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THE BOOKSELLER & STATIONER



List of Books
Published in
Canada in
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FEBRUARY - 1904

The MacLean Publishing Co., Toronto & Montreal

In Anticipation

The variety of Fancy Novelties submitted by us for the consideration of the trade last year was so generously appreciated that we have put forth our utmost efforts to select a line of

Fancy Goods for Import

for the present season that will stand unrivalled for novel and dainty effects in exclusive designs.

We respectfully invite the trade to give our samples consideration before making their arrangements for the season

1904

Samples are now in preparation—ready shortly.

Warwick Bros. & Rutter

Importers of
High-Class Fancy Goods

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represent, in all lines, absolutely the best in material and workmanship that can be produced at the prices, whether in a five-dollar Tennis Racquet or a five-cent Baseball.

Designs are Right, as approved by leading professional players and in accordance with latest official rules.

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Bats, Mitts,
 Gloves, Masks,
 Sundries.

LACROSSE

Sticks,
 Balls,
 Goals.

TENNIS

Rackets,
 Balls,
 Nets.

FOOTBALLS

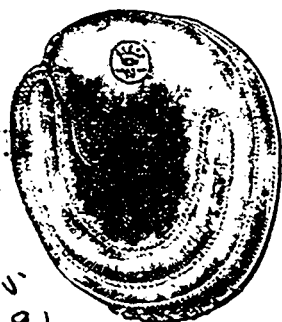
Shin Guards.

BASKETBALLS

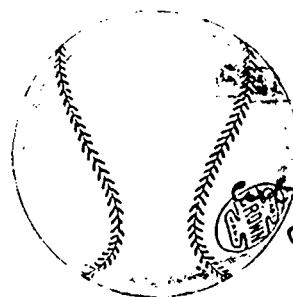
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CROQUET

Hammocks.



"Crown" Goods are sold only through local dealers, and the retail mail order evil cannot effect your profit or good will if you are selling the "Crown" line.



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MONTREAL SAMPLE ROOM: 301 ST. JAMES ST. COR. VICTORIA SQUARE.

1904
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Goodall's Playing Cards

They constitute the largest assortment on the market.

35 Assorted Backs, to retail at 25c.

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90 Lines all told, and all giving the dealer a good profit.

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Including :

THE SERENADE, LITTLE PET, AND FORTUNE-TELLING

These are the latest designs in a 50c. Card. All artistically colored.

THE KING EDWARD VII. CORONATION

Card, to retail at 50c.
A steady and heavy seller.

Visiting Cards, Programmes, Menus, Mourning Stationery, Writing Papers, Papeteries, Lithography, Engraving, Embossing, all kinds of Boards in the Flat, Card Cabinets for Bridge, Whist, Poker and Cribbage, Whist Markers, Etc., Etc.

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Fine Art Publishers.

We are sole agents in Canada for this distinguished English house, and shall submit to the Canadian retail trade in good time their publications, consisting of

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We are Canadian agents for The Townshend Art Metal Co., Limited, of Birmingham, manufacturers of the Famous Sonora Gongs, and Fancy Brass high-class articles, suitable for Stationers, Jewellers, Druggists, Hardware Dealers, Tobacconists, etc.

We are also Sole Agents for the Dominion of Canada for Lyon's Inks, Sealing Wax, Glucine, etc., and for I. N. Lyons, London, Eng., manufacturer of Rope, Line and Twine.

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Menzies & Company,

84 Wellington St. West,

TORONTO

THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XX.

MONTREAL AND TORONTO, CANADA, FEBRUARY, 1904.

No. 2.

CURRENT TOPICS

THE list of books published in this issue of the Bookseller and Stationer makes no pretensions towards being an absolutely complete list of the books published in Canada during 1903. It is merely a compilation of the publishers' lists for the past year and takes little or no account of such books as were issued privately or of such books as are not usually handled by booksellers. Of both these classes, however, the number is so small as to make their omission scarcely appreciable. The rule followed with regard to the listing of the books was to select only such works as bore the imprint of a Canadian publisher and not to take account of questions of copyright, since the number of books actually copyrighted at Ottawa was comparatively small. It is hoped that booksellers will find this list a serviceable one.

Our Book List for 1904.

PUBLISHERS' announcements for the coming Spring season indicate a fairly strong line of publications. There will not be a large representation of the more popular writers, but there are evidences that several new writers of undoubted ability have been discovered. The past month has witnessed a decline in book sales, naturally due to the falling off in the demand for books after the Christmas holidays. The favorites of the Fall season still lead the van in point of sales. "The Little Shepherd of Kingdom Come," and "Wings of the Morning" continue to be popular, while "The Vice-Admiral of the Blue," by R. B. Molineux, has exhibited strength. Among the newer books "Rebecca," by Kate Douglas Wiggin, is doing well.

THE Publishers' Circular, of London, compiles an interesting summary of the publications of 1903 in Britain. The total amounts to 8,381, of which 6,699 were new books and the balance, new editions. This total is about one hundred below the totals for 1898 and 1899 and four hundred below that for 1897, while it exceeds the total for 1902 by one thousand. The total of fiction is about one hundred in excess of 1902. Theology, educational, politics and commerce are up in number; arts and sciences and law are down; history and

biography, voyages and travels about the same; medicine, year books, belle-lettres, poetry and the drama slightly up. The year's fiction amounted to over 2,600, of which 800 were new editions.

• • •

YEAR by year the number of books published in Germany is increasing, so that to-day book-production in that country has attained the proportions of a deluge. During the past twelve months the number of separate publications amounted to over 25,000, a total greater than the combined output of England, France and America. Thoughtful Germans regard this extraordinary production with alarm, believing it to indicate an intellectual weakness, which if not checked will lead to literary decay. Nearly one-third of the general literary works of the country are issued about the Christmas season and are sold as gift books. The rest are for the most part books of a character which pass into the circulating libraries or are bought by collectors.

The Deluge in Germany.

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A MODIFICATION of the United States copyright law in so far as translations are concerned has received assent from committees of both Houses at Washington and will in all probability become law. It will be inserted as an amendment to section 4,952 of the Revised Statutes of the United States and reads as follows: "Whenever the author or proprietor of a book in a foreign language, which shall be published in a foreign country before the day of publication in this country, or his executors, administrators, or assigns, shall, within twelve months after the first publication of such book in a foreign country, obtain a copyright for a translation of such book in the English language, which shall be the first copyright in this country for a translation of such book, he and they shall have, during the term of such copyright, the sole liberty of printing, reprinting, publishing, vending, translating, and dramatising the said book, and in the case of a dramatic composition, of publicly performing the same or of causing it to be performed or represented by others."

U. S. Copyright Revised.

**BOOK
BREVITIES**

A STRONG list of new novels for early publication has been arranged for by The Copp, Clark Co., Limited. Among the first will be "Denis Dent" by E. H. Hornung, and a Canadian story entitled "The Imperialist," by Mrs. Cotes (Sara Jeanette Duncan Cotes). The remaining titles are as follows: "Strong Mac" by Crockett, "The Albert Gate Affair" by Louis Tracy, author of "The Wings of the Morning," "Anna, the Adventurous" by Oppenheim, "The Crossing" by Winston Churchill, "Stella Frigilius" by Rider Haggard, "The Red Man" by Max Pemberton, "Dorothea a story of a pure heart" by Maartens Maartens, "The Lady Cakemaker" by L. T. Mead and "Broke of Covendon" by J. C. Sweath.

Mr. Archibald MacMurehy, who for nearly thirty years was principal of the Jarvis street Collegiate Institute, Toronto, and for many years published and edited the Educational Monthly, is at work on a handbook of "Canadian Literature" which will be published this year by William Briggs.

Two books of Phyllis' Field Friends have been published entitled "Insect Stories" and "Bird Stories," by Lenore Elizabeth Mulets, illustrated by Sophie Schneider. It is the author's intention to give the child that sort of instruction in which he may take actual pleasure. All the points in the stories are based on scientific truth gleaned from the best authorities and from the author's own careful study. (The Copp, Clark Company, Limited. Each \$1.00)

A work entitled "Sketches of Indian Life," by Rev. F. Frost, to be published this month by William Briggs, gives interesting pictures of life among the Indians of today. Mr. Frost knows whereof he writes. For more than thirty years he has labored as a missionary among the Onaway Indians of Garden River, Manitoulin Island, and the Northern shores of Lakes Huron and Superior. Many of the chapters relate hunting and fishing experiences, such as "Among the Traps," "On the Track of the Bear," "Fishing for Speckled Trout on the Nipigon River," etc. Others tell of perilous adventures in flood and storm, others deal with the folk-lore and the traditions and superstitions of the Indians.

"The Home Doctor" is a medical guide for the family, the school and general use, by Frederick R. Walters, M. D., London. The information given is sound, practical, and up to date, and no attempt is made to give directions for treatment of serious affections. The author makes a great feature of preventive measures to avoid disease, a point which cannot be too strongly impressed on the minds of those responsible for the hygiene of the household. (Cloth \$1.00. The Copp, Clark Company, Limited)

Fox, Duffield & Co., New York, announce for early publication "Practical Track and Field Athletics," by John Graham and Ellery H. Clark, a systematic guide and handbook for the modern athlete. The book is written entirely from the point of view of actual experience.

The authors, John Graham, the Harvard athletic instructor, and Ellery H. Clark, the present all-round American champion, and chairman of the committee on hygiene and physical training in the Boston public schools, are both men who need no introduction to the sporting world.

"To be a good cook means the knowledge of all fruits, herbs, balsms and spices; it means the economy of your great-grandmothers and the science of modern chemists," and all this one learns in "The Century Cook Book" by Mary Ronald. A book which contains directions for cooking in all its various branches, from the simplest and most inexpensive forms to high-class dishes and ornamental pieces, a group of New England dishes furnished by Susan Coolidge, and a few receipts of distinctly Southern dishes. It also gives the etiquette of dinner entertainments, how to serve dinners, and many items relative to household affairs. (Illustrated, \$2.00. The Copp, Clark Company, Limited.)

The Book Supply Company, Limited, of Toronto, have secured the Canadian rights for Miss Mary Johnston's new romance, "Sir Mortimer," a novel which appears destined to repeat her earlier successes.

"The Master of Gray" by H. C. Bailey is a tale of the time of Mary, Queen of Scots. The story teaches that "the kept faith—the kept faith—nought else, will help at the last." The Copp, Clark Company, Limited. Paper 75c, cloth \$1.00

William Briggs has just placed on the market a new story by Kate Douglas Wiggin (Mrs. Riggs), entitled "Rebecca of Sunnybrook Farm." It has won instant popularity in the United States and promises to distinctly enhance the reputation of the author.

Two books of special interest to Canadians are the memoirs of Lord Wolseley, published under the title of "The Story of a Soldier's Life," and "Canada in the Twentieth Century," by A. G. Bradley. Both are published by the Book Supply Company, Limited, of Toronto.

Dr. Morgan is busily engaged on a new edition of his "Canadian Men and Women of the Time," and hopes to have the material ready for publication either this present year or early in the next. The book has been an invaluable aid to newspaper and public men, and a valuable work of reference in the libraries. The first edition was published in 1898, and copies found their way to almost every part of the globe. Dr. Morgan is a native of Canada, and was educated at Morrin College, Quebec. He entered the Canadian public service in 1853, and was retired on a pension in 1895. He is a member of the Society of the American Authors, and of the Ontario Historical Society, a corresponding member of the Historical Societies of Quebec, Buffalo, Manitoba and New York; of the Society of Historical Studies in Montreal, and of the American Geographical Society; a Fellow of the Royal Society of Northern Antiquaries of Denmark, and an Honorary Fellow of the Royal Colonial Institute of England. He received the honorary degree of LL.D. from the University of Ottawa last year. Among the more important of his contributions to literature, history and biography are: "The Tour of H. R. H. the Prince of Wales through Canada and the United States" (1860); "Sketches of Celebrated Canadians, and Persons Connected with Canada" (1882); "Speeches and Addresses of

Hon. Thos. D'Arcy McGee, in favor of British-American Union" (1865); "The Bibliotheca Canadensis: or a Manual of Canadian Literature" (1867), and "Types of Canadian Women, Past and Present" (1903).

Marie Corelli is said to be at work on a new novel to be published in 1905.

"The Little Colonel at Boarding School" is the title of one of the best of the Little Colonel series by Annie Fellows Johnston. It is primarily a book for girls but all young people are sure to be interested in it. We can commend both it and the series to the attention of every Canadian bookseller, as being admirable for juveniles. (L. C. Page & Co., Boston).

William Briggs has taken over from Lothrop & Company the plates of Miss Maehar's popular story, "Marjorie's Canadian Winter," and will hereafter supply the trade.

Morang & Co., Limited, of Toronto, have published in pamphlet form Professor Adam Shortt's lecture on "Imperial Preferential Trade from a Canadian Point of View." The work has been tastefully executed and should find a ready sale among business men and others interested in Mr. Chamberlain's proposals. It is written with the clearness and intimate knowledge which characterises all Professor Shortt's work.

Not since "Quo Vadis" created such a furor in the literary world, has a book of similar scope appeared with such evident power as "Lux Crucis" by Samuel M. Gardenhire. The scene is laid in the first century, with the pagan Rome of Nero as its setting. Both the great apostles, St. Peter and St. Paul, are introduced in its pages and portrayed with sympathy and strength. The main interest, however, centres in a charming romance, in which a Roman tribune's love for a charming maiden is the central theme. This story is woven through the scenes in the lives of the early Christians, familiar to all readers of books of this period. (Book Supply Company. Cloth \$1.50.)

Dr. Rand's "Treasury of Canadian Verse" continues to have steady sale, and this is likely to continue and increase as the time goes on. More than 2,000 copies of the book have been sold in Canada alone, besides what have been sold in the United States and in England. Not only is it a good representative volume of Canadian poetry, but the biographical notes at the back of the volume concerning the 135 writers who are represented in the work are very useful for reference, and add much to the value of the volume.

The Book Supply Company, Limited, announce the following novels for early publication: "Hesper," by Hamlin Garland; "Maids of Paradise," by Robert W. Chambers; "A Daughter of a Magnate," by Frank H. Spearman and "The Interference of Patricia," by Lihan Bell.

Prof. Hornung, of Victoria College, in collaboration with Mr. Lawrence J. Burpee, of Ottawa, has prepared a bibliography of Canadian fiction from the earliest times down to the present. The work deals only with the English section, and does not cover the very large body of fiction written by French-Canadian authors. Some three or four hundred different authors will be represented in the book and nearly 800 different books. The book will be of great value to libraries, and will be highly prized by those who take an interest in Canadian literature.

