present time crowded with a stock of stationery, fancy goods, leather goods, school supplies, smallwares, etc., and they are looking forward to a heavy Summer trade. Orders are being filled and shipped promptly at the usual terms and prices.

A RAPID RECOVERY.

W. J. GAGE & CO., Limited, have made substantial progress towards completing their arrangements to carry on business as usual during the rebuilding of their extensive premises on Front street. Immediately after the fire they secured the Victoria Rink on Huron street. At that time the ice was hard and had to be cut and removed. When The Bookseller and Stationer representative called a few days ago the thermometer was in the neighborhood of eighty—somewhat of a change.

One cannot imagine a more congenial place in which to work than the premises now occupied by the Gage Co. The high roof, with its numerous skylights and ventilators, makes the building much more pleasant than the average warehouse or factory premises. The rink affords

ample floor space for the stacking of large stocks of stationery and flat papers, while the galleries are utilized for offices and additional storage room for sundries. Electric light and power has been installed, and already a portion of the cutting and binding machinery is in working order.

Apart from the Victoria Rink, Gage & Co. are in possession of premises on Berkeley street, where a full plant of envelope and ruling machinery is running day and night.

The relations between Gage & Co. and their employes have always been of the best, and at the present time the workers are standing by the firm faithfully; every member of the manufacturing staff is waiting patiently until he or she can be started, so that no difficulty will be met in the matter of labor.

Buyers have visited the manufacturing centres of the United States and large shipments of goods have come to hand; everything is new, the selection of stationery sundries includes everything of recent origin, as well as all the staple and best selling lines usually carried by the firm. All the principal lines manufactured by the firm before the fire are being duplicated, and orders will be executed at a very early date. Orders for special hand-made envelopes can be executed at very short notice.

School books are being reprinted and delivery will not be delayed to any serious extent. Several presses are now employed in this work, and are running constantly.

A new and complete line of leather goods is in preparation. There will be numerous novelties, while all the old favorites will be offered.

In the printers' supply department everything is in full working order. Large stocks of the usual lines are

PAYSON'S INDELIBLE INK



Trade supplied by all Leading Wholesale Drug Houses in the Dominion. Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

When answering advertisers please mention Bookseller and Stationer.

**No. 123
in the Crown Pen Series**

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

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

Imperial Pen Co., Limited

WARWICK-BROS. & BUTTER
Canadian Agents, TORONTO.

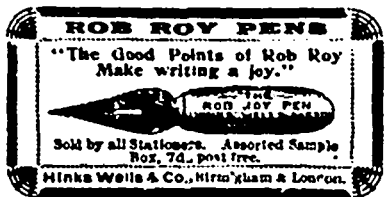
**DO NOT TAKE ANY
substitution,
imitation or variation**

**THE OF
WAVERLEY
PEN**

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

SOLD BY ALL STATIONERS.

**MACNIVEN & CAMERON, Limited
EDINBURGH AND BIRMINGHAM**



**'ROB ROY'
PENS**

HINKS, WELLS & CO. beg to draw attention to this new series of

**TURNED-UP POINTED and
other PENS,**

made of the same materials, by the same tools, by the same process, and at the same works as the "WAVERLEY" Series of Pens, which HINKS, WELLS & Co. have for 30 years and upwards (prior to September, 1901) manufactured for and supplied to Messrs. Macniven & Cameron, Limited.

Is. 6d. and Gross Boxes Sold by all STATIONERS



THE DENNISON LINE

INDISPENSABLE

TAGS AND LABELS

IN EVERY FORM AND TO MEET EVERY KNOWN REQUIREMENT OF MODERN BUSINESS.

GLUE - PASTE - MUCILAGE

IN PATENT TUBES - AVOIDING ALL THE WASTE AND INCONVENIENCE INCIDENT TO GLASS BOTTLES.

SEALING-WAX

FINEST PERFUMED - ALL COLORS - ALSO COMMERCIAL.

**TAG AND CLASP ENVELOPES,
COIN WRAPPERS,
BILL STRAPS.**

A COMPLETE LINE OF EACH OF THESE.

PASSE-PARTOUT BINDINGS

IN ALL THE POPULAR COLORS.

CREPE PAPER,

INCLUDING OUR "PLAIN AND DECORATED" - UNEQUALLED IN BEAUTY OF COLORS AND DESIGNS.

**CREPE PAPER NAPKINS
AND DOILIES.**

OUR CREPE PAPER LINE OF PRODUCTS WILL DO MORE TO MAKE YOUR STORE ATTRACTIVE AND PROFITABLE THAN ANY LINE YOU CAN INTRODUCE -

ASK FOR CATALOGUES.

Dennison Manufacturing Co

**CORSTINE BLDG., MONTREAL
BOSTON - NEW YORK - PHILADELPHIA
CHICAGO - CINCINNATI - ST. LOUIS**



to hand, and all mill orders for newsprint can be made up and shipped promptly. Orders for any variety of cover papers, bond papers, Bristol boards or other lines can be executed right away.

Mr. Gundy, the secretary-treasurer of the firm, was in Europe at the time of the fire, but is expected back in Toronto by the time this is in print. Gage & Co. will acknowledge all orders received by mail, so that their customers will be advised immediately as to the time it will take to make shipments. The travellers of the firm are now on the road, taking orders as usual.

ACTIVE AFTER THE FIRE.

BROWN BROS., Limited, are working day and night at their various temporary premises, preparing to meet a heavy volume of trade during the Summer and Fall. Their warehouse at the Queen City Rink is being rapidly filled up with everything that is required to make up a complete range of stationery and sundries. Already big stocks of United States goods are on hand, and before many days have passed further large consignments will have arrived. The firm's buyers, Messrs. Roden and Cramp, visited the New York showrooms immediately after the fire, and were able to purchase whole stocks of many first-class lines, some of which are entirely new to the Canadian trade.