A new story by Mrs. Alexander, "Kitty Costello" will shortly be published by William Briggs.

Mr. Eden Phillpott's new romance, "The American Prisoner," will be issued by Morang & Co., Limited, during the first week in February. It is described as an exciting romance of the West country at the time of the Revolution and has a good deal to do with the prisoners American and French, held in the historic war prison on the Moors of Devon. Mr. Phillpott's work is known for its power; but this story is notable also for its interest and human appeal. The illustrations are by Mr. Claude A. Shepperson.

Charles M. Sheldon, who made such a success with his first book, "In His Steps," has written another book of the same class, "The Reformer," a story of high ideals, brave effort and practical Christianity. (The Book Supply Company, Limited. 50 cents).

A tale of modern life in Boston under the title of "The Schemers" has been published in attractive form by L. C. Page & Co., Boston. It is the story of middle-class life in the great business world, the life of clerks in stores and offices, a field which has never been much exploited by writers of fiction. The portrayal of the various scenes and personages is most effective.

MONTREAL BOOK TRADE.

THE past month has been rather quiet among booksellers, who were, however, glad of a chance to take stock. St. Valentine's Day was as usual observed among stationers by many a pretty show of valentines and novelties, among which invariably appeared the annual colored monstrosities called comic. St. Valentine's Day has been dying out for years, and for the trade that might be doing it seems a pity that stationers cannot put forth some effort to make it an occasion of more recognized importance among the public. An odd feature of the valentine trade this year was the number of copies of the Ladies' Home Journal that were taken as valentines, the cover design being suitable for the purpose. On account of this the supply here was completely exhausted.

Among the new books shortly to come out on this market is "The Stone of Destiny," the just published volume of Katherine Mackay, whose work has already appeared in the best magazines. Another new novel is Bram Stoker's "The Jewel of Seven Stars," a story full of mysteries and surprises, combining an ancient Egyptian mystery with a modern London romance.

Since the letters of a self-made merchant were given such a cordial reception, other books on business have appeared, written by successful business men. The latest is "Business Education and Accountancy," by Charles W. Haskins, a practical and successful business man. In it he endeavors to give business education its rightful place in the training of youth to-day.

In magazines, "The Bystander," an English weekly, in its eighth number of volume one, is making a hit. This seems to be the first number that has appeared here. It is beautifully printed, and is a bright, entertaining publication. C. Alfred Pearson, publisher of Pearson's Magazine, etc., announces a new periodical which is called "The Rapid Review," a title which suggests its character. It will be published monthly, sort of a "lively" "Review of Reviews," as a local dealer describes it.

SPRING ANNOUNCEMENTS

From the Presses of THE BOOK SUPPLY COMPANY, LIMITED, Toronto.

SIR MORTIMER. By MARY JOHNSTON, Author of "To Have and to Hold."

Miss Mary Johnston is one of the very few women novelists in the history of literature, who can describe a fight on sea or land, as she has described them in "SIR MORTIMER," with such convincing power.

CLOTH, ILLUSTRATED, GILT TOP, \$1.50.

THE STORY OF A SOLDIER'S LIFE. By FIELD MARSHAL VISCOUNT LORD WOLSELY, O.M., K.P., G.C.M.G., D.C.L., LL.D.

This soldier's life story, told by himself, is not only a work of much historic value, but a stirring tale as well, a piece of martial autobiography of very genuine interest. In two volumes with photogravure portraits and plans.

GILT TOP, \$5.00.

CANADA IN THE TWENTIETH CENTURY. By A. G. BRADLEY, Author of "The Fight with France for North America."

Mr. Bradley, who has an easy command of the materials he has mastered, writes as enthusiastic and as eloquent English as Macaulay.

50 ILLUSTRATIONS, CLOTH, GILT TOP, \$3.50.

HESPER. By HAMLIN GARLAND, Author of "The Captain of the Gray Horse Troop."

This is a love story of a gentle-bred and charming girl, who goes from a luxurious social life in the East to the far Western mountains. It is the strongest story that Garland has yet written.

CLOTH, ILLUSTRATED, GILT TOP, \$1.50.

MAIDS OF PARADISE. By ROBERT W. CHAMBERS.

The most vivid and exciting love story Mr. Chambers has ever written.

CLOTH, ILLUSTRATED, \$1.50. PAPER, ILLUSTRATED, 75c.

A DAUGHTER OF A MAGNATE. By FRANK H. SPEARMAN.

A love story of peculiar force and great beauty. The hero and heroine are attracted to each other by a natural attachment that is called upon to overcome the greatest obstacles.

CLOTH, ILLUSTRATED, \$1.50.

THE INTERFERENCE OF PATRICIA. By LILIAN BELL, Author of "A Book of Girls."

This is a scorching exposure of American business-trickery, by the daughter of a Denver Captain of Industry.

CLOTH, ILLUSTRATED, GILT TOP, \$1.00.

A BOOK OF GIRLS. By LILIAN BELL, Author of "The Interference of Patricia."

A book of four delightful stories for girls.

CLOTH, ILLUSTRATED, GILT TOP, \$1.00.

THE REFORMER. By CHARLES M. SHELDON, Author of "In His Steps."

A story of high ideals, brave effort and practical Christianity. A splendid book for Sunday Schools and Public Libraries.

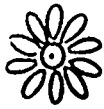
CLOTH, ILLUSTRATED, 50c.

FUGITIVE ANN. By MRS. CAMPBELL-PRAED.

Undoubtedly the best book that Mrs. Campbell-Praed has yet written.

CLOTH, ILLUSTRATED, \$1.25. PAPER, ILLUSTRATED, 75c.

The Book Supply Company, Limited
62 Front Street West, TORONTO, CANADA.



THE BOOKS OF 1903

A CLASSIFIED LIST OF BOOKS
PUBLISHED IN CANADA ♡ ♡ ♡



FICTION.

- Adams, Frederick Upham.** "John Burt." Toronto: Langton & Hall. Cloth, \$1.25.
- Allen, James Lane.** "The Mettle of the Pasture." Toronto: Morang & Co., Limited. 12-mo. cloth, \$1.50; paper, 75 cents.
- Atherton, Gertrude.** "Mrs. Pendleton's Four-in-hand." Toronto: Morang & Co., Limited. 16-mo. cloth, 50 cents; paper, 25 cents.
- Bachelor, Irving.** "Darrell of the Blessed Isles." Toronto: Morang & Co., Limited. Cloth, 12-mo., \$1.25; paper, 75 cents.
- Balfour, Andrew.** "The Golden Kingdom." Toronto: Copp, Clark Co. Cloth, \$1.25; paper, 75 cents.
- Barbour, A. Maynard.** "That Mainwaring Affair." Toronto: Langton & Hall. Cloth, \$1.25.
- Barbour, A. Maynard.** "At the Time Appointed." Toronto: Langton & Hall. Cloth, \$1.25.
- Barr, Amelia E.** "Thyra Varrick." Toronto: William Briggs. Cloth, \$1.25; paper, 75 cents.
- Barr, Amelia E.** "The Black Shilling." Toronto: The Musson Book Co. Cloth, \$1.25; paper, 75 cents.
- Barr, Robert.** "Over the Border." Toronto: The Copp, Clark Co. Cloth only, \$1.25.
- Bell, J. J.** "Wee Macgregor." Toronto: Morang & Co., Limited. 12-mo. cloth, 50 cents; paper, 25 cents.
- Benson, E. F.** "The Valkyries." Toronto: Copp, Clark Co. Cloth only, \$1.50.
- Bohn, Eric.** "How Hartman Won." Toronto: Morang & Co., Limited. 12-mo. cloth, \$1.25.
- Boothby, Guy.** "A Two-Fold Inheritance." Toronto: The Copp, Clark Co. Cloth, \$1.25; paper, 75 cents.
- Boothby, Guy.** "Connie Burt." Toronto: Copp, Clark Co. Paper, 75 cents; cloth, \$1.25.
- Boothby, Guy.** "The Countess Louisa." Toronto: Copp, Clark Co. Cloth, \$1.25; paper, 75 cents.
- Boylan, Grace D.** "The Kiss of Glory." Toronto: Langton & Hall. Cloth, \$1.25.
- Brady, Cyrus Townsend.** "Sir Henry Morgan, Buccaneer." Toronto: Copp, Clark Co. Cloth only, \$1.50.
- Brady, Cyrus Townsend.** "The Southerners." Toronto: Copp, Clark Co. Cloth, \$1.50; paper, 75 cents.
- Brady, Cyrus Townsend.** "A Doctor of Philosophy." Toronto: Langton & Hall. Cloth, gilt top, \$1.25.
- Brown, William Garrott.** "A Gentleman of the South." Toronto: Morang & Co., Limited. 12-mo. cloth, \$1.25; paper, 50 cents.
- Burchett, Godfrey.** "A Parson's Lass." Toronto: Copp, Clark Co. Paper, 75 cents.
- Burgin, G. B.** "The Willful Way." Toronto: The Copp, Clark Co. Paper, 75 cents.
- Cameron, Edward Robert.** "Van Sittart Memoirs." Toronto: The Musson Book Co. Cloth, 75 cents.
- Carey, Rosa Nouchette.** "A Passage Perilous." Toronto: Copp, Clark Co. Cloth, \$1.25; paper, 75 cents.
- Carman, Albert R.** "The Pensionnaires." Toronto: William Briggs. Cloth, \$1.25; paper, 75 cents.
- Carr-Harris, Bertha Wright.** "The White Chief of the Ottawa." Illustrated by John Innes. Toronto: William Briggs. Cloth, \$1.25.
- Castle, Agnes and Egerton.** "Incomparable Bellairs." Toronto: Copp, Clark Co. Cloth only, \$1.25.
- Castle, Agnes and Egerton.** "The Star Dreamer." Toronto: Copp, Clark Co. Cloth, \$1.25; paper, 75 cents.
- Church, Samuel Harden.** "Penruddock of the White-Lambs." Toronto: Langton & Hall. Cloth, \$1.25.
- Churchill, Winston.** "Mr. Keegan's Elopement." Toronto: Morang & Co., Limited. 16-mo. cloth, 50 cents; paper, 25 cents.
- Cloie, Mack.** "The Old Orchard." Toronto: William Briggs. Cloth, \$1.00.
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- Kenrick, Rev. C. B.** "Picturesque Trinity." Toronto: Morang & Co., Limited, oblong 8-vo. illustrated. Cloth, \$1.50; paper, \$1.
- Livre de Lecture (Serie Bilingue).** Francais-Anglaise. Toronto: Morang & Co., Limited, 12-mo. cloth, 45 cents, net.
- Price, W. L. and Johnston, W. M.** "Home Building and Furnishing." Toronto: William Briggs, \$1.
- Saul, John C. and Tappan, Eva March.** "England's Story." Toronto: Morang & Co., Limited. 12-mo. cloth, illustrated, 75 cents, net.
- Select Poems of Tennyson.** (Literature 1904). Edited by Pelham Edgar, Ph.D. Toronto: Morang & Co., Limited. 12-mo. cloth 50 cents, net; paper, 30 cents, net.

DEPARTMENT OF ADVERTISING SUGGESTION AND CRITICISM

Edited by
John C.
Kirkwood
Toronto

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

ON ADVERTISING BOOKS.

THE book business in Canada, from the retailer's point of view, has not proved itself to be a very remunerative one, due in part to the comparatively small turnover in the sale of books, and in part to the cutting of prices by department stores and the attendant hurtful influence on the general trade. At the same time it may be said with a good deal of truth that the average retail bookseller has not done all that is possible in behalf of his own business.

Canadians are readers, perhaps not always reading the best class of literature, but none the less readers. The prevalence and use of public libraries are evidence of this fact. But it cannot be said that Canadians are book-buyers. To be a book-buyer is a distinct advance on being a book-reader. To convert readers into buyers is the business of the bookseller, and the success of his book department hinges upon his ability to make his community a consumer of books. To accomplish this is no easy task. It is not my purpose in this article to investigate the causes of the condition of affairs existing, it is rather to suggest remedies, if I can.

No bookseller can hope to make a success of his book department without a sympathetic knowledge of his business. If he is not a bookman, a book enthusiast, he is not likely to impart any real book-hunger to the people of his community. Of course, it is possible for a man in the book business with little liking for and knowledge of books to engage some young man or woman fitted to take charge of his book department, and in this way to overcome the difficulty he must otherwise encounter.

There are to be found successful booksellers who themselves are not book men, but they are successful because they employ competent help. In the smaller stores and in smaller towns it may not be possible from the strictly business point of view to engage a special salesman for the book department, yet in such cases one need not despair of building up a very gratifying book trade.

The first requisite is knowledge,—knowledge of two things—books and the people to whom one expects to sell. The first knowledge is the most readily acquired. Catalogues, reviews in the newspapers and magazines, and the advertisements of books, which by the way constitute a fairly trustworthy index of the books that are selling, furnish this knowledge. It may not be possible for the bookseller to acquaint himself with the character and contents of the books of the day by reading them, that would be too big a burden to impose. Indeed, it is not necessary that the dealer should read all the books he sells, yet he can acquire by one means and another a sufficiently accurate idea of the books he handles or should handle, and having this knowledge he is in a good position to help those who look to him for assistance and direction. As a means to this end the dealer can give or lend a book to some one of his customers who is compe-

tent to perform the task, to review the book. This estimate from a local individual written out for display in the store or in the window or published in the local paper would certainly result in much good.

Taking it for granted that the bookseller knows books the next thing for him to know is the tastes and purchasing power of the people of his constituency. This is knowledge that can be secured by some diligent effort. One way is to familiarize oneself with what is being read by the community. A study of the annual reports of the local public library will prove profitable. Another way is by keeping an inquiry or record book. Following upon this there remains to be learned and listed the names and addresses of the bookish people in the town and surrounding country. The card index system should be used for this purpose. It will be found worth while to record on these cards as much data concerning the tastes and book purchases of each individual as can be obtained. Then whenever a book appears that is likely to interest a prospective buyer a post card after the manner of the one herewith suggested can be mailed:

Dear (Madam or Sir)

We bring to your notice the book entitled _____ by _____ with which we shall be glad to supply you. The price is _____. We believe this book is one that will appeal to your tastes. May we send you a copy?

Yours truly,

THE BOOKSHOP.

Such cards in blank can be printed at small cost and can be mailed at no expense of time or trouble worth reckoning. That the sending out of cards in this way will produce a good many orders in the course of a year that would otherwise not be forthcoming is practically certain. Moreover, their influence from the point of view of advertising is of the greatest possible value.

There remains for consideration the use of the local paper, but I shall have to leave for another time the question of book advertising as it concerns the use of newspapers. I should like to have said, also, something on the subject of school book advertising, and hope in another article to be able to take up this interesting problem.

TO THE TRADE.

The results from the Copp, Clark Weekly News have so far been very satisfactory. Some of the trade, however, have mistaken the purpose of the card. They have sent it back with their order written upon it. The card is published mainly as a business tonic to keep the bookseller in touch with the company's books. Probably the best place for it would be inside the cover of the book it is about. It is not an order card.

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

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

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

Standard Commercial Works.

Matte's Interest Tables.
 At 1, 5, 6, 7, 8, 9 and 10 per cent. per annum, by NAPOLEON MATTE. 5th Edition. Price, \$3.00.

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

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

Hughes' Supplementary Interest Tables,
 comprising a Special Interest Table for daily bal Cances, showing interest for one thousand days on any amount, rates from ¼ per cent. to 3¼ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables), interest for one thousand days can be obtained at any rate from ¼ per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ¼ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ¼ per cent. rates. By CHARLES M. C. HUGHES. Price, \$2.00

Hughes' Interest Tables,
 At 6 and 7 per cent. per annum (on the basis of 365 days to the year), for one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (on folded card, 14¼ x 9¼) strongly bound. Price, \$1.00.

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

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

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

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

The Importers' Guide.
 A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE from 20 to 100s. Billings per piece of 46 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, \$1.00.

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

MORTON, PHILLIPS & CO.,
 PUBLISHERS,
 1755 and 1757 Notre Dame St., MONTREAL

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

NEW BOOKS

— FROM —

WILLIAM BRIGGS

By the Author of
 "THE CARDINAL'S SNUFF-BOX"

My Friend Prospero

By Henry Harland.

A delicious comedy of love, beautiful in setting, rich in romantic situation, fresh and alluring in the surprises that await you at every turn of the plot, and pervaded with the joyous, undaunted spirit of the manly hero, and the bewitching charm of the very feminine heroine. A masterpiece of romance.

Paper 75c. Cloth \$1.25

Rebecca of Sunnybrook Farm

By Kate Douglas Wiggin.

This book has now "caught on" and will prove the best selling book for some time to come, a book that will sell on its merits.

Over 100,000 copies have already been sold. Cloth \$1.25.

The Moth Book

By Dr. W. J. Holland.

The Standard book on moths, with 48 extraordinary color plates and 300 text cuts. Cloth \$4.00 net.

Man's Place in The Universe

By Alfred Russel Wallace.

An important contribution to the philosophy of man's relation to the world he lives in. Cloth \$2.50 net.

William Briggs,
 PUBLISHER,
TORONTO

ACCOUNT BOOKS

STATIONERY

PAPER

LEATHER GOODS

OFFICE SUPPLIES

PRINTERS' BINDERS' MATERIAL

BOOKBINDING

FOUNTAIN PENS

Chief Emporium for the Above:

THE BROWN BROS.,

LIMITED
 Stationery and Paper Warehouse

51-53 Wellington St., West, TORONTO.

SAVE SAFELY

"Safety is the first consideration, and the matter of interest earnings is of second or even third importance.

Depositors who make absolute safety the first consideration are attracted by the exceptional strength of the Canada Permanent Mortgage Corporation, Toronto Street, Toronto. It has the third largest paid-up capital of all Canada's strong financial institutions.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

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

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

Confederation Life ASSOCIATION.

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

MANUFACTURERS AND MERCHANTS.

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

Write to us for terms and particulars.

The Lion Guarantee & Accident Co., Limited,
D. W. ALEXANDER, General Manager for Canada,
Canada Life Building, TORONTO.

Your Bank Account
Will receive every care if kept at
The Bank of Toronto.

Head Office: - TORONTO.

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

BUSINESS ACCOUNTS
Invited.

SAVINGS ACCOUNTS
receive interest every six months.

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 109, distributed as follows:
LONDON, ENG., 60 Lombard St., E.C. NEW YORK, N.Y., 16 Exchange Place.
8 Cameron Alexander, Manager. Wm Gray and H. B. Walker, Agents.
104 Branches throughout Canada, including the following:

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

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

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

A General Banking Business Transacted.
Foreign Exchange Bought and Sold.

The distribution of its Canadian branches covering all the principal cities and towns throughout the Dominion, its own offices in England and the United States, and its correspondents in all parts of the world, enable The Canadian Bank of Commerce to offer unexcelled facilities to merchants, manufacturers and exporters for the transaction of their business.

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

The Metropolitan Bank

HEAD OFFICE, - - - - - TORONTO.

REV. H. H. WARDEN, D.D., President. S. J. MOORE, Vice-President
W. D. ROSS, GENERAL MANAGER.

A GENERAL BANKING BUSINESS TRANSACTED.
Drafts Bought and Sold. Letters of Credit Issued.

SAVINGS BANK DEPARTMENT
at all Branches.

Interest at highest current rates added twice a year

FINANCE AND INSURANCE

MONEY is in excellent demand now in Canada. The activity in many lines of manufacture, the opening up of new stores throughout the West and in New Ontario, called into being by the increased settlement of the country and the liberal purchases of goods for the Spring trade, are all absorbing large sums of money, and rates are being well maintained. Higher rates of interest are being obtained on real estate loans than a year ago. The banks and other financial institutions are in the best position they have occupied in years.

A sure sign of the growing security and stability of the money market is the fact that since the first of January, 1904, railroad and other corporations in high credit, needing large amounts of additional capital, either for the purpose of extending their operations or making up for inadequate working capital, have experienced no serious difficulty in obtaining the necessary assistance from bankers. It marks a significant change in the attitude of financiers throughout the country from that of the Summer and Autumn of 1903 when the so-called undigested securities gave such a chill to the investing public. It also goes to show that an unimpaired condition of credit, where corporations of the highest grade are concerned, will lead to an equal degree of readiness on the part of investors to take on favorable terms the obligations of railroad companies. Where the calls on the money market are for the purpose of financing deals, combinations and new acquisitions, instead of on capital account, the public who have recently learned a bitter lesson in the school of experience will be prompt to detect the difference between them and the legitimate requirements for new capital with which to provide for additional facilities, new equipment, etc., and will undoubtedly be led to exercise a certain degree of conservatism and hesitancy.

The professional man may be in the enjoyment of a good income, but is not often successful in accumulating an estate. Wholly absorbed in his profession he has little opportunity to study methods of money-making, or to master the problems of finance and investment. To such men life insurance is peculiarly adapted. They require little capital in their business. It is generally merely a question whether they will spend their entire income, or save a part of it. In the latter case, life insurance presents the most available plan. A portion of the income thus applied, provides for the family in case of the death of the insured, and guarantees a competence for his old age.—Life Insurance Independent.

The Bank of British North America, Toronto, is again occupying its old premises at the corner of Yonge and Wellington streets, which have been entirely remodelled. Improvements to the extent of \$60,000 have been made in its building, the upper floors of which have been hand-

somely fitted up as up-to-date business offices, the second flat for the new Toronto clearing house, with the ground floor is occupied exclusively by the Bank of British North America. The prevailing tone in the banking offices proper is buff. Wainscoting counters and pillars are of onyx and Italian marble. High arched ceilings lend an air of spaciousness to the interior which for quiet elegance is not to be surpassed by anything in the city. The general manager, Mr. Inglis, says business has never been more promising than at the present time. His own bank has reason to be more than satisfied, and it is gradually enlarging its staff to keep pace with the increasing demands of business.

STEALING INSURANCE.

IT is claimed that at least 30 or 40 per cent. of all claims at fires of \$10,000 or less in New York are fraudulent and that the fire insurance companies have been cheated out of millions this year. Authorities are investigating this alleged systematic swindling and have already brought to light some of the inner workings of the system. Not only are prominent merchants implicated, but members of the fire patrol of the various insurance companies, city officials and public adjusters as well. One adjuster recently convicted confesses that of 300 cases adjusted by him only two were not fraudulent.

Such adjusters will take contracts to adjust a fire loss on any terms. Then they will endeavor to prevail upon their client to pad his loss, generally by bribing the member of the fire patrol left by the insurance company to watch the property. They will pay him to wet or to destroy goods on the premises where the fire has occurred. Or they will pay him to move goods from a floor where no damage has been done to that where the fire has actually been, or to put labels of more expensive goods on the damaged packages.

Another frequent form of swindling is where the merchant goes to wholesale dealers after a fire and obtains receipted bills for goods that never have been delivered. Alterations are thus made in the books to suit the demands of the occasion or else the books are destroyed. The insurance companies have apparently been connived at from all quarters, now it looks as if the connivers would have to pay for their folly.

WHY THE BANKS PREFER THE MERCHANT.

DURING 1903 Canadian banks granted the demands of merchants, manufacturers, farmers, and the general public in loans amounting to \$63,516,473 more than those of 1902. During the same period call loans or loans on stock collateral decreased \$12,849,301. At intervals through the year brokers tried to borrow largely from the banks but were politely turned down. On the other hand the class of borrowers first mentioned seems to have had no difficulty in obtaining all the funds

it needed. Brokers naturally enough are beginning to suspect that the merchants have been given an undue preference.

The question arises, why have the banks preferred the merchant to the broker? In deciding to whom he will lend a banker is influenced among other things by the considerations of profit, the desire to have the trade and commerce of the country run along smoothly and evenly, by the wish to give reasonable assistance to the development of natural resources, but chiefly perhaps by motives of self-interest, he wishes to advance his own bank, to solidify and strengthen its hold on profitable business of a permanent kind.

With reference to profit, the rates on call loans in Canada rule now at 5 1-2 per cent, but fall to 5 per cent, and lower at certain seasons. On the other hand, mercantile loans are now yielding 5 1-2 and 6 per cent, for the best accounts. A banker dreads being loaded up with funds during a long period of slack demand, when call loans even at 4 per cent, go a-begging. It is no time to secure desirable mercantile connections; every bank is looking for them. Now, however, when money is tight and most of the banks carrying all the business they can stand, is the opportunity for the large banks to make good connections with an eye to the future. Such accounts will go far to secure the desired employment for funds through periods of inactivity; the growing time in Canada is bound to affect the wealthiest and most enterprising firms for years to come and they more than any others will require additional credit if they are to urn the current of commercial and industrial expansion to their own profit.

Again it may be in the best interests of trade and commerce if a judicious restraint is imposed upon the customers of the broker: no great harm is done if Jones, the head clerk of an industrial establishment is prevented from taking a fly in "Canadian Pacific" or "Twins," because the banks are not lending freely on stocks; real injury might follow if Brown, the manufacturer, was refused an advance to enable him to get in his raw material.

The most obvious reason, however, for the present attitude of Canadian bankers is the vast contraction of values in stocks. They can hardly be blamed if in the interests of their stock holders they use the opportunity of establishing lucrative connections with desirable business concerns, rather than to neglect these and make loans to broking houses on the uncertain security of the specu-

lative market which will be thrown back on their hands just as soon as money works easier.

AN EXCEPTION.

ONE of the Toronto dailies recently referred to the fact that directors of Canadian banks are comparatively small holders of the stock in the institutions represented by them. That such is not the case in the Canada Permanent Mortgage Corporation is vouched for by the president, who says in his annual address that the Toronto directors represent among themselves, their individual holdings and that of their respective families, and as trustees for others, over \$1,200,000 of the company's stock, or one-fifth of the total stock, and besides, are holders of bonds and debentures of the company or on deposit receipt to the extent of about \$500,000.

BANKING AND INSURANCE NOTES.

THE Canadian Bank of Commerce has opened a new branch of their bank at Moose Jaw, Assa. Mr. R. A. Rumsey has been moved from Innisfail, Alta., to take charge and Mr. H. M. Stewart has been appointed manager of the branch at Innisfail in place of Mr. Rumsey. This new branch of the bank increases the number of its branches in Canada to 101 and in Canada and the United States to 106.

The Bank of Toronto has opened branches at Omemece, Oil Springs and at the corner of Queen street east and Bolton avenue, Toronto.

The annual meeting of the shareholders and directors of the Canada Permanent Mortgage Corporation was held on February 6, 1904, for the reception of the financial statement and report of the directors for the past year, for the election of directors, and for the transaction of other business.

At the annual meeting of the Bank of Toronto, held on 13th of January, the report presented showed the profits for the year to be \$424,200.36 to which is added the amount brought forward from last year, \$93,128.07, and the premium on new stock issued, \$454,430, making a total of \$971,758.43. From this sum, after the payment of two dividends of five per cent, each, and sundry appropriations, the sum of \$554,430 was transferred to rest account, making that account now \$3,154,430, or \$200,000 in excess of the paid-up capital. The report also stated that eight new branches had been opened during the year.

WESTERN	Incorporated 1851	FIRE AND MARINE
	ASSURANCE COMPANY.	
Head Office	Capital	\$2,000,000.00
Toronto,	Assets, over	3,333,000.00
Ont.	Annual Income	3,536,000.00
HON. GEO. A. COX, President.		
J. J. KENNY, Vice-President and Man. Director.		
C. C. FOSTER, Secretary.		

BRITISH AMERICA ASSURANCE COMP'Y	
FIRE AND MARINE.	
Incorporated 1833	
CASH CAPITAL.	\$1,000,000.00.
TOTAL ASSETS.	\$1,864,730.13.
LOSSES PAID SINCE ORGANIZATION.	\$22,527,817.57.
HEAD OFFICE.	BRITISH AMERICA BUILDING.
	Cor. Front and Scott Sts., Toronto.
GEO. A. COX, President.	J. J. KENNY, Vice-President.
	P. H. SIMS, Secretary.

THE METROPOLITAN BANK

CAPITAL PAID UP - \$1,000,000.00
RESERVE FUND - \$1,000,000.00

DIRECTORS:

REV. R. H. WARDEN, D.D., - President.
 S. J. MOORE, ESQ., - Vice-President.
 Chester D. Massey, Esq., - of Massey-Harrils Co.
 D. E. Thomson, Esq., K.C., - of Thomson, Lilley & Johnston.
 His Honor W. Mortimer Clark, K.C., Lt.-Gov. Province of Ontario.

HEAD OFFICE, - TORONTO, ONT.

W. D. ROSS, General Manager.

SAVINGS BANK DEPARTMENT open at all Branches, and interest allowed at best current rates on deposits and added twice a year.

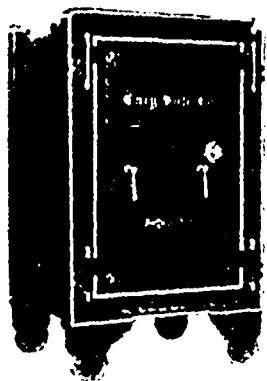
Statement of the Affairs of the Bank as at December 31st, 1903.