The leather goods department is now in full working order: large supplies of all classes of leathers and frames are to hand, and the factory is turning out hundreds of dollars' worth of goods ready for shipment daily.

Brown Bros. have purchased, as a going concern, the bindery of Wilson, Munroe & Cassidy, so that the manufacture of blank books, etc., is being continued without delay. Travellers are starting out with full ranges of samples of calendars, Xmas cards, burnt wood goods, papeteries, fancy baskets, candle shades and holders, fancy handles, clothes hampers, mourning note papers, leather goods and stationery and office sundries.

In cases where Brown Bros. have been unable to secure sufficient quantities of regular lines first-class substitutes have been bought, which are of equal merit in every respect, so that customers will be able to get orders filled without much delay.

THE COPP, CLARK CO.

COPP, CLARK CO., Limited, are getting into good shape at their factories in Colborne street. Much additional storage and warehouse room has been acquired; the manufacturing staff has been doubled, and everyone is working with the utmost zeal to place the firm in a position to meet all demands likely to be made on it during the holiday and Fall seasons.

A quantity of reserve stock had been stored at the factories, so that the Copp, Clark Co. are able to fill orders for many of their regular lines, including games, papeteries, note papers, foolscap paper and blank books, envelopes, scribblers, exercise books, time books, examination pads (a new line), pass books, scrap books, blotting pads, writing pads, erasers, inks, etc., typewriter ribbons and carbons, school blanks, fountain pens, steel pens, rulers, files, maps, stamp pads, pencil boxes, etc., etc.

All departments of the manufacturing branch of the business are working constantly, day and night, so that the output is being doubled. Some of the travellers have already started out. Mr. Burns has gone east. Mr. Swift has commenced his journey, and the other travellers will start almost immediately.

EFFICIENT SERVICE.

THAT dealers throughout the country have not been inconvenienced by the disastrous Toronto fire more than they have been is due in large measure to the activity of such firms as Buntin, Gillies & Co. of Hamilton. This firm, for instance, doubled their staff, leased new premises and by special effort were able to fill the multitude of orders poured in upon them. Owing to the wide range of goods carried, they were able to meet all the requirements of the retail trade in the way of stationery, school supplies and printers' supplies.

INTERESTING INCORPORATION.

WARWICK BROS. & RUTTER of Toronto have become a joint stock company, with G. R. Warwick, C. E. Warwick, A. F. Rutter, N. A. Sinclair, and E. J. Hathaway as directors. The charter of incorporation empowers them "To carry on a general printing, publishing, book-binding, lithographing, engraving, stereotyping, electrotyping and stationery business in all its branches, and to manufacture paper goods and stationery stock, also to purchase and acquire the goodwill of the firm of Warwick Bros. & Rutter, and the benefit of contracts for work and supplies which the said firm has with third parties, with power to pay for the same in fully paid-up stock of the company.

A NEW WAREHOUSE.

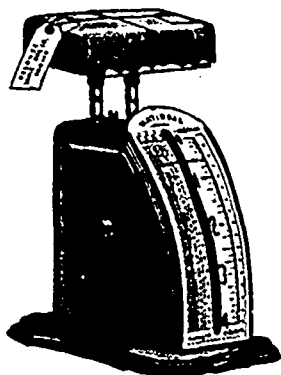
WARWICK BROS. & RUTTER, Limited, have secured for a temporary warehouse the extensive premises near the corner of Queen and Yonge streets, Toronto, recently vacated by the J. F. Brown Furniture Co. Here they are rapidly laying in a stock of stationers' supplies of all sorts.

As already noted in the Special Fire Edition of Book-seller and Stationer, this firm were fortunate in acquiring a printing plant and bindery immediately after the fire, and both departments are now in full operation.

The work of replacing the large stock of picture post cards destroyed is under way, and complete ranges will soon be ready.

SWISS CAMBRIC.

"SWISS CAMBRIC" is the name of a brilliant new line of correspondence stationery which the Brown Bros., Limited, have just received. It is made in three shapes and colors, and called after the Swiss lakes, Lucerne, Geneva and Como. The box is of a pretty design in gold and chocolate, and cannot fail to favorably impress both dealer and consumer. The paper is also made with mourning border.



New "NATIONAL."

National, 4 lbs. Columbian, 2 lbs.
 Union, 2 1/2 lbs. Star, 1 lb.
 Crescent, 1 lb.

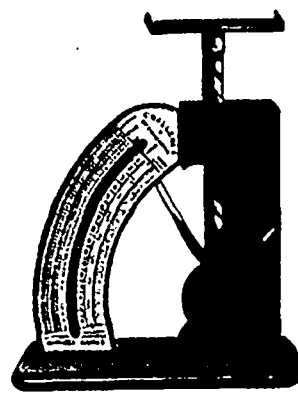
Postal Scales.

PELOUZE POSTAL SCALES are the best in the world,—admittedly. They always register accurately without regard to location of article weighed. They are good sellers and pay liberal profits.

Buy of Your Jobber. Send to us for Catalogue.

PELOUZE SCALE & MFG. CO.

118-132 W. Jackson Blvd., Chicago.



New "CHALLENGE."

Challenge, 4 lbs.

See the double needle index that starts at the top—no guess work. Always accurate.



A DISTINCT TYPE

The **OLIVER** has certain superior features and unique improvements exclusively its own.

The **OLIVER**
Typewriter

The Standard **VISIBLE** Writer.

Operates as smoothly as the delicate mechanism of a watch, durability unquestioned.

Works in a Whisper

Art Catalogue Free.

THE CANADIAN OLIVER TYPEWRITER CO.

156 8 St. Antoine St.
MONTREAL.

Agents wanted in all unoccupied territory.

3 in One



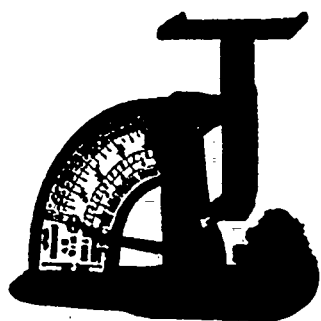
Out of 116 trial orders (12 bottles each) from small dealers in New York City there were 112 repeats.

Maybe you know of a better Household Oil than "3 in 1." If so tell us. Otherwise tell your jobber to "3 in 1" you—quick. He can supply any quantity, but maybe you had better go slow—till you are sure.

G. W. COLE CO.

of New York,

141 Washington Life Building.



MADE IN FOUR SIZES.

The "SUPERIOR," capacity 4 lbs. by 1 oz.
 The "IDEAL," " 2 " " 1 "
 The "GEN.," " 1 " " 1 "
 The "RELIANCE," " 3 oz. " 1 "

THE TRINER POSTAL SCALE

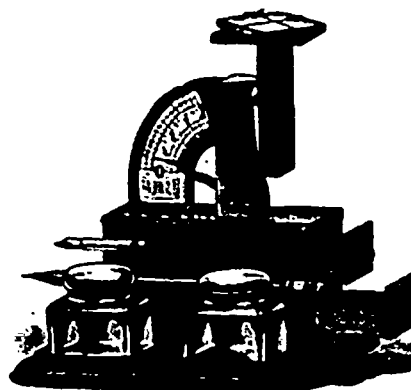
RECORDS INSTANTLY THE EXACT COST, IN CENTS, ON ALL CLASSES OF MAIL MATTER.

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

They save stamps—Your jobber has them.

Triner Scale & Manfg. Co.,

128-130 S. Clinton St., CHICAGO, ILL., U.S.A.



FAST MAIL.

Capacity 1 pound by 1 ounce.

FIREWORKS, FLAGS AND LANTERNS

NO Summer stock is complete without its range of Chinese lanterns, Union Jacks and fireworks. These are the materials necessary for every festival and every public holiday, and the dealer who does not pay attention to them is a loser. Lanterns and flags have long formed a staple in the stock of fancy goods dealers, but the same cannot be said of fireworks. There is, however, no reason why fireworks should not be successfully handled by the stationer. They are good clean stock; they are easily sold and they naturally ally themselves with the other lines handled in the same store.

Despite troubles in the east, Oriental paper lanterns are in good supply. This may be accounted for by the fact that import orders were placed long before the outbreak of hostilities. Wholesale dealers seem to be well supplied and they fear no difficulty in meeting the demand. The price is not likely to advance this season.

A NOTABLE CANADIAN FIRM.

IT is most convenient for Canadian dealers to have a firm which can supply them with a full range of supplies for celebrations and reunions, without the necessity of ordering one line here and another line there.

The firm which can do this is the T. W. Hand Firework Co., Limited, of Hamilton, which handles everything necessary to make a celebration a success.

In flags this firm deal in Canadian, Scotch, Irish, French, Union Jack and White Ensign flags, and also handle the new Quebec flag. They have in stock streamers and other decorations. All these goods are made by them.

They make a splendid range of paper lanterns, including fancy French, Union Jack, Maple Leaf, and many other varieties.

Fireworks are, however, their grand specialty. They supply the goods for the largest firework display in Canada at the Toronto Fair, and this is certainly a sufficient testimony to the excellence and scope of their manufacture. Dealers can secure all kinds of fireworks from them. A catalogue is supplied on application.

FLAGS OF TWO NATIONS.

Flags both of the Dominion and the United States are stocked by the Copp, Clark Co. Stars and Stripes No. 0 size sell at 25c per doz.; No. 1 size, 40c. Dominion flags, No. 2 size, 80c per doz.; No. 00 size, 15c.

SUMMER READING

An Interview by B. S.

PASSING through the Colonial House, Henry Morgan & Co.'s beautiful store in Montreal, I naturally made for the book department, to have a chat with the manager.

"Well, Mr. Morgan, I suppose you find things pretty quiet these days—not much reading done, eh?"

"While business is not exactly booming in the reading line," replied Mr. Morgan, "we are far from doing nothing. Of course, there is not the same amount of serious reading done during the Summer months as is the case during Fall and Winter, but there is certainly plenty of the lighter sort indulged in."

"What do you find sells best?"

"Paper novels, without a doubt, and their number is legion. We make special prominence of Canadian copyright editions of recent novels selling at 65c, and also carry and sell large numbers of the English copyright, which retail at 15c. There are some hundreds of good titles among these. Then there is the Douglas Series of American Authors, retailing at 25c. Our cousins from over the border are particularly keen on these."

"Do you handle the standard authors in paper edition?"

"No, not but that they would sell, but these books come so cheap in cloth bindings that we think it better to run on them in preference to the paper edition."

"I suppose local view and guide books have a pretty fair demand?"

"We have so many tourists here during Summer that naturally this is getting to be quite well worth looking after. Something must be taken away as a souvenir, and this generally includes a few view or illustrated guide books. Messrs. Grafton & Sons have this year gotten

up a very fine view book. Then there is the late Mr. Hinselwood's 'Montreal and Vicinity,' not forgetting our genial old friend, Mr. Gard's 'Wandering Yankee.' The number of people going to Europe is certainly increasing, bringing with it a call for Baedeker's and other handbooks on travel."

"What have you to say concerning nature and outdoor books?"

"Quite a lot, only I cannot take a day off to explain now," laughingly said Mr. Morgan. "They sell, and the better among them are well worth keeping in stock. The demand, while not large, is sufficient to make it worth while looking after this end of the business."

"What other books are in demand during the lazy days?"

"Chiefly we find novels having a bearing on Canadian life or history sell best. In this connection may be mentioned some of Gilbert Parker's, Charles G. D. Roberts', Ralph Connor's, A. C. Laut's and Dr. Van Dyke's books, and that stand-by, 'The Golden Dog,' by William Kirby. Then there is the Douglas Series in fancy bindings, embracing some of W. D. Howell's, Frank R. Stockton's and Win. Burroughs' works. Burnt leather and ooze calf bindings of a number of popular books also appeal to the tourist."