LIABILITIES		ASSETS	
Capital Stock paid up	\$1,000,000.00	Specie and Dominion notes..	\$171,341.36
Reserve Fund	\$1,000,000.00	Deposit with Dominion Gov- ernment for security of note circulation	6,036.66
Rebate on Bills Discounted	6,851.62	Notes and cheques of other banks	100,517.38
Balance of Profit and Loss account carried forward	18,232.31	Balances due from other banks in Canada	297,610.20
	-----	Balances due from agents in United Kingdom	20,731.28
Notes of the Bank in circula- tion	\$526,687.50	Balances due from agents in foreign countries.....	44,018.94
Deposits not bearing interest	205,103.31	Railway and other bonds, de- bentures and securities..	316,226.66
Deposits bearing interest (in- cluding interest accrued to date).....	735,021.84	Call loans secured by bonds, debentures and stocks..	647,833.74
Deposits by other Banks in Canada.....	3,016.67		-----
	-----		\$1,604,316.22
	1,025,083.93	Current loans and discounts..	\$1,656,977.77
		Notes and bills overdue	1,130.05
		Bank premises, safes and office furniture	233,032.72
		Stationery, etc.....	1,447.49

			1,892,597.03

			\$3,496,913.25

			\$3,496,913.25



FORD & FEATHERSTONE
 Importers and Dealers in
**FIREPROOF SAFES,
 STEEL BANK SAFES,
 VAULTS, TIME LOCKS,
 DEPOSIT BOXES.**

Combination lock put on and combinations changed - safes repaired etc.

10 John St. N., Hamilton, Ont.

YOUR SIGNATURE 50c.
 Engraved Fac-simile, and a plate that any printer can use for exact size of original. Remit P.O. or Express Money Order. Sent in three days. Make your signature in black, dark blue or red ink. We make all kinds of advertising cuts.

GEO. J. SMITH BUREAU, 621 Broadway, N.Y., U.S.A.



**SOMETHING NEW
 OUR EMPRESS PACKAGE**

containing 12 sheets paper, 12 envelopes, 1 pen, 1 penholder and sheet of blotting paper - \$2.50 per hundred, sells for 5c.

A Bargain Item. Send for sample.

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

ESTABLISHED 1855

TAYLOR'S
 DOUBLE TONGUE & GROOVE
SAFES

145 & 147 FRONT ST. EAST, TORONTO.

NEW TELEPHONE LINE

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

PORT ROWAN	50c.
ST. WILLIAMS	50c.
VITTORIA	40c.

The Bell Telephone Co. of Canada

The Hallwood

Have You a Cash Register?

Study the Hallwood.
 It is made to stand a thorough examination.
 It tells at every turn why its use is to be commended.
 The Hallwood is the perfection of mechanism.
 The Hallwood system is the most perfect devised for handling business transactions.

Send for descriptive literature. We rely on the buyer's good judgment for our sales.

THE
Hallwood Cash Register Co. of Canada

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



JOHN HEATH'S PENS

A good Pen is a good servant, and John Heath's Pens are made to serve!
 ALWAYS READY AND ALWAYS WILLING.
 They were 'first' 45 years ago, and are still leading the way. British made of British Steel.

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

SAVE TIME

BY
KEEPING YOUR BILLS ALWAYS MADE OUT.



The Briggs Ledger System Co., Limited

75 York St., TORONTO, ONT.
 Write for Catalogue

THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

A SIMPLE METHOD OF BOOKKEEPING FOR RETAIL MERCHANTS.

By C. T. Inman, Denver, Colo.

THE books to be used are as follows: Ledger and two common manila two-column sales books (journal ruling). On the first page of the ledger enter a statement of assets and liabilities containing at least the following data:

Assets. Cash. Stock (Old). Accounts Receivable. Other Assets.	Liabilities. Accounts Payable. (Other Indebtedness)
---	---

The difference between the assets and liabilities will be the dealer's net worth.

Head the last eight pages in the ledger as follows:

1. Goods sold for cash.
2. Goods sold on credit.
3. Goods bought on credit.
4. Goods bought for cash.
5. Cash received on account.
6. Cash paid on account.
7. Expense.
8. Goods returned from customers.

Take one of the sales books, head columns as in form (A).

As credit sales are made, enter customer's name and items bought, but carry only the total of the purchase into the first column. Any goods returned by the customer should be entered as above, except that the total would be entered in the second column. As the page fills up, foot each column separately and carry to corresponding column on next page until the end of the month, when the total of the first column is entered on the page in the ledger marked "Goods sold on credit," and the footing of the second column is entered on the page headed "Goods returned by customers."

If duplicate sales tickets are used, simply enter the customer's name, date and amount of sale or return in its proper column and file the sales ticket in shape for convenient reference. Now, at such time in the day as

JANUARY, 1903

Day.	L. F.	Sales.	Total of Each Sale.	Total of Each Return
------	----------	--------	------------------------	-------------------------

Form A.

as most convenient the sales are entered in the ledger as charges to the customer's account and the returns as credits, and checked in the sales book to show that they have been so entered.

Now turn to the last page of the sales book and head columns as in form (B).

As goods are received from the wholesaler the invoice is, of course, checked for quantities, prices and exten-

sions. Any returns or deductions are noted on invoice and deducted from its footing. Now, on this last page enter the name of the house the goods were bought from, the date of the invoice, and the amount after making all deductions. Treat all invoices in this manner until the page is full, then carry footing over to the preceding page, and so on to end of month, when footing is carried

JANUARY, 1903.

Day.	L. F.	Purchase.	Amt of Invoice.
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Form B.

to ledger page marked "Goods purchased on credit." After so entering the invoice, file alphabetically.

No ledger account is necessary with the people of whom the retailer buys goods, as they have to keep his account in shape for convenient reference and will send him statements periodically, at which time he should check with invoices on his file and notify them at once of any difference. If retailer discounts his bill, the discount should be taken from invoice when it is checked up and net amount of invoice entered.

Freight is considered as expense and so entered through cash book.

For the cash transaction the retailer will use his other manila sales book.

Skip the first page and commence work on the second. On the right-hand page rule an extra column beside the two already there, as in form (C). On the left-hand page mark first column "Cash on account," and second "Cash sales." As customers pay on account, their names are entered and the amount placed in the first column from which it is placed to the credit of the customer's account in the ledger. As cash sales are made, the amounts are placed in the second column.

On the right-hand page head the extra column "Cash paid on account," the next "Goods bought for cash," and the last "Expense." As money is paid out on account, or in settlement in full, enter amount in first column opposite the name of person to whom paid. All cash purchases are entered in second column, and all cash paid for running expenses, freight, rent, clerk hire, etc., placed in the third column.

As soon as either page is full, foot each column separately and carry to proper column on next corresponding page, always remembering that "Cash receipts" are on the left-hand page and "Cash disbursements" are on the right. At the end of the month, carry the footing of each column to its proper page in the ledger. The difference at any time between the footing of the left and right side of the cash book is the amount of cash there should be on hand. The bank account is considered as so much cash. As checks are drawn, the dealer considers them exactly as he does the money he pays out, and makes his entries accordingly. When making his deposits,

he should consider that he is taking money out of one pocket (the cash drawer) and placing it in another (the bank), hence no book entry is necessary, his check stubs show at any time his balance in bank.

Now, if the dealer's cash balances, the cash book entries are correct, if it does not, the difference must be located and adjusted. If the dealer so wishes, he can prove his customers' accounts in the following manner.

Add to "Accounts receivable," as shown in statement of assets and liabilities, the footing of ledger pages marked "Credit sales," and deduct the footing of ledger pages marked "Goods returned from customers" and "Cash received on account." If his work is correctly done the footings of each amount due from his customers, as shown by their ledger accounts, will equal this amount exactly.

The comparison shown by the eight pages in the ledger will be of a highly interesting and instructive nature to the dealer and will aid greatly in determining his

The injury the dishonest tradesman inflicts is not confined to the creditor he thus defrauds. In fact, his is probably the least. One example. By systematically cutting prices, say down to a point that shuts out his honest neighbors, he demoralizes trade conditions at every point within the sphere of his influence. Indeed, if he obtained his goods by out and out burglary to put on the market, the conditions would be the same for the honest competitor, who has to pay for his goods and sell them at a profit. What's to be done?

Getting Lukewarm.

Sometimes it looks as if we were growing amiable towards corrupt practices in every direction. Common old-fashioned honesty is too dull for our new-fashioned wits and we are apt to wink at the "clever" men who "do" one another, if only it be within the law and wear a look of respectability—for this is the criterion.

JANUARY, 1903.

Day	L. F.	Cash Received	On Account	Cash Sales	Day	L. F.	Cash Paid	On Account	Goods bought for Cash	Expense
Form C					Form C.					

future operations and help in a great measure to stop leakages, by keeping him thoroughly conversant with the principal features of his business.

DEALING WITH DISHONEST DEBTORS.

By J. E. W.

WHAT to do with dishonest debtors has always been a perplexing question. The law is not favorable to incarceration for the offence and, on the whole, it is no doubt well that this is so. Otherwise, there might be abuses of the privilege that would quickly unbalance its salutary results. There are, however, from time to time, debtors whose transactions reveal such systematic and premeditated dishonesty, that some more adequate punishment seems absolutely necessary as a public safeguard; and, that creditors are not armed with some such weapon to meet or rather prevent this class of offenders, is at times exasperating.

Some Instances.

For instance, a meeting of creditors is called. The usual vague explanations follow, with fictitious accounts of losses, etc. Unheard of relatives and sundry persons make their appearance as creditors, and finally, on calls for an "offer," the debtor produces his wife or brother or sundry other person who is "willing" for disinterested reasons, to buy the stock and outfit if the creditors will accept, say 25c. on the dollar. This is the ordinary "hold up," and it is quite complete. The offer is accepted because it is the only thing in sight.

Prompted by Shrewd Lawyers.

This farce has invariably for prompter a shrewd if briefless lawyer, and, so far, there seems to have been invented no iniquity for the fathering of which his services are not available. Not that we find fault or rail against the profession in particular. Indeed, we should all of us, no doubt, find the laws rather irksome and tedious if we had no one to help us break them.

But we are not going too deeply into the psychology of the matter nor yet to usurp the province of the pulpit. We are interested just now in the business aspect of the matter purely, and feel that something ought to be done along these lines for the protection of the honest traders scattered all in this broad country.

Lists of Dishonest Debtors.

Associations exist now in practically all classes of trade to maintain parity of prices and in other ways promote equilibrium, and prevent trade fratricide. Could these associations post the names of dishonest debtors in the same way that names are listed by them for other purposes and privileges? The decision of the creditors meeting on the point might be taken to determine whether or not the debtor has placed himself in this category. Mercantile reports of course, confine themselves to the fact, that a compromise was effected, but honest men, also are sometimes unfortunate and obliged to compromise. The trade report dare not classify if it could. A trade journal, too, might be a convenient plan, but would at once give the debtor the advantage of the "legal aspect" in the libel proceedings that would inevitably follow. The judgment of a creditor's meeting would not avail in law, unfortunately, nor protect a journal without special legislative enactment. The association, therefore, seems to have the best appliance, at present, within its own reach.

But (and here the whole question is reopened), we are reckoning without the cupidity of the merchant. The dishonest debtor may be posted and blacklisted, but is the merchant born who can refuse good money, even if dishonestly made. And supplies will therefore continue in proportion to risk only.

There is the loss of the past to overtake and the profit on present transactions both to tempt. He knows that if he refused, the merchant across the street would not, and there we have it. So that until the merchant, himself, in the interest of the honest tradesman, put his foot down firmly, the question will probably remain there, or be relegated to that other, last melancholy old-fashioned day of reckoning when honesty will not be at a disadvantage.

<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>		<h2>Leading Canadian Accountants and Auditors</h2>		<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. 207 Manning Chambers, City Hall Sq., Toronto, Canada.</p>	<p>F. H. KIDD, Chartered Accountant, Auditor, Assignee, Etc. Room 50, 77 York St., Toronto.</p>	<p>HENRY BARBER & CO., Accountants and Assignees. Offices: 18 Wellington St. E., Toronto, Ont.</p>	<p>GEO. O. MERSON, Chartered Accountant, Trustee, Assignee, Liquidator, Auditor, Etc. 27 Wellington St. E., Toronto.</p>	<p>JENKINS & HARDY, Assignees, Chartered Accountants, Estate and Fire Insurance Agents. 18 1/2 Toronto Street Toronto. 465 Temple Building, Montreal. 100 William Street, New York.</p>	<p>WILLIAM FAHEY, Accountant and Auditor. 462 McKinnon Building, Toronto.</p>
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<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>		<h2>LEGAL CARDS.</h2>		<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>	
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<p>More Knowledge, More Money. If you had a better knowledge of BOOK-KEEPING, SHORT-HAND, COMMERCIAL LAW, JOINT STOCK COMPANY LAW, BUSINESS CORRESPONDENCE, wouldn't you be able to earn more money? We teach these BY MAIL at a very small expense. Anyone who can read and write can learn these things. Write for our free booklet and state the subject or subjects you would like to study.</p> <p>Canadian Correspondence College, Limited. 42-46 King St. W., - TORONTO, ONT.</p>	<p>Western Business College Cor. College and Spadina avenue, TORONTO. Thorough courses in Bookkeeping, Stenography, Typewriting and Penmanship; individual instruction. A. J. HOARE, Principal.</p>	<p>St. Margaret's College, Toronto A Boarding and Day School for Girls. Thorough courses in every department. Only teachers of the highest academical and professional standing employed. GEORGE DICKSON, M.A., Director MRS. GEORGE DICKSON Lady Principal.</p>	
<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>THE WILLIS BUSINESS COLLEGE. A school of genuine merit. Send for our beautiful catalogue. S. T. Willis, Principal, Cor. Bank and Albert Sts., OTTAWA.</p>	<p>The Belleville Business College, Limited. BELLEVILLE, ONTARIO. Send for handsome catalogue describing fully all courses J. Frith Jeffers, M.A., Principal</p>		

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Playing Cards

Clan Tartan

ROYAL STUART, CAMPBELL,
MACDONALD, GORDON.

National Series

CANADA, ENGLAND,
SCOTLAND, IRELAND.

Picturesque Series

Trade supplied with above by

THE COPP, CLARK CO., Limited
Toronto.

"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE IN
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ONE OF MANY
VARIETIES.