"I notice you have quite a show of view post cards."

"Yes, quite a business this is getting to be, especially while the tourist season is on, Canadian views, coat-of-arms series, and Montreal views in particular being good sellers."

I then took leave, with the firm belief that, even in the Summer the live bookseller can keep busy if he will only cater for what his customers, permanent and transient, require.

RETURNED

DEC 13 1904

Cut
page 79



If you are looking for

Something New, Something
Different, Something Odd,
Unique and Original in

Tally Cards and Guest Cards

Write for Samples of our 1904 line.

The Chas. H. Elliott Co.

Seventeenth and Lehigh Ave., - Philadelphia.

New York Office and Salesroom:—156 FIFTH AVE.

**Book Buyers
and
Book Sellers**

should send for a Specimen Copy of

**The Publishers'
Circular.**

Post Free, from

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

FLAGS FLAGS FLAGS

When we say that we make and sell over 90 per cent. of the Cotton Flags that are used in Canada we tell the whole story.

IN ADDITION TO THE REGULAR LINES SUCH AS
**CANADIAN FLAGS, SCOTCH FLAGS,
UNION JACK FLAGS, IRISH FLAGS,
WHITE ENSIGN FLAGS, FRENCH FLAGS,**
WE HAVE THE "NEW QUEBEC FLAG" AND A GOOD

LINE OF
"WELCOME STREAMERS,"
WHICH ARE JUST THE THING FOR
CELEBRATIONS AND RE-UNIONS.

Our Paper Lanterns

are a revolution. We have
**FANCY FRENCH LANTERNS,
UNION JACK LANTERNS,
MAPLE LEAF LANTERNS,
and many others.**
**TORPEDES, PAPER HORNS,
FIRECRACKERS - AND - PAPER OAPS.**

Fireworks.

In Fireworks we do everything that is done in Canada. From TORONTO'S GREAT FAIR to the SMALLEST CELEBRATION. We have shows to suit everybody.

Never try to celebrate without **HAND'S FIREWORKS.**

SEND FOR OUR CATALOGUE.

**T. W. HAND FIREWORK CO., Hamilton, Ont.
Limited.**

C. Brandauer & Co.'s - Limited



SEVEN PRIZE MEDALS.

**CIRCULAR
POINTED PENS**

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM.

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

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

STANDARD INK-RESERVOIR

CHEAPEST SUBSTITUTE FOR FOUNTAIN PENS.

MAKES INK SUPERFLUOUS. CAN BE USED WITH ANY KIND OF PEN.

Entirely New.

Away with Ink.



If dipped into water, tea, coffee, beer or any liquid free from acids, it is at once ready for writing, and writes with a DEEP BLACK COPPER INK. Indispensable for travelers, for the pocket, the school and the office, etc. Any pocket penholder can at once be changed into a fountain pen. No rolling, no smudging, no leaking in the pocket as hitherto. Always a thin, easy-flowing ink free from sediments.

AGENTS WITH FIRST-CLASS REFERENCES WANTED.

SAMPLES SENT ON RECEIPT OF RETAIL PRICE.

Retails at: **HOLDER AND RESERVOIR (Complete), 15c. EXTRA FILLERS, 5c. each.**

IMPORT NOVELTY CO., 31 Union Square West, New York City, Sole Agents U.S.A.

WALL PAPER.

THE SAMPLE BOOK.

IN the majority of stores the salesmen consider that the only way open to them to display wall paper to a customer is by means of the sample book. A small stand is kept in a convenient, well-lighted position and beside it are the sample books ready to hand. A customer states the price he wishes to go, and possibly the room for which the paper is being bought, and the salesman simply selects a sample book, throws it on the stand, and proceeds to show its contents. Seldom does it enter his head that there are better or even other ways. If that is not the use of sample books, what are they for?

As a matter of fact the sample book need, and should, seldom be called into service. It would have been far better for the trade had they never been introduced. At the present time in spite of the prevalence of this method of showing goods, the first class wall paper stores do entirely without them. It may occasionally be found expedient to bring into use the book of samples, but this occurs only when a customer demands it, on account of having a perfectly definite and settled idea what he wants, such as he will have if looking for a sample to match a paper already in use.

In nineteen cases out of twenty the rolls themselves should be shown. For this purpose a permanent rack about six feet in height and of as great a width as is convenient should be built where the light falls squarely on

the front of it. The width should be great in order to allow several rolls to be shown together, in order to make a choice between them. A little trough at the back of the top will hold the roll, while four or five feet hang over the front.

After serving a few customers by showing the rolls, the salesman will be thoroughly convinced of the advantages of this method, and if he has the interests of his employer at heart, rather than a sole idea of saving himself a little work, he will never return to the sample book. No sample a foot and a half or two feet long does justice to the pattern or coloring, and the customer has little idea of how the paper will look on the wall. The appearance of a five-foot strip hanging over the rack can be readily grasped, and when another strip of the same pattern is placed beside it and matched, there is no doubt as to its beauties or defects.

By this method of showing the salesman is called upon to display many less samples, and the customer is more quickly and better satisfied. The hasty turning over of the leaves of a sample book confuses and unsettles, and far more difficulty is encountered in making a selection. The two or three previous choices are forgotten because out of sight, while with the rolls, they are placed side by side and a final selection easily made. Sales can be made from rolls that would be lost if the sample book were used, and there is no chance of the customer being disappointed when the paper is put in place.

REVIEWS OF RECENT MUSICAL PUBLICATIONS.

"Bride of the Wave."—Waltz by Leonard Yorke. A suite of 3 waltzes and coda which are tuneful and have the additional merit of being easy. Anglo-Canadian Music Co., Toronto.

"Prince of Good Fellows."—Song for baritone voice and male chorus from the new comic opera, "The Red Feather," by Reginald de Koven. This is one of the most successful of light opera productions since the time of "Robin Hood" and "The Serenade," and is in De Koven's best vein. The melody is catchy and repeated in the refrain by the different voices with plenty of go and pleasing harmony. This, as well as the other leading numbers such as "The Garden of Dreams" and "To Call Thee Mine," have already won deserved popularity. Canadian-American Music Co., Toronto.

"Lom du Pays."—Waltz, by R. Berger, composer of the famous "Amoureuse Waltzes." One of the most acceptable waltzes published within the last year or two. It has the slow gliding movement peculiarly requisite to a good waltz with plenty of distinction and originality suggestive of gipsy airs. This number can be heartily recommended to all desiring to add to their Summer repertoire. Anglo-Canadian Music Co., Toronto.

"Spring Time"—Song from the French—words by R. H. Elkin, music by E. Dell'Acqua. Published in E flat (E to E) and F (F to F). An exceedingly pretty trifle suitable for light voice, simply but effectively harmonized. Lovers of striking songs should be particularly interested in this number.

"The Voice of the Woods."—Valse intermezzo, by L. O. Smith. One of the most popular offerings of the season in dance music. Whaley, Royce & Co., Toronto.

"The Hour of Dreams."—Song—words by R. H. Elkin, music by G. B. Schlesinger. Published in A (C to E flat), C (E to F sharp), and D (F to G sharp). An

exquisite little lyric, effectively harmonized, the modulations being signally successful. Whaley, Royce & Co., Toronto.

"Lorna Doone."—Song—words by C. Fleming; music by T. Stanford. A popular style of ballad written in waltz time, which will be acceptable to those fond of this class of songs. Whaley, Royce & Co., Toronto.

"When the Mocking Birds are Singing."—Song—words and music by J. Allen. Another of the sentimental songs which have been having a phenomenal run during the last five years, and quite as acceptable as anything of the sort that has appeared so far. Whaley, Royce & Co., Toronto.

"A Dream of Home."—Song—words and music by B. A. Lockwood. A sentimental song in a similar vein to the preceding one. Written in waltz time with a refrain. The melody is simple but tuneful. Whaley, Royce & Co., Toronto.

"Our Boys and Girls."—March, by J. J. Kaiser, composer of "Georgia Peaches," "American Beauties," etc. This march is the best thing of the sort which has recently come to our notice, and as it is catchy and has lots of go it is being played by all the leading bands. It deserves to be known to all connoisseurs of dance music. Whaley, Royce & Co., Toronto.

"Little Yellow Bird," "There's a Girl Wanted there," "Lend Me Your Fairy Wand," "Play that Melody Again," "I'm Coming Home to You," "Shall I be An Angel, Daddy," "I'se A-waiting for Yer Josie," "Killdeerankie," "Where the Ocean Meets the Sky," "My Daddy's a Gentleman," and "The Choristers' Waltz."—These six-penny editions of popular songs, published by Francis, Day & Hunter, London, have proved remarkably successful. They are among the leading songs sung in the music halls and theatres of England at the present time, and in general make-up are quite equal to the more expensive editions.

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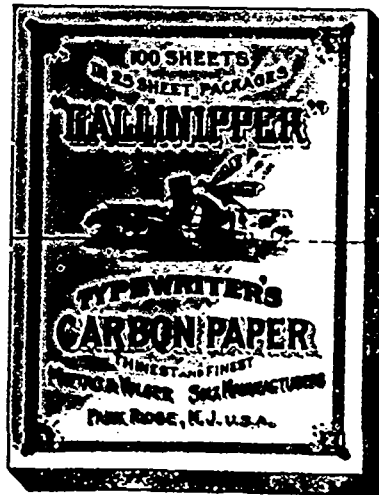
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ADVERTISING BOOKS



By JOHN C. KIRKWOOD

I PICKED up a New York paper the other day and read a book advertisement in which was said: "The story of a young man who succeeds through dishonesty, but slowly descends the steps of honor. His later atonement and ascent; the struggle of the woman he loves, make a story of unusual power." This brief description of a story read by some hundreds of thousands of people must undoubtedly have led a goodly number to inquire for the book. Had only the title of the book been given—"The Steps of Honor"—there would have been nothing conveyed to the reader; no interest provoked. The book-buying tendencies of the reading public can be stimulated by providing interesting book news. Without interesting book news book sales are pretty certain to be very, very small. Hence it follows that the bookseller must put before his book-buying public the book or literary notes which will make them book-hungry. There are different ways of doing this. If the bookseller himself be a competent bookman, able to write his own notes, able to tell briefly but temptingly what books are about, so much the better; if he is not able in himself to do this, he can at practically no cost have some one able—a clergyman, a lawyer, a High School teacher, for example—prepare these book reviews and literary notes for him. The publication of these notes is another matter.

Postcards, handwritten or printed, sent to probable book-buyers is a simple yet excellent method of maintaining the interest of recipients in books. The sale of only a few copies will suffice to pay for time and money expended in this method of advertising.

Another method is to have some well-known local individual write out an estimate of the book one wishes to sell, and to have mounted on a card or in a frame this statement. It will be read by everyone with much curiosity, and many will wish to read the book for themselves to satisfy themselves as to the correctness of interpretation which Mr. So-and-So gave. These local reviews need not always be prepared by the same individual, but care should be taken to have only competent reviewers perform this service. To display these estimates prominently in the window, where every passer-by can read them, is excellent advertising.

The insertion of such reviews in the local papers is worth while, and most editors will welcome these book notes as being contributions of much interest to their readers. Immediately alongside or below the reading notices it will be well to have one's formal advertisement appear. This can be arranged easily with the publisher, and by this means one's advertising is made doubly effective. It is important, however, that the advertisement should emphasize the book or books mentioned in the book notes.