Leaders in a second
grade GOOD
LUCK and ST.
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SPECIAL CARD FOR
WHIST PLAYERS

Colonial Whist

We are headquarters for PLAYING CARDS
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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Congress Playing Cards

A revelation to card players.

One dealer writes: "Was surprised to find
that so many people would buy them."

This is the experience of many other dealers.

Order through your jobber.

FREE Window and store displays and imprinted matter
to any dealer handling them.

The United States Playing Card Company, Cincinnati, U. S. A.

STATIONERY

AFTER CANADIAN BUSINESS.

OUR readers should note the announcement of the Messrs. Charles H. Elliott Company, of New York, which appears on another page.

Their new line of tally cards for 1904 is one of the strongest and most attractive they ever produced, and those stationers who carry these goods need never fear that they will be unable to meet the demands of the most fastidious and exacting customers.

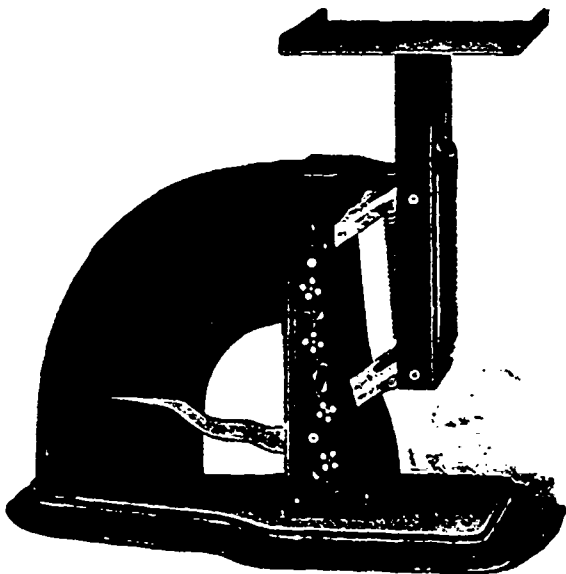
Messrs. Elliott & Co. will be happy to mail their catalogue to any Canadian stationers who apply for it.

THE RELIANCE POSTAL SCALE.

BOOKSELLER AND STATIONER is able in this issue to produce a cut of the new "Reliance" scale, which is being especially manufactured for the Canadian market by the Trimer Scale and Mfg. Co., of Chicago. The cut shows the scale at two-thirds its actual size.

This scale has all the excellent features possessed by the other lines sent out by this firm, goods which have earned for them an enviable reputation among stationers throughout America.

The dial of the "Reliance" is stamped into the steel and filled with black and white enamel, making it clear and easy to read and indestructible in cleaning. It



shows weight by quarter ounces which is invaluable to a scale that is used to weigh samples for estimating, etc. The mechanism of the scale is perfect, and is the result of years of continual experimenting. The locking device on the indicator keeps it always at the starting line when the scale is not in use, and the dial being on the side with the indicator starting from the bottom, the nuisance of having a portion of the dial obscured when a package projects over the edge of the platform is done away with. The springs are made of the highest grade cast steel, tempered and are as reliable as a watch spring, they are connected at both ends by a swivel in the centre of the

two uprights, thus allowing the scale a free action at all points.

The scale is manufactured from the best cold rolled steel and, although very light, is put together in a manner that a fall from a desk will not affect its mechanism or accuracy.

NEW PLAYING CARDS.

PERHAPS no branch of the stationery business has had more attention paid to it, or has developed faster during the past few years, than the playing card trade. The improvement in the stock used in the manufacture and the excellence and variety of the designs have resulted in larger sales of these goods than a few years ago would have been thought possible.

Manufacturers have set themselves a very high task to improve upon the designs now being handled by the trade but from an inspection of some of the new goods it is apparent that the new hues to be offered this year will be of a later variety and will in every way compare favorably with what has been put upon the market in the past.

Bookseller and Stationer has had the pleasure, through the courtesy of Mr. Hurst, of inspecting the advance samples of Messrs. Goodall & Son's, Limited, new productions, and has no doubt that a description of these cards will interest its readers.

Particular attention has been paid to the wants of the Canadian trade, and the Souvenir card called "Canada from Ocean to Ocean," will prove one of the best lines ever offered the trade in this country. The back design of this card is made up with the whole of the true coats of arms of the provinces, entwined with maple leaves, in the centre a maple leaf is shown on which is printed a beaver. The whole design is beautifully worked out and is printed in many colors. The novelty of this card, however, does not end here. The faces of the cards, instead of being printed in the usual way, have only the index signs, the remainder of the card is taken up with a view of some important and interesting Canadian scene, fifty two different pieces of interest are represented, comprising scenes from the following places: Halifax, St. John, Quebec, Montreal, Ottawa, Thousand Islands, Kingston, Niagara, Toronto, Hamilton, Winnipeg, mountain views in B. C., Vancouver, Victoria, etc.

The line retails at 75 cents.

Another line of cards Messrs. Goodall & Son are to be congratulated on is the "Sabor" series. These cards are of excellent quality and the designs are such as will cause them to be sought after by the trade and the public. They are comprised of the following: "Little Pet," showing the picture of a child holding a sea shell to her ear, "The Serenade," from a famous picture of three Dutch musicians, and "The Fortune Teller," a picture showing two fashionably dressed ladies consulting a Gypsy; these backs are printed in seven colors.

The "Coronation" souvenir card, made especially to celebrate the coronation of King Edward VII., has been reproduced in its original colors to retail at 50 cents. It is in every way identical with the line that has been selling at a dollar.

The demand for the "Tartan" series has been so great not only in Canada but in other parts of the Empire, that other clans have been added. The series now include McDonald, Campbell, Cameron, Stewart, Graham, Gordon, McGregor, and McKenzie. These cards retail at fifty cents and are, like each of the other lines mentioned, beautifully boxed and gilt edged. There is no doubt Mr

Hurst holds a winning hand and that 1901 will prove a prosperous year for Messrs. C. Goodall & Son, as far as Canada is concerned.

SOME POINTERS ON MAIL ORDERS.

INATTENTION to details in minor matters pertaining to the conduct of business often causes mistakes and misunderstandings which would not occur were proper care taken. A case is known of a firm of wholesale stationers who frequently receive from customers fountain pens to be repaired and in many cases insufficient care is taken to make it possible for the receivers to identify the pens sent in in this way.

Each stationer, it would appear, imagines himself to be the only person in the country sending pens to be repaired and hence, presumably, neglects to label them so as to ensure his getting the same pens back.

With small articles, such as these, sent through the mail, the stamps are frequently cancelled by pen, not with the official stamp of the town from which they were posted. The result is that when half a dozen pens come in by one mail (as is frequently the case) a difficulty arises as to who are the senders of the several pens. Sometimes, of course, the sender encloses a letter, more often, however, this is mailed separately and requires attention by departments other than the one to which the pen has to go.

The same thing applies to other returned goods besides pens. Some dealers order through the mail in such a manner that the stock clerk who has to fill the order is kept busy guessing as to what the customer really requires. It is no wonder, therefore, that at times goods are received that are not wanted.

Retailers who have occasion to return goods to a wholesale house should remember that frequently a firm receives hundreds of packages in a day and that unless each parcel or case is marked in a thoroughly plain manner confusion and consequently delay results.

Furthermore, outside wrappings often get broken and in every case a note should be enclosed with the goods to be returned, giving a list of the contents of the package and the name of the sender. It is just such attention to these little matters which facilitates mail order business and commands the good will and better service of busy clerks.

BOOKSELLERS' OFFICERS.

THE annual meeting of the Wholesale Booksellers' and Stationers' section of the Board of Trade elected the following officers for the year: Chairman, Richard Brown, vice-chairman, Geo. R. Warwick, secretary, F. G. Morley, executive, Dr. Briggs, S. R. Hart, W. P. Gandy, Thos. A. Weldon and J. A. Carveth.

AN OLD INK HOUSE.

F. & J. ARNOLD, London, whose inks are known in every civilized portion of the world, have moved from their old quarters, at 155 Aldersgate Street, to their new and much larger factory at Holloway.

The present firm was established in 1772, four years previous to the American Declaration of Independence, and even before that date their predecessors had been manufacturing in the Bathhouse, a stone's throw from the Aldersgate Street premises of the firm, which they commenced to occupy in the year 1815, the date of the Battle of Waterloo. These premises, which have thus been occupied by the Arnolds for a matter of ninety years, bear trace of having been the old "Half Moon" inn, celebra-

ed as one of the haunts of Shakespeare, the old court yard of the inn being used as the ink house. For some years the extension of the business has rendered these quarters inadequate, and has finally forced them to provide new quarters. The firm is to be congratulated for the vitality which has survived and flourished through a period of nearly a century and a half. But few business houses now in existence can show a similar record. They will signalize their removal by placing an entirely new line of goods on the American market.

A CONSIDERATE FIRM.

MESSRS. W. J. GAGE & CO., LIMITED, of Toronto, had in 1903 a record year's business, and in recognition of loyalty and good service of their manufacturing staff, presented the whole of the workers of that department, who had been in their employ one year or more, with a bonus equal to two weeks' salary.

The appreciation of this acknowledgment of good service was very nicely expressed to the firm through letters of thanks signed by all those engaged in the various departments of the factory.

Through the courtesy of a member of the firm a representative of Bookseller and Stationer recently had the pleasure of being shown through the Gage Company's extensive warehouses and workrooms. In every department proof of good management was evident. The rooms are beautifully clean, lofty and well lighted with natural light by means of numerous windows and skylights. Every conceivable attention is paid to details which tend to make conditions of labor pleasant and satisfactory to both male and female workers.

Messrs. Gage & Co. are manufacturing many new lines and the goods turned out are equal in every respect to the best that can be obtained in any other country. The knowledge that the goods are being produced under such satisfactory conditions of labor are pleasing and cannot fail to have a beneficial effect and assist in promoting and advancing Canadian industries.

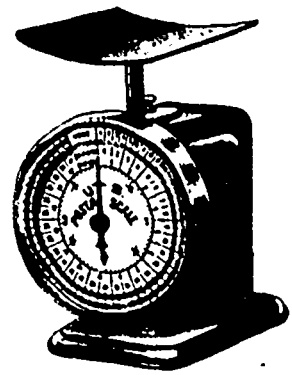
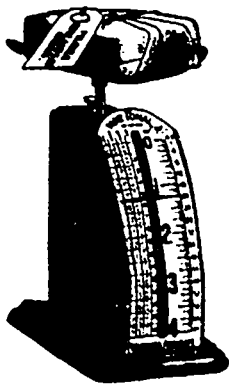
FASHION IN WEDDING STATIONERY.

COMMENTING upon changes in the fashion of wedding cards, the Daily Mail observes that, as compared with the styles adopted a few years back, the tastes of "smart" people have now reached a stage where, in this case, at any rate, everything must be as plain and unornamental as possible. Ten years ago elaborate borders and festoons of twined ivy leaves were almost always added to the invitation cards to a wedding as well as to the cards sent round by the bride after the event announcing the fact that she will be at home on a certain date. Cards were always employed for both purposes, and through the maiden name of the lady on the tiny cards enclosed with the cake an arrow was always drawn. None of these would be considered the thing nowadays.

In the first place, cards are not used. Neat sheets of white or cream-laid note paper of good quality are substituted. Crests, though sometimes still used on these, are generally discarded, and the old type of large unwieldy initials or monograms with which the corners of the cards were sometimes embellished have quite disappeared. A perfectly plain sheet of paper with merely the invitation on it, printed in copper-plate, is what is most used by everybody who is anybody. If an initial is used, it is put on in the smallest and neatest possible way, probably enclosed in what is called a lozenge.

Furthermore, the small cards which heretofore were placed in the wedding cake boxes have been discarded.

PELOUZE
Reliable Postal Scales.



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

Made in 12 Styles.

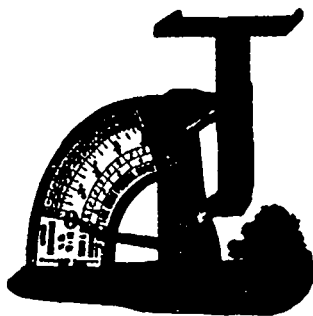
*For Banks, Offices, Stores and
Individual Use.*

SEND FOR CATALOGUE "P."

Splendid Sellers.

Buy of your Jobber.

PELOUZE SCALE & MFG. CO., CHICAGO.

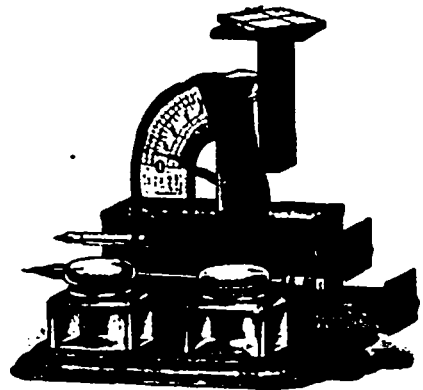


THE TRINER POSTAL SCALE

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

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

They save stamps—Your jobber has them.



MADE IN FOUR SIZES.

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

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

FAST MAIL.
Capacity 1 pound by ounces.

SOUVENIR TABLETS

A new line of Writing Tablets made with local views of any
place that a customer may wish.

PUT UP IN THREE SIZES:

OCTAVO.

LADIES' LETTER.

LARGE 4TO.

Every sheet in the tablet has a view on the corner and also
name of the town.

PRICES VERY REASONABLE.

Write us, or ask our travellers for full particulars. Samples are
now being shown by them.

W. J. GAGE & CO., Limited,
TORONTO.

Wholesale and Manufacturing Stationers.

Wedding cake is not sent now, except in the country. But to make up for the dropping out of old styles, there are several additions to wedding stationery, two of which are both pretty and interesting.

First of these is a novel substitute for the sending of wedding cake, which takes the shape of a neatly-printed replica of the marriage certificate, usually a lithograph from the actual document on a card, which is sent round to the friends of the bride and bridegroom as an intimation that the happy event has taken place.

The idea is both pretty and original, and promises to catch on immensely before long, as the card is a lasting memorial of the event which can be kept, instead of the very transitory kind of reminder which cake, particularly the almond-iced confection associated with weddings, is likely to be.

The second is an idea for the bride herself, who now sometimes has special note-paper printed in silver with her new initials in the left-hand corner and her address in the right, on which to acknowledge the receipt of her wedding presents.

PLAYING CARDS.

PLAYING cards with fancy artistic backs are in great demand this season. All the prominent manufacturers have paid special attention to this branch of the trade. Many of the designs are copied from world famous pictures while others have chosen the Tartan so dear to the Scotch heart as being particularly appropriate for this purpose.