It is a mistake to think that the public is interested only in fiction. The sales of fiction are greater far than those of books of other sort, but it will be found that there are scores upon scores of readers of scientific, religious, historical or biographical books.

It will pay the bookseller to offer books as a prize to students, factory hands, church clubs and other groups of readers and workers—the prize to be for some essay. For example, the bookseller might offer books to the value of \$5 for the best essay of 2,000 words on "Napoleon," or "The Indian Mutiny," or "Canada in the XIX Century," or some other theme. These competitions would almost surely lead to increased book buying, so that the reward offered would be paid for in advance of its awarding. The advertising value of such a competition would be worth while.

Under the heading of "Books for Your Library" could be listed many books, standard classics, scientific books, etc., from time to time, for publication in the columns of the local newspapers.

It is always well to provide periodically a bargain table, on which books bought specially for the occasion or books that one finds slow sellers can be displayed. A price card over these books will attract many buyers, who will find something to take away—and take away, too, a good word for the bookseller who enabled them to get good books at little prices.

In this connection I may say what I have said before, in a previous article, that it will repay the bookseller a hundredfold to prepare a mailing list of the bookish people in the section from which he draws his trade. The card index system is best for this purpose. The names of doctors, ministers; teachers, High and Public School, city and country; lawyers, literary and reading clubs—book readers wherever found—and address to the whole, or sections of these lists, circulars, cards or personal letters, directing attention to some new book or books. The effect of such advertising is not soon lost; there is left a permanent impression that the bookstore attending to business in this fashion is worthy of patronage.

There remains one other point that in my opinion should be touched upon, namely, the question of subscription works. It is almost beyond belief the amount of money spent annually in every community for books sold on the instalment plan, the profits on which sales do not go to the local bookseller. These subscription sales rob the book dealer, inasmuch as the buyer has taxed himself as a general thing to the full extent of his ability, when he has undertaken the purchase of a costly encyclopaedia, or set of standard authors, or a collection of literary masterpieces. Why should not the local book-dealer sell these subscription editions? This is one question. Another is, why doesn't the book dealer who disapproves of subscription buying point out through advertising the foolishness of purchasing sets of books which are rarely touched after they are received? People should be urged to buy only books which they will positively use; any other book buying is pure waste.

The retail bookdealer's business is in most cases capable of large expansion. What is required is the will to enlarge it, and "where there's a will there's a way."

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

BELLEVILLE.

1. "Mrs. M'Lerie," by J. J. Bell.
2. "Wings of the Morning," by Louis Tracy. McLeod & Allen.
3. "Letters from a Son to His Self-Made Father," by Merriman. Briggs.
4. "Strong Mac," by S. R. Crockett. Copp, Clark Co.
5. "Rebecca," by Kate D. Wiggin. Briggs.
6. "Sir Mortimer," by Mary Johnston. Book Supply Co.

BRANTFORD.

1. "Sir Mortimer," by Mary Johnston. Book Supply Co.
2. "The Invincibles," by Duncan Cotes. Copp, Clark Co.
3. "Rebecca," by Kate Douglas Wiggin. Briggs.
4. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.
5. "My Friend Prospero," by Henry Harland. Briggs.
6. "Mrs. M'Lerie," by J. J. Bell. Langton & Hall.

CHARLOTTETOWN.

1. "Wings of the Morning," by Louis Tracy. McLeod & Allen.
2. "The Pit," by Frank Norris. Morang.
3. "Letters from a Son to His Self-Made Father," by Merriman. Briggs.
4. "Sacrifice of the Shannon," by Albert Hickman. Briggs.
5. "Vice-Admiral of the Blue," by R.B. Molineux. Copp, Clark Co.
6. "The Silver Poppy," by Arthur Stringer. Briggs.

COLLINGWOOD.

1. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.
2. "The Long Night," by S. J. Weyman. Copp, Clark Co.
3. "Heart of the Ancient Wood," by C. G. D. Roberts.
4. "The Hermit," by C. C. Munn. Lee.
5. "O'er Moor and Fen," by Joseph Hocking. Briggs.
6. "Flame of Fire," by Joseph Hocking. Copp, Clark Co.

HALIFAX.

1. "A Speckled Bird," by A. E. Wilson.
2. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.
3. "Temporal Power," by Marie Corelli. Briggs.
4. "Black Rock," by Ralph Connor. Westminster Co.
5. "Sky Pilot," by Ralph Connor. Westminster Co.
6. "Man from Glengarry," by Ralph Connor. Westminster Co.

HAMILTON.

1. "Sir Mortimer," by Mary Johnston. Book Supply Co.
2. "Deliverance," by Ellen Glasgow. Musson.
3. "The Lightning Conductor," by Williamson. McLeod & Allen.
4. "My Friend Prospero," by Henry Harland. Briggs.

MONCTON.

1. "Sir Mortimer," by Mary Johnston. Book Supply Co.
2. "Rulers of Kings," by Gertrude Atherton. Harpers.
3. "The American Prisoner," by Eden Phillpotts. Morang.
4. "My Friend Prospero," by Henry Harland. Briggs.
5. "The Silent Places," by S. E. White. McClure.
6. "Pigs in Clover," by Frank Danby. Langton & Hall.

OTTAWA.

1. "Sir Mortimer," by Mary Johnston. Book Supply Co.
2. "Denis Dent," by E. W. Hornung. Copp, Clark Co.
3. "Rebecca," by Kate Douglas Wiggin. Briggs.
4. "Wings of the Morning," by Louis Tracy. McLeod & Allen.
5. "Deliverance," by Ellen Glasgow. Musson.
6. "Pigs in Clover," by Frank Danby. Langton & Hall.

PETERBORO.

1. "My Friend Prospero," by Henry Harland. Briggs.
2. "Sir Mortimer," by Mary Johnston. Book Supply Co.
3. "Adventures of Girard," by A. Conan Doyle. Morang.
4. "Denis Dent," by E. W. Hornung. Copp, Clark Co.
5. "The Pit," by Frank Norris. Morang.
6. "Mettle of the Pasture," by J. L. Allen. Morang.

QUEBEC.

1. "Strong Mac," by S. R. Crockett. Copp, Clark Co.
2. "Sir Mortimer," by Mary Johnston. Book Supply Co.
3. "Stella Fregelius," by H. R. Haggard. Copp, Clark Co.
4. "Mrs M'Lerie," by J. J. Bell.
5. "My Friend Prospero," by Henry Harland. Briggs.

ST. CATHARINES.

1. "Sir Mortimer," by Mary Johnston. Book Supply Co.
2. "Red Morn," by Max Pemberton. Copp, Clark Co.
3. "Strong Mac," by S. R. Crockett. Copp, Clark Co.
4. "Kitty Costello,"
5. "John Burt," by F. N. Adams.
6. "Pigs in Clover," by Frank Danby. Langton & Hall.

ST. JOHN.

1. "My Friend Prospero," by Henry Harland. Briggs.
2. "The Long Night," by S. J. Weyman. Copp, Clark Co.
3. "Mettle of the Pasture," by J. L. Allen. Morang.
4. "Denis Dent," by E. W. Hornung. Copp, Clark Co.
5. "Sir Mortimer," by Mary Johnston. Book Supply Co.
6. "Strong Mac," by S. R. Crockett. Copp, Clark Co.

SARNIA.

1. "Sir Mortimer," by Mary Johnston. Book Supply Co.
2. "Deliverance," by Ellen Glasgow. Musson.
3. "Rebecca," by Kate Douglas Wiggin. Briggs.
4. "My Friend Prospero," by Henry Harland. Briggs.
5. "Red Triangle," by A. Morrison. Copp, Clark Co.
6. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.

STRATFORD.

1. "The Lightning Conductor," by Williamson. McLeod & Allen.
2. "Sure" by Chimmie Fadden.
3. "Sir Mortimer," by Mary Johnston. Book Supply Co.
4. "Heart of Rome," by F. M. Crawford. Copp, Clark Co.
5. "Deliverance," by Ellen Glasgow. Musson.
6. "Habitant," by Drummond.

TORONTO.

1. "Sir Mortimer," by Mary Johnston. Book Supply Co.
2. "My Friend Prospero," by Henry Harland. Briggs.
3. "The Bishop's Carriage," by Nicholson. McLeod & Allen.
4. "Red Morn," by Max Pemberton. Copp, Clark Co.
5. "Strong Mac," by S. R. Crockett. Copp, Clark Co.
6. "Deliverance," by Ellen Glasgow. Musson Book Co.

VICTORIA.

1. "Deliverance" by Ellen Glasgow. Musson.
2. "Barlasch of the Guard," by H. S. Merriman. Copp, Clark Co.
3. "Rebecca," by Kate Douglas Wiggin. Briggs.
4. "Blazed Trail," by S. E. White. Morang.
5. "Right of Way," by Sir G. Parker. Copp, Clark Co.
6. "Trelawny."

VANCOUVER.

1. "My Friend Prospero," by Henry Harland. Briggs.
2. "Red Morn," by Max Pemberton. Copp, Clark Co.
3. "The Long Night," by S. J. Weyman. Copp, Clark Co.
4. "Little Shepherd of Kingdom Come," by John Fox jr. McLeod & Allen.
5. "At the Time Appointed," by A. M. Barbour.

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CINDERS.

Picked up After the Toronto Fire by a Representative of Bookseller and Stationer.

GREAT progress is being made in clearing away the ruins of W. J. Gage & Co.'s old premises, and rebuilding will commence almost immediately

C. Goodall & Son, London, England, cabled their representative in Toronto as follows: "London, May 2.—Full report of fire just received, realize calamity, express our sincere sympathy with all friends burnt out."

Mr. Sinclair, of Warwick Bros. & Rutter, is visiting New York in the interests of his firm.

Mr. A. O. Hurst wishes he could get London, England, over the 'phone. He has been spending a lot of good cigar money in cables during the past two weeks. Orders have been too important to be mailed, and so numerous and extensive that the cost of transmission would have been enough to pay for a day at the races.

It's an ill wind that blows no one any good, and although everyone in the trade sympathizes with the firms burnt out, there are numerous manufacturers and their representatives whose business will greatly increase as a result of the fire this year.

A noteworthy feature of the situation is the cheerfulness shown by the managers and other officers of the burnt-out companies, who have had to leave comfortable offices for cramped, crowded and unsuitable quarters.

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Registered at Ottawa during April, 1904 :