The Copp, Clark Company are showing a very extensive line and have in addition secured the exclusive control of a card having the Canadian coat of arms worked up with maple leaves and flags into a very pretty design. This card is having a very large sale and is specially suitable as a present for progressive euchre parties or for use in playing bridge whist, while many dealers have sold it with their duplicate whist boards. The dealer can offer this card at 50c. retail and realize a good margin.

A POPULAR SOCIAL FUNCTION.

A COMPARATIVELY recent innovation in the way of entertaining is the Afternoon Tea or At Home. Its popularity is no doubt due to the fact that it saves a great deal of time, and though these affairs have during the past few years been gradually getting more elaborate, the table decorations and appointments more artistic, the refreshments more extensive, it appeals to the lady with a large calling list as a most convenient way to clear it off at a single stroke and in this way save much worry and a lot of valuable time. The hostess of to-day is critical and demands that all the accessories should be up-to-date.

The very first demand is made on the stationer who must supply the invitations. These to be correct, must be lithographed (not printed) and must be on fine white or slightly cream tinted Bristol board. Two sizes are generally in demand. The smaller one to fit the Regina size envelope is more popular this season.

To meet this demand the Copp, Clark Co. have prepared a line that is meeting with a merited recognition from the trade. The cards are of the finest stock and are lithographed under the personal supervision of the head of their Fine Lithographing department. Samples and prices will be furnished to the trade on application.

A PROGRESSIVE FIRM.

McFARLANE, SON & HODGSON, Montreal, are now installed in their new building, and, with the exception of a few final arrangements, everything is in order. The building, which is an entirely new one throughout, and fitted up with the most modern improvements in every way, is at 706 Craig street. It contains a basement and four floors, the firm occupying the whole.

The private and general offices, sample-room and shipping-room, are on the ground floor. Here, too, the heavy book papers are stored. The offices are in the front of the building, and along the side of them space has been allowed for a sample-room. In the sample-room, which will be fitted up as early as possible, samples of all the lines carried will be shown if possible, and there will be no occasion for visitors to go beyond the ground floor to inspect the goods. This is a convenience which will surely be appreciated.

The shipping facilities are perfect. The shipping-room at the rear opens on Fortification Lane, and goods can be transferred from the electric hoist to the drays with the greatest possible ease and dispatch.

The second and third floors are used as stock rooms for general stationery. On all the floors a long platform, 8 x 80 feet, raised some 5 feet above the floor, provides much additional room, and this, with the shelves along the sides, enables the firm to store the greatest possible quantity of goods on each floor, at the same time allowing ample room to move about. The top floor is devoted to packing, card cutting, etc.

In the new building, with its floors 30 x 125 feet, the firm have about three times the space they had in the old building, and can now keep all their stock under one roof, instead of employing a warehouse at some distance from the main building as formerly.

They have now sufficient room to enable them to add new lines and enlarge the old ones. This was their main object in moving. Several new papeteries, note papers, etc., will be added, and in the crepe tissue department they are placing in a new line—velvet crepe tissue—which has been pronounced the leader of its kind. The range of book and writing papers is being much enlarged, and in a short time the firm expect to create a fancy stationery department, which will stand second to none.

McFarlane, Son & Hodgson's trade with printers is also a considerable portion of their business, and it is a growing one.

NOTES.

Tartan playing cards are selling well everywhere.

The Valentine trade has been unusually heavy with the jobbers.

The demand for Easter cards by the retail trade promises to be greater than was the case last year.

Messrs. Copp, Clark & Co. are putting in a big stock of Dennison's crepe tissue goods for the Summer trade.

Souvenir playing cards will be in great demand during the tourist season. Dealers should make a note of this.

Many stationers are doing a profitable business this season with invitation cards, etc. These can now be obtained for at homes, card parties, afternoon teas, dances, etc. Messrs. Copp, Clark & Co. are paying particular attention to the requirements of the trade in this class of goods.

STATIONERS:—Attention, Please,

You should have a series of PICTURE POSTCARDS

of the prominent points of interest in your city or town. Our work cannot be excelled, it is admittedly the finest in the market, send for samples and be convinced, prices right, we can publish any view you may require. Although just started publishing we already have hundreds of different Canadian views. Order now and be in time for the Spring and Summer tourist travel.

THE PICTURE POSTCARD CO., P. O. Box 334, OTTAWA

**DENNISON'S
NEW LINE OF CRÉPE PAPER NAPKINS
SEASON 1904**

Our 1904 line is one of exceptional beauty, the designs both in printing and conception marking a distinct advance over previous years. All designs are new, original and highly decorative, and present the most beautiful color combinations.

Sample books now being mailed to dealers.
If you do not receive one, write us.

Handsome booklet in colors, containing fac-similes of the New Napkin line supplied dealers on receipt of order for the new designs.

To our 1904 line we have added BOXED NAPKINS and DOILIES.

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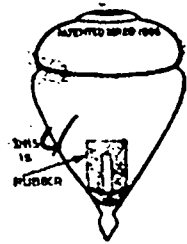
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See our classified list and alphabetical list of advertisers
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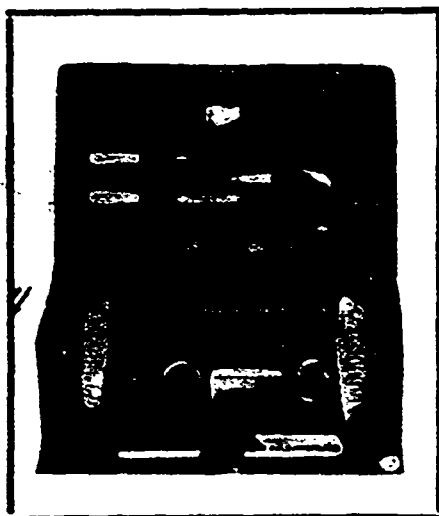
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Nerlich & Co.,

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

Import Fancy

Goods



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

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

NERLICH & CO.,

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

*All in ^{US} Code Book 15
Page 27*

FANCY GOODS

BELTS.

AS the shirt waist season approaches one's thoughts naturally turn towards belts. There are several new fancies in the belt line this season. The crushed leather belt is a very pretty and effective substitute for the silk girdle. It is made of very soft morocco and kid skin and is made in such a manner that when on the figure it very closely resembles an ordinary silk girdle and has the advantage of being very much stronger. We have seen them and we believe they will be very popular as they are now having a great run in New York. The colors are grey, black, green, brown, fawn and red.

Another line we have seen is the leather strap girdle. These goods are made of two or three narrow leather straps strongly made and securely fastened together with ornamental trimmings. The straps are separated at the back and held securely by means of these metal trimmings, making the belt at the back 4 inches wide for three strap and 3 inches wide for a two strap. The straps gradually converging until they meet at the front where they are securely held by the buckle. The whole appearance of this girdle is very neat and dressy and also has the advantage of being quite new. The metal trimmings of these girdles are finished in oxidized or gold.

Still another that we have seen is a chain belt finished in oxidized or gold and leather strap running through the links giving a very neat and decidedly military air to the wearer.

All these belts are adjustable to fit any waists and the leather is assorted in color. These goods are made up and carried in stock by the Brown Brothers, Limited, who will be glad to send sample on request.

ENGLISH FIRMS IN CANADA.

BOOKSELLER AND STATIONER is pleased to note houses are taking an interest in that Canadian fact that a larger number of British business men and are directly represented in this country through resident agents. In this sketch of one such agency, no less than four leading English firms are found represented. May their number grow.

Last season the Canadian retail stationery trade found in the calendars, Christmas cards and art pictures published by Messrs. E. W. Savory, Limited, of Bristol, England, something new and of exceptional attractiveness, and those who bought liberally made no mistake, and those who bought lightly regretted again and again that they had not purchased more heavily. The goods turned out by Savory's had a freshness of design and a beauty about them that made them irresistible wherever seen, and the report from the retail trade is that these goods were sold out very early and at a good profit. As a result the Canadian representatives, Messrs. Menzies & Co., of Toronto, look forward in the most sanguine fashion for a big trade for 1901. Mr. Menzies has recently

returned from a visit to England and France, and is full of enthusiasm over the kindly reception given him abroad. The 1901 offerings of Savory, Limited, comprise a wide range of Christmas and private greeting cards, of calendars in many beautiful designs, and of art pictures, including the famous hunting, horse and dog pictures of George Wright, Will Kidd's Dutch pictures and R. C. Carter's comic sporting plates. In addition to these are a goodly variety of hand-colored plan tinotypes and photogravures.

Menzies & Co. are Canadian agents for I. N. Lyons, of London, rope, line and twine manufacturer; and sole agents for both Canada and the United States for Lyons' inks, sealing wax, glucine, etc.

The beautiful brass goods made by the Townshend Art Metal Co., Limited, of Birmingham, will from this on be sold in Canada. When Mr. Menzies was in England he saw in every first-class shop handling such goods the lines manufactured by Townshend's. As a result he at once entered into negotiations with this firm and has since his return been advised that his agency will have the control of Townshend's art metal goods for Canada. This is a most desirable line. Menzies & Co. will carry a large range of samples. Those in the trade visiting Toronto will be well repaid by calling to see these goods.

POPULAR GAMES.

GOLFO is a new game played with cards and following closely the popular game on the green. The cards are divided into four different suits. "Drive," "Long Approach," "Short Approach," and "Putt." It has attained to great popularity not only on account of its name, and relationship to the ever popular out of doors game, but also from its own merits. "Pit" and "Flinch" are still selling in large quantities and the former is voted the jolliest game on the market.

YOUNG BROS.

THERE is a firm in Toronto that seems well equipped for the manufacture of souvenirs and novelties-- Messrs. Young Bros. Messrs. Young Bros. had, prior to beginning business in their own name about as severe a discipline from the standpoint of economical manufacturing as falls to the lot of most people engaged in the business, and that they learned their trade thoroughly goes without saying.

Then, too, they are born with the artist instinct. Indeed it was this artistic bent that led them to engage in the business of souvenir making.

Accordingly, when a few years ago they went out to the trade with an offering of their own producing they had the knowledge in themselves that their goods would sell, both because the lines were new in design and idea and because they were better value for money than what the trade had been accustomed to see.

Messrs. Young Bros. are this year sending out a range of goods which will appeal to the whole of the fancy goods and stationery trade, their Travellers are now on the road with samples and hope to call on every dealer from Halifax to Vancouver.

Messrs. Young Bros. will be happy to hear from any dealers in whom their representatives have not called.

WALL PAPER

THE PAPERHANGER'S ART.

TO make paper stick to a painted or varnished wall, nothing is better than a little Venice turpentine added to the paste when it is made, or isinglass, dissolved in water and a little glycerine is good; three sheets of isinglass to a pint of warm water, and two ounces of common commercial glycerine. Gelatine will answer in place of isinglass; or the walls may be sized with glue size, to which some molasses or brown sugar has been added. But the Venice turpentine is sure, and leaves no nasty coating under the paper as glue or sugar may do.

Venice turpentine in the glue size for a damp wall, is recommended by some paperhangers. Shellac does not prove effective on a damp wall.

Much of the trouble with paper breaking and tearing is due to the workman stretching it too much when hanging it.

It is necessary to keep the hands clean when hanging plain papers, such as felts or ingrains. Felts or ingrains should always be trimmed, no matter how well the edges may look in the roll. Water stains in such papers are caused by their porousness, allowing the paste to come through. Let the paper get perfectly dry, then go over it with clean water, using a clean calsonine brush. Brush the water on quickly and with a light sweep. When the paper becomes dry the stains will have disappeared.

When butting felts and similar papers, use the seam roller on the seams, but don't try to force the edges together with the roller or you will have trouble with the next length. If you are careful when trimming the edges you will not have to force any joints.

Sometimes the edges slightly overlap in places, but all that is necessary is to use the edge of the roller to gently press the edges into place. Some paperhangers leave a very slight space between the two edges, and then force them up into place to make a perfect butt; but this is a bad practice, as the edges will open or shrink upon drying. If you are not skilful enough to make your edges fit closely, then let them lap the least bit, just a hair's breadth, and then you can press the edges into place.

Don't try to make speed on delicate papers, especially if not expert at it. Fine work demands time and care and the tools must be in good order, and cleanliness observed.

Never crease felts or ingrains on the board, but fold them carefully so as to avoid any crease mark, which would show on the wall.

Pressed paper should be trimmed after having been pasted, which will keep the edges wet and prevent their being crinkled. Use a brush instead of a roller when smoothing down pressed paper; a brush with three-inch bristles being about right for the purpose. It is seldom, or perhaps never, necessary to lime walls for Linerusta some paperhangers saying that it hangs better without lining. Ordinary paste, made good and strong, answers for hanging Linerusta. It is not necessary to size Linerusta before painting it.

Size walls for burlap with a light paste, pasting the burlap also, of course. Never hang it dry upon the wall.

Japanese papers are difficult to hang, as the layers of which they are composed are liable to come apart.

A badly whitewashed wall will hold paper if sized with glue and brown sugar, or molasses size. It is best to lime walls for good paper, as it gives a better foundation to work on, and prevents the lime in the plaster from spoiling the color of the paper. It adds to the cost of the job—but it pays.

Walls may be damp from two sources, namely, from water coming from outside, or drawn up from the basement foundations, or from the sweating of the wall when the air is warmer than the wall. In the former case the water is to be prevented from getting into the wall. In the latter, having a fire in the room in damp weather will do. Or the wall may be sized with water-glass or a resin varnish, or several layers of paper will prevent the sweating.

Very bad walls must be battened and canvas stretched over them. Put the battens close enough so that bagging will be avoided.

TRADE NOTES.

THE Toronto jobbers have had plenty of inducement to buy pencils, etc. During January they were visited by Mr. W. Miller Jones, of E. Faber; Mr. Heymann, of the Eagle Co., Mr. T. McCrae, The American Lead Pencil Co., and Mr. Ingraham, of the J. Dixon Co. All these gentlemen were in Toronto at the same time and each, we believe, found business satisfactory.

Mr. Fitzgibbons, the "Arnold's" ink man, visited the Toronto trade recently.

Mr. B. C. Fairfield, of St. Catharines, was in Toronto recently looking for the latest and best lines to be had in stationery, etc.

Mr. Thomas, of Thomas & Co., Bracebridge, Sturgeon Falls and North Bay, was in Toronto recently and visited the leading wholesale houses.

Mr. Dan Baiekie of Sudbury has been "spending money" with the Toronto jobbers recently.

The will of Mr. Joseph Gillott, the famous English pen manufacturer, has been proved for the sum of £163,505.