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

14826. The Hockey Match. Cartoon. Charles H. O'Connor, Saint Ste. Marie.
14827. Britain and the Empire. By J. Harold Putnam, B.A. Book. Morang & Company, Limited, Toronto.
14828. Municipal Trading in Great Britain. By William Richmond Smith. Book. William Richmond Smith, Toronto.
14829. London Times News and Views. Articles published in The Montreal Gazette and The Globe, Toronto. Temporary copyright. The Gazette Printing Company, Montreal, Que., and The Globe Printing Company, Toronto.
14830. Game of Speculation with Rules and Directions. The Copp, Clark Company, Limited, Toronto.
14831. Easter Day Sermon. Sermon by Rev. Frank De Witt Talmage, Los Angeles, California, U. S. A., 3rd April, 1904. William Bailey, Toronto.
14832. Forms and Precedents of Proceedings in the Supreme Court of Judicature for Ontario and the Supreme Court of Canada. By George Smith Holmsted and Thomas Langton, Toronto.
14833. The Scotch Farm, Ellishoro', central, Western Canada. Book. Norman Garden, Ellishoro', Assiniboia, S. W. T.
14834. Official Telephone Directory, Western Ontario, April, 1904. The Bell Telephone Company of Canada, Limited, Montreal.
14835. The Westminster, April, 1904. The Westminster Company, Limited, Toronto.
14836. The Jones, Vol. 10 No 12 April, 1904. The Underfeed Stoker Company, Limited, Toronto.
14837. Must Go Hand in Hand. Sermon by Rev. Frank De Witt Talmage, Los Angeles, California, U. S. A., 10th April, 1904. William Bailey, Toronto.
14838. Lectures on the History of the Middle Ages. By George D Ferguson. Book. George Dalrymple Ferguson, Kingston.
14839. The Standard Accumulative Policy of the Accident and Guarantee Company of Canada. Circular. George I. Goddard, Montreal.
14840. Kitty O'Neil Waltzes. By Florence Chapin. Frank K. Root & Company, Chicago.
14841. Sectional Map of Assiniboia and Saskatchewan, showing from Township 16 to 49 inclusive, and from Range 5 West of the 2nd Meridian to the 4th Meridian. Bulman Brothers, Winnipeg.
14842. Strong Mac. By S. R. Crockett. Book. Ward, Lock & Company, Limited, London, England.
14843. Notman's Photographic Selections, Volume IV. William Notman & Son, Montreal.
14844. Lament for Thomas Robertson, M.P.P., for Shelburne, N.S. By T. W. Watson. Music. Thomas West Watson, Barrington N.S.
14845. Weir's Recipes for Mixed Foods. Book. James Lachlin Weir, Chatham.
14846. Latest Style in Men's Double-Breasted Suits. Drawing. The Lowndes Company, Limited, Toronto.
14847. The Bulletin Assessment Life Insurance Chart, 1904. Publication. The Bulletin Publishing Company of Toronto.
14848. Veto. Mazurka pour Piano. Par J. B. Lafreniere. Le Passe-Temps, Montreal.
14849. Montreal Mode, No. 4, 15 Avril 1904. E. Gurey, Montreal.
14850. A History of Canada. For High Schools and Academies. By Charles G. D. Roberts. Morang & Company, Limited, Toronto.
14852. Pay Too High a Price. Sermon by Rev. Frank De Witt Talmage, Los Angeles, California, U. S. A., 17th April, 1904. William Bailey, Toronto.
14853. The Characteristics and History of the Famous Diamonds of the World. Book. Thos. J. Porte, Winnipeg.
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14854. The Silent Places. By Stewart Edward White. Book. Morang & Company, Limited, Toronto.
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14856. Je vous salue, Marie. Musique d'Amedee Tremblay. C. O. Lamontagne, Montreal.
14857. The Canadian West: A Geography of Manitoba and the Northwest Territories. By Alexander McIntyre, B.A. Morang & Company, Limited, Toronto.
14858. Queen of Hearts. Waltzes. By C. A. Grimm. The Whitney-Warner Publishing Company, Detroit.
14859. A Brief History of Canada, with a Short Sketch of Canadian Civics. John E. Walsh, Quebec.
14860. Coming Back to Canada. Song. Words by Cy. Warman. Music by Chas. E. Wheeler. Henry J. Jones & Company, London, Ont.
14861. The Little Coon Sleeps in the Moon. Song. Words and music by Marie Warman. Marie Warman, London, Ont.
14862. Canada. Patriotic Hymn. Words by Harold Boulton. Music by Edward German. Chappell & Company, London, England.
14863. Little Moonshine. Two-Step Intermezzo. By Jason V. Mathews. Whaley, Royce & Company, Limited, Toronto.
14864. Take Me Back to My Own Little Home Sweet Home. Song. Words and music by Harry Verona. Whaley, Royce & Company, Limited, Toronto.
14865. Up and Down the Pike. March Two-step. By Raphael Fassett. Frank K. Root & Company, Chicago, Illinois.
14866. When My Golden Hair Has Turned to Silver Gray. Song. Words and music by Edward Stanley. Frank K. Root & Company, Chicago, Illinois.
14867. In the Dells of Old Wisconsin. Song. By Frank K. Root. Frank K. Root & Company, Chicago, Illinois.
14868. Open Wide the Gates of Paradise. Song. By Frank K. Root. Frank K. Root & Company, Chicago, Illinois.
14869. The Digest of Ontario Case Law. Volume IV. Compiled by order of the Law Society of Upper Canada by J. P. Smith, K.C.; E. B. Brown, R. S. Cassels and T. T. Rolph, barristers-at-law. The Carswell Company, Limited, Toronto.
14870. Japan's Triumphal March. Two-Step. By Caird M. Vandersloot. Vandersloot Music Company, Williamsport, Pennsylvania.
14871. The National Monthly of Canada. May, 1904. Joseph Phillips, Toronto.
14872. Le Drapeau National des Canadiens Francais. Livre. Telesphore Verret, Quebec.
14873. Garde Independante Champlain de Quebec. Mosaïque en photographie. Edmond Vandry, Quebec.
14875. Toronto's Greatest Fire. Lithographic views. Thomas Knowles, London.
14876. Novi-Modi Styles, Spring, 1904. Booklet. Novi-Modi Costume Company, Limited, Toronto.
14877. The Canadian Magazine. May, 1904. The Ontario Publishing Company, Limited, Toronto.
14878. Montreal Mode. No. 5 1er Mai, 1904. E. Gurey, Montreal.
14879. Transactions of the Engineering Society of the School of Practical Science, Toronto, 1903-1904. No. 17. The Engineering Society of the School of Practical Science, Toronto.
14880. How to Mark a Printer's Proof. Booklet. The Atwell Fleming Company, Toronto.
14881. Multiply as the Buds. Sermon by Rev. Frank De Witt Talmage, Los Angeles, California, U.S.A., 1st May, 1904. William Bailey, Toronto.

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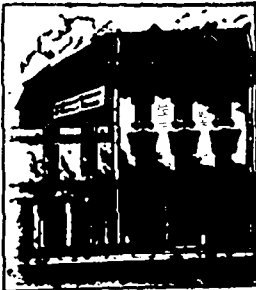
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