Mr. Quinn, who has so ably managed the stationery department of Messrs. Ryrie Bros., Toronto, has resigned his position with that firm and has accepted a position with the Millard Palmer Co., of Grand Rapids, Mich., said to be one of the largest retail book and stationery concerns in the United States. The position lately occupied by Mr. Quinn will be held by Mr. W. A. Coutts, of Cleveland, who has been acting as Mr. Quinn's assistant in the service of Messrs. Ryrie Bros. Bookseller and Stationer wishes both gentlemen every success in their new positions.

A CORRECTION.

Quite a serious mistake was made in the January number of the Bookseller and Stationer, when the singing of the song "They all love Hurst," at the dinner of Messrs. Goodall's employes at London, England, was attributed to that gentleman himself. Needless to say it was not Mr. Hurst who sang his own praises, but another gentleman, Mr. W. J. Parkinson.

WALL PAPER

DON'T

put off buying until our range of samples is broken—get your order in now when we have a complete assortment of all grades—Samples sent prepaid on application.

STAUNTON'S

Mr. Stationer!

Would you prefer to push high-class Canadian-made goods in preference to others?

Free samples and particulars are obtained by sending a Post Card to

THE COLONIAL INK CO.

PETERBOROUGH, CANADA. LIMITED

Manufacturers of the

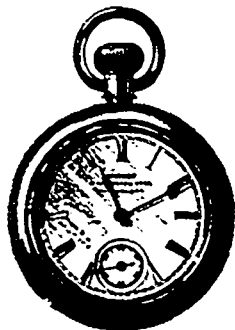
"JAPANESE"

Writing Fluid.

(The Ink that never fades.)

Typewriter Ribbons,
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STATIONERS' NOVELTY.



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RETAIL PRICES, \$1.25 to \$2.50

ARGUMENT.

We now offer a practical time piece for the Stationery Trade of Canada, and base our statement upon the following:

First—It is absolutely guaranteed to keep accurate time.

Second—It stands rough usage and does not get out of order easily, making it the only watch for dealers outside of the jewelry trade to handle, and also making it a practical one for sportsmen, boys and all men who give a watch hard usage.

Third—Its low price and high quality insure a tremendous sale, which we further augment by furnishing many handsome advertising devices for your store.

Fourth—Last but not least, these watches offer a handsome profit. Price cutters are not supplied.

Sold by several leading Stationery Jobbers of Canada. We will tell you who they are upon request.

Trial Offer—To any Stationery Dealer who will write to us upon his business letter head and inclose 75c. we will send a sample watch (duty not paid) and our catalogue, so that he can test its accuracy and durability.

INFORMATION ON REQUEST.

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

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

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

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'ROB ROY' PENS

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

TURNED-UP POINTED and other PENS,

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**MACNIVEN & CAMERON, Limited
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SITUATION VACANT.

WANTED—An experienced clerk for book and stationery store in Manitoba. Must be used to handling wall paper. Apply stating salary to E. L. Christie Brandon Man. (2)

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.

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

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

Crown Pens are gold coated, and so are non-corrosive. Delightfully smooth. Wear a long time. 6 styles. Trade price 60c. per gross. Send for samples.

Imperial Pen Co., Limited

WARWICK BROS & RUTTER
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Elliott "Unique" Cabinet.



Contains 1,000 Old, Unique and Original Tally Cards. Ten styles assorted, ranging in cost from 50c. to \$1.50 per 100.

PRICE, \$10.00.

Elliott "Ball's Eye" Cabinet

Contains 700 best selling low price Tally Cards. Eight styles assorted.

PRICE, \$6.50.

Sold by leading Jobbers and the Makers.

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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.

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

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

FROM THE MAGAZINES.

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

EVERYBODY'S MAGAZINE (February)—Two Hundred Millions For a Canal, Heroes of Every-day Life, American Cities in Pencil, Philadelphia, What Democracy Now Stands For, Western Society and Its Leaders, The Madness of Much Power, Our Great Butter Crop, The Unemployed Rich, The Real Issue in Automobiles.

"Pearson's" (February)—David H. Greer: New York's New Bishop Coadjutor, The King and Queen of Smugglers Story of the States: Michigan, Modern Methods of Finance: Wrecking of the Third Avenue Street Railway Company, New York; An American Woman Sculptor, The Abdication of Francis Joseph: one of the revelations of an International Spy; why Shakspeare Appeals to Actor and Audience.

"Strand" (February)—Education on Wheels, How a Chromo-Lithograph is Printed, The Royal Academy Gold Medal, Trousers in Sculpture, Eccentricities of Equilibrium.

"Success" (February)—How Wall Street Makes Something Out of Nothing, Had Lincoln Gone to College, Superiority: the Best Trade-Mark, A Plea for Good Manners, The Higher Influence of the Drama, The Dream Children of Literature, The Humorous Side of the White House, Henry Irving's Fight for Fame, The Wit of Women, Vitality and Success.

"Metropolitan Magazine" (February)—Anthony Hope's new Story "Mrs. Thustleton's Princess," An Appreciation of New York, Confessions of a Wall Street Private Secretary The Future of the Automobile.

"Country Life in America" (February)—First Principles of Horseback Riding, Country Homes of Famous Americans, How to Make a Living From the Land: A Rose Garden Under Glass, The Indomitable Automobile, How I Became a Ranchman in California, Home Grown Grapes in Winter, New Ideas in Poultry House Construction, Transplanting a Million Dollar Industry, A Good way to Raise Cucumbers, The Maple Sugar Industry, The Hot Bed in February.

"Booklovers Magazine" (February)—Mark Twain: Made in America, The Protection Policy in England: Would it Hurt Us? Photographic Portraiture: The New American School, The Revival of an Ancient Art, Modern Stained Glass Work, Wagner and His Music Dramas, Our National Survey, What We are Buying at Panama.

"Canadian Magazine" (February)—The Late Herbert Spencer, The Port of Sydney, Australia, A National Observatory, Mr. Hearst of the United States, Can Canada Make Her Own Treaties, Some Comments on the Alaskan Award, The Fight for North America.

"Scribner's" (February)—Some Gardens in Spain, Letters From England in 1846-49, The War of 1812, Charles Keene as an Etcher, The Centenary of Alfieri at Asti Salvin, The Point of View, I. The Penalty of the Systematic Life, II. The New Feeling for Nature. (March)—Mrs. Bancroft's Letters From England, The Undercurrent—R. Grant's new novel, The War of 1812—continued, Music and Life (H. C. Christy), The Search For Western Asia, Home Sketches, Richard Strauss.

"Harper's" (February)—In Italian Fantasies, America's Unconquered Mountain, An Elephant drive in Siam, The Trick of Education, The Mariner's Compass, The University of Athens, Tailoring Animals.

"Cosmopolitan" (February)—The Conquest of Asia by Russia, The Art of Dramatizing Novels, Methods of In-

ducing Sleep, The Discovery of Gold in Australia, Recent Advances in Astronomy, Peru and the Pizarros, The Breadth of Herbert Spencer's Teaching, The Dairy of King Edward VIII, Cryptography, Captains of Industry, I. W. E. Corey, H. G. Cadbury, Moose and Caribou hunting.

"McClure's" (February)—The "War" Series in Masterpieces of Painting, History of The Standard Oil Company, A Corner in Labor, Sketching Under Fire at Antietam.

"Outing" (February)—Through the Rebel Country of the Moors, Holes by Accident in Golf, Into the Mists of Mount McKinley, The Great Cuthbert Rookery, Photographing Field Dogs in Action, Among the Georgia Crackers.

"Frank Leslie's" (February)—Does It Pay to be a Doctor? Imported Americans, Miss Flutterly on Politics and the Drama, Making Flowers on Broadway, The Fight for Copper.

"Munsey's" (February)—An Era of Air Ships, The Centennial of Henry Hudson, Titled Ranchmen in the West, The Most Uneasy Throne in Europe.

"Century" (February)—Bric-a-Brac Auctions in New York, Thackeray's Friendship With an American Family, Current Misconceptions in Natural History, A Fiji Festival, Roman Villas, Cole's Engravings of Old Spanish Masters, Henry Van Dyke, The Dalat-Lama's New "Tse-Boum" from Paris, In the Alps on a Motor Bicycle, How to Live Long. (March)—The Paris Bourse, Economic Changes in Asia, The Battle of the Naturalists, Who Wrote "Mary Had a Little Lamb," Fable and Woodmyth: Ernest Thompson Seton, Villard's Visits to Bismarck, A Find of Daguerrotypes, Thackeray's Charming Letters, Jack London's Great Story "The Sea Wolf." (April)—The Youth of Washington.

"Current Literature" (February)—American Trade: a Retrospect and a Forecast, Korea: The Bone of Eastern Contention, The New American Navy, 1861, the Land of the Lamas, The Artistic Embroidery of Mme. de Rudder, A Chapter on Names, Brain-tire in Children.

"Atlantic Monthly" (February)—Is Commercialism in Disgrace? Wall Street and the Country, Lynching: a Southern View, Recollections of Lincoln, English and American Cousins, Timotheos and the Persians, Cicero in Maine, Cynicism.

"Lippincott's Magazine" (February)—Avowals: Walter Potter From Italy to Pittsburg, Walnuts and Wine.

"Outlook" (February)—Men of the Hour in Japan and Russia, A Half-Century of Public Life, Old-time Flowers, A Literary Prophet (Herder), The City and the Boys, A Passion Play in the Tyrol, Among the Navaho, Theodore Roosevelt the Citizen: What he is Like Himself, Japan and Russia, The Sanitary Situation at Panama, Wage-earner's Opinion of the Church.

"The World To-day" (February)—The Tragedy of the Iroquois Theatre, Publishing as a Business Career, The Rockies as a Winter Residence, Indian Days on the Mississippi, The Conquest of the American Desert, Motor Speeding: a New Sport, The Architecture of the Louisiana Purchase Exposition, Municipal Progress in Germany, The Divorce Situation in Canada, The Ethical Culture Movement, Christian Service in City Slums, The Pension Bureau at Work, The Hon. Maude Stanley: Founder of Girls' Clubs in Great Britain.

"Guntton's" (February)—Ida Tarbell's Tale of the Standard Oil, The Latin Race in the Arbitration Move-

ment, Evolution of the Cotton Industry, Asia in Transition, England's Tariff Education, Audacity.

"Critic" (February)—"Parsifal" in New York, Books that Have Passed the Hundred Thousand Mark, Chicago as a Storm Centre, The Social History of England According to Punch, The Editor's Clearing House, References to Poetry in the Letters of Keats, A New Field for Writers of Fiction, On Some Phases of American Spirit.

"American Monthly Review of Reviews" (February)—The Railways of China, Governor Taft in the Philippines, Two Great Confederates: General Longstreet and General Gordon, Three Men who are Re-making the British Army, History, Economics and Politics at New Orleans, The Mexican Cotton Ball Weevil, Windmill Irrigation in Kansas, Korea as the Prize of War, The Railways of China, Three Meetings at New Orleans: The American Economic Association, The American Historical Association in the South, An American Political Science Association, The United States and the Far North, South American Apprehensions

"World's Work" (February)—The President and Wall Street, The President and the People, The Work of Augustus Saint Gaudens, The Profits of Field and Orchard, The Panama Canal and the Mississippi Valley, Providing the World With Power, Lumbering by Machinery, One Trust and What Became of it, Perfect Feeding of the Human Body, The Public Schools of a Boss-ridden City, The work of a Wireless Telegraph Man, The Emigrant Jews at Home, South America and Our Responsibility, A British View of American Schools, Among the World's Workers.

"Popular Science Monthly" (February)—Scientific Investigation and Progress, The Predecessors of Copernicus, The Conservation of Energy in Those of Advancing Years, The Geographical Distribution of Meteorites, What is Group Theory, The Progress of Science, The St. Louis Exposition and its Congress of Arts and Science, The Scientific Basis of Cheese Making.

"The Independent" (Jan. 28)—Mr. Moulton on Shakspeare Again, The Proposed Navy General Staff, Governor Taft's Record in the Philippines, The real Southern Man, How we May Become More Truly Catholic

"Bookman, American" (February) — Some Truths About American Readers, The Southern Woman in New York, The Historical Novel and Some Recent Books, University and Public Libraries, Doubts of a Dramatic Critic, George Gissing, Mr Robert Barr at Home, Reminiscences of Literary Paris, Plagiarising One's Own—the Ethics of an Author Re-writing his Earlier Work.

"Criterion" (February)—"Parsifal," Ironclads in Action, The Coming Era of Inter-Continental Railways, The Dramatic Problem in Opera, Commercial Aristocracy.

"National Magazine" (February)—Socialism and the Labor Unions, The Owner of the Rolling Peanut, Our Unique Volcano, 1901, A Political Forecast, Ski-runners of the Yellow Stone

"Literary Digest" (January 23) — American Sympathies in a Russo-Japanese War, Proposed Florida Ship Canal, Effect of the Panama Canal Upon Railroad Traffic, Is the Serial Story on its Last Legs? Reading in Red, America's First Poet, Cloth that Always Keeps Warm, Paper Car Wheels, The Electrical Theory of Matter, How Snow Crystals are Formed, The Simple Art of Fireproofing, Moving Pictures that Talk, Are the Days of "Darwinism" Numbered? A Woman's View of Religious Education, China's Choice Between Russia and Japan,

English Dread of a Cotton Crisis, Torture in the German Army, Confusion in the Counsels of the Czar, Keeping the Dreyfus Case Out of French Politics.

"Collier's Weekly" (January 16)—The Four-Cornered Fight for Statehood, New York in the Presidential Contest, The New Army Chief, Panama and the Porto Rican Regiment, Costly Lessons of the Chicago Fire, Theatres and Graft, Japan's Defiance, Bunches of Money.

"Collier's Weekly" (January 23)—The Automobile in Warfare, Washington and the Far East, A Flying Machine that Actually Flies, A Character Factory of New England, Elihu Root and his Administrative Assistants, The Little Jap Fighting Man, Good Use for Old Rubbers, Behind the Scenes in Washington, (January 30)—Modern Substitutes for Tea, Books and Plays, The Return of Sherlock Holmes, V. The Adventure of the Priory School, W. H. Taft, Secretary of War, American Interests in Korea's Capital, Pacific Trade Welcomes War, The Race War in the Berkshires, Whale Fishing and Economic Law.

"Craftsman" (January)—The Franciscan Mission Builders of California, The Silversmith's Art: the Sixteenth, Seventeenth, and Eighteenth Centuries, To the City and to the World, The Importance of Municipal Improvements, The Workingman's Dwelling in France, The Latest Ceramic Products of Lezres, Manual Training and Citizenship.

"Technics" (January)—Lord Kelvin, Progress of Science and Technology, A Retrospective Glance at Technical Education, Metallography: the Internal Structure of Metals, Radium, Present Day Mural Decoration, The modern Art of Dyeing, The Training of Chauffeurs, Technical Education and the Maintenance of Our Industrial and Commercial Position, Rapid Cutting Steel.

"Nineteenth Century and After" (January)—Cheap Books in Russia, The Curse of Corsets, London Theatres, Past and Present, The Meaning of White Australia, New Discoveries in Electricity

"Fortnightly Review" (January)—The Congo question, Capping in the Hunting Question.

"National Review" (January)—The Government Measure for the Port of London, The Most Corrupt City in the World, The Cotton Industry in England, The Duke of Devonshire as Liberal Leader.

"International Quarterly" (December-March)—Porfirio Diaz: Soldier and Statesman, Political Satire, Early Teutonic History, The American Scholar, Alexander the Great and Universal Monarchy, Modern Orchestral Conductors, The Symbolic Drama, The Economic Value of Advertising, The Free Trade Revolt in England, Trade Agreements, Japan and the United States: An Economic Alliance.

"Contemporary Review" (January)—Physical Degeneration and the Poverty Line, The Higher Love, Story of an Old Race, Dialect Plays in Italy, Christianity in the Modern World, The March Into Thibet.

"Gentleman's Magazine" (January)—Water at Work, Athens Under the Franks, The Fashionable Dinner, An Adventurer of the Sixteenth Century, Sir Walter Raleigh: His Home Then and Later.

"National Review" (January)—Fiscal Reform, The New Leader of the Opposition, The Government Measure for the Port of London, The Most Corrupt City in the World, British Manners, The Acquisition of Nigeria, Greater Britain, Cotton, Cobden and Chamberlain.

"Booklover" (January)—What Makes People Read, English Poet Laureates, Wood Cuts in English Plays

Printed before 1660, An Unwritten Chapter of "Les Misérables," The Great Book Collectors, Julius Caesar, Editor, The Origin of Pendennis, Mr. George Meredith and Thackeray Forty Years Ago, Eccentric Musicians, The Diversions of a Book Lover, Hand Binding in America, The Japanese View of the American Made Drama of Japan.

"MacMillan's" (January)—In Praise of the Spade, The Alien Immigrant, A National Balance Sheet.

"Blackwood's" (January)—The Nation at Play, Herbert Spencer, A Turkish Farm, The Military Bookshelf, Richard Cobden.

"Cornhill" (January)—Charles Dickens and the Guild of Literature and Art, Colonial Memories: Old New Zealand, In a Vice-Regal City, A Nineteenth Century Philosopher.

"Longman's" (January)—Marine Steam Turbines, Humors of Eastern Travel, Rahel Varnhagen: The German Sibyl of the Nineteenth Century.

"Quarterly Review" (January)—The New Socialism, The History of the British Army, The Metric System of Weights and Measures, The Art of the Nineteenth Century, Matter and Electricity, Some Tendencies of Modern Sport, Pools, Trusts and Industrial Combinations in the United States, Latest Lights on the Homeric Question, Lord Salisbury, The Abbe Loisy and Liberal Catholicism in France.

"Monthly Review" (January)—The Present Drift of Italian Policy, Crescent and Cross, The Reconstruction of Karnak.

"Political Science Quarterly" (December)—The Sugar Situation in Austria, Monopoly and the Struggle of Classes, Division of Governmental power in Greece, State Boards and Commissions, The Friars in the Philippines, Record of Political Events.

"Technics."—Bookseller and Stationer is in receipt of the first number of Technics, a new magazine to be published monthly by G. Newnes, 5 to 12 Southampton street, Strand, London Eng. It is devoted exclusively to technical matters, and aspires to become an authentic guide to technical students the world over. Among the articles on technical and scientific subjects of contemporary interest appearing in the January number are several by prominent English and European scientists and authorities on technical training, all of which are catalogued in the magazine department of February Bookseller and Stationer. "Technics" will not only serve to entertain and instruct the ordinary reader but will be of particular interest to every technical student. Booksellers desiring sample copies of "Technics" may secure the same by notifying the publishers at their London address.

A SHORT LETTER TO THE TRADE.

EDITOR Bookseller and Stationer: As one of the interested one in the book and stationery business, kindly allow me to draw the attention of the poor retailers throughout Canada to the gentle squeezes we have been subject to in the past few years from the hands of the wholesalers and jobbers. In the first place what about discounts? Only a few years ago we received 5 per cent. 30 days on everything. Then the thin edge of the squeeze took place and nearly all our Christmas pub-

lications and book orders were strictly net. A couple of years ago a few houses dropped all discounts to 3 or 4 per cent. and now we have a short notification from the majority of the wholesalers that after February 1st they will only give 3 per cent. on everything in the way of stationery, school books, etc. This is all right from their standpoint, but now comes the time when the retailers should make a big effort to join together and say that in return for the loss of the discounts we demand all goods to be billed f.o.b. Toronto, Hamilton or Montreal, as it is now the cost of a box is so high that the price of packing should be added to the wholesale price, the same as is done by our up-to-date American houses. Then the retailer knows where he is at and that goods can be laid down at the price quoted plus freight. I should like to hear what the trade has to say and would also like to have another effort made this Spring to form some kind of an association to forward our complaints and troubles. As it is the average bookseller seems to be satisfied to be squeezed quietly out while all other retail businesses have strong organizations to help them. A word from some of them re discounts and no charge for boxing would be pleasant to

A GRUMBLING BOOKSELLER.

THE BALLAD OF DEAD SELLERS.

(With apologies to Villor.)

Oh, tell me now, past all debate,
Just where "The Right of Way" may be,
Or what dim lands are consecrate
To "Harum's" rustic chivalry?
By what strange ways of land or sea
Doth "Audrey" shed the casual tear,
Or "Janice Meredith" take tea:
Where are the books of yester-year?
What "Crisis" now makes desolate?
Where's "Eben Holden's" word of glee,
Or "Mrs. Wiggs"? Who doth prate
To-day of Vernon's Dorothy?
"To Have and Hold" them one time we
Were glad enough, but now I fear,
We chant their dirge right merrily:
Where are the books of vester-year?
Who'll now "The Christian's" woes relate?
Poor "Knighthood's Flower," you'll all agree
Is "Run to Seed" and much that fate
O'ertook the whole "White Company,"
"Red Rock" is lost; inaudibly
"The Choir Invisible" makes cheer,
And "Trilly" sobs th' insistent plea:
"Where are the books of vester-year?"

L'envoi.

O, publishers, on bended knee,
I ask: Where they did disabear,
All these and more past memory—
Where are the books of yester-year?

—R. W. KAUFFMAN.

CONCERNING SEALING WAX.

IN the Stationery Trades Journal, of London, appears an interesting and instructive account of the origin and history of sealing wax, which we take the liberty of reproducing here.

The word "sealing-wax" owes its origin to the Italians. Like many modern builders, Italian builders of several centuries ago were not honest enough to build their erections in a solid manner, consequently cracks and fissures often appeared in the fore of their buildings, and to cover up these defects the jerry builders (as we now term them) filled up these cracks with wax (the Italian name of which is "cere"). To distinguish their good work from the bad buildings, honest builders distinguished their erections as "sine cera" (i.e., without wax). By transmigration of these words by the Spanish, these words eventually became identified with our term "sealing wax." Why this term was exclusively confined eventually to the composition with which we seal up our correspondence is due to the following facts. Egyptian priests bound to the horns of cattle selected for sacrifice a piece of paper, and stuck upon it some adhesive earth which they impressed with their seal so that only such cattle could be offered up as sacrificial victims. We know Pliny denies that the Egyptians used seals, but Herodotus and other writers proved the contrary. Even Moses speaks of the seal rings of the Egyptians.

The kind of adhesive substance that was used for attaching to the animals' horns were of five kinds, viz., terra sigillaris, cement, paste, common wax, and "sealing" wax. According to Luscian, clay was one of the substances used for sealing purposes, to wit, he states that a fortune-teller requested those who came to consult him to write upon a piece of paper the question they wished to be answered, to fold it up, and to seal it with clay. A somewhat similar earth was used for sealing purposes by the Byzantine Emperor, for we are told at the second Council of Nice some one defended image worship by saying no one believed those who received written orders from the Emperor, and venerated the seal, worshipped for that reason the "sealing earth, the paper, or the lead." (Many unearthed documents are found bearing a piece of lead attached to a ribbon as a kind of seal or sign manual.)

Cicero relates that Verres, seeing in the hands of one of his servants a letter from Agripentim and observing on it an impression in sealing earth (cretula), was so pleased that he took the sealing ring with which it was made from the possessor. In his defence of Flaccus, the same orator produced an attestation sent from Asia, and proved its identity by the fact of its being sealed with Asiatic sealing earth. "With which," said he, "as you daily see, all public and private letters in Asia are sealed." On the other hand he also showed that the testimony brought by the accuser was false, because it was sealed with wax, and for that reason could not have been brought from Asia.

Servius relates that a Sibyl received a promise from Apollo that she should live, provided she did not see the earth of the island Erythraea where she resided, thereupon she quitted the island and retired to Cumae, where she became old and decrepit. At length, receiving a letter sealed with Erythraean earth (tereta), on looking at the seal she instantly expired, probably due to heart fail-

ure from a shock to the nerves from seeing the earth. "No one, however," says the author we are quoting, "will suppose that this earth was the same as that to which the name of 'creta' (chalk) was given, for if it was a natural earth it must have been potter's clay, that clay being capable of receiving an impression and retaining it after being hardened," whereas chalk, i.e., calcium carbonate, is friable and has no adhesive properties, and is incapable of being impressed with a seal or die. Gypsum, or native calcium sulphate as we know, will take such an impression when made into a paste with water and impressed before being dry and hard, but we have no evidence of gypsum being in use in that country at that time. The Romans, under the indefinite term "creta" often understood a kind of potter's earth, which fact has been proved by many writers. Columella speaks of a kind of chalk of which wine jars and dishes were made. Virgil calls it tough, and early agricultural writers call "creta" by the name of pearl (a mixture of sand and clay), which was employed as a manure for the land, just as chalk is often used at the present time. Notwithstanding these authorities it cannot be clearly comprehended how letters could be sealed with potter's clay, as it does not cohere sufficiently either to linen or to parchment, as it must have been applied thickly to make a distinct impression, as it would take some length of time to dry, and would be easily softened by moisture, and if conveyed by post, must have crumbled into dust. We can readily believe that Roman calligraphists exercised more care and foresight to preserve these letters than to seal them with so brittle a substance, especially as there was some little danger in regard to their delivery.

As regards Asiatic earth (creta Asiatica) and Spanish wax (cera Hispanica) some consider that the former was not an "earth," but a kind of cement, while Spanish wax was not wax at all (neither is our sealing wax, for the modern compound is composed chiefly of shellac, resin, and turpentine, plus coloring matters). Some of the seals made with Asiatic earth were white, some grey (like ashes), some red, and some brown. According to Teconix these seals were all enclosed in leaden cases, probably each letter was bound with a thread, and the thread as in seals affixed to diplomas, drawn through the covering of the seal, which would minimise the difficulty experienced in using these easily—a difficulty often mentioned by the ancients.

In European countries "wax" has been used since the earliest ages. It is a disputed point as to whether yellow or white wax was first employed. The first was cheaper than the white, and therefore appears to have been more largely used. Moreover, the yellow was less brittle than the white, and therefore more durable. The color of these ancient seals, however, must not be taken as a criterion in any way, because many which were originally yellow have become whitened (bleached) by age while the white wax, which was originally bleached, has assumed a dingy yellow color.

When first colored, red was the color given to the wax, probably owing to the abundance of red earths or ochres, but about the 14th century the wax was colored green, and afterwards black, blue wax not appearing until a century ago. Charles V., in 1524, granted to Dr. Stockmar the privilege of using blue wax for sealing, but the doctor was unable to obtain it, for vegetable dyes, when mixed with

wax, became green and caused the wax to resemble hip stone. It is now colored by indigo which had not then been discovered.

Flour paste was used on some occasions to take impressions, but it could not have been employed on the ancient parchment, or the linen covers of letters, although in Pliny's time the paper then in use was joined with flour paste. It is said that diplomas were never sealed with flour paste. In the celebrated diplomatic collection by Gatterer there were no wafer seals more than two hundred years old, although monarchs, before the invention of sealing wax, were accustomed to seal their letters with thin paste.

On the authority of Scheuf, the modern kind of sealing wax was invented by a Frenchman, Rousseau, about the year 1640. The inventor had travelled considerably in the East Indies, Persia, Pegu and afterwards resided

for some time at St. Domingo. It appears that while trading as a merchant during the latter part of the reign of Louis XIII., he was practically ruined on account of a fire which destroyed the whole of his property. Driven to desperate straits how to support his family, he betook himself to preparing sealing wax from shellac, as he had seen it prepared in India. A court lady, named Longueville, introduced the wax at court, and by her influence Louis XIII. was induced to use it, which act soon brought the wax into prominent notice, and its use became fashionable, not only at court, but throughout Paris. In twelve months the inventor acquired 50,000 livres. To distinguish this wax from another wax known as "cire de Portugal" (Portugal wax), which was prepared from another kind of lac melted once only and colored red, Rousseau named his wax "cire d'Espagne" (Spanish wax).



REVIEWS OF RECENT MUSICAL PUBLICATIONS.

- "The Sea Maidens."—Vocal duet for soprano and contralto. Words by Nello, music by Henry Parker. Published in C (B to F), and D (C to G). A very effective duet and comparatively easy. It is sure to prove acceptable to all lovers of simple, melodious songs. Anglo-Canadian Music Co., Toronto.
- "Roseen Dhu."—Song. Words by May Byron, music by H. Bunting. Published in E flat (C to F), F (D to F) and G (E to G). One of the most striking of recent publications. Miss Byron's charming little poem has been exceptionally well scored and the piano accompaniment in itself is interesting. Anglo-Canadian Music Co., Toronto.
- "A Token."—Song. Words by R. H. Elkin, music by H. Bunting. Published in B flat (D to E), C (E to F) and D (F to G). The musical setting of this song contrasts nicely with "Roseen Dhu" by the same composer. It is reminiscent of "The Rosary" and ought to prove a worthy second. Anglo-Canadian Music Co., Toronto.
- "The Holy Temple."—Song. Words by A. Phillips, music by Ch. Gounod. Published in C (B flat to F), D (C to E), E flat (D flat to F) and F (E flat to G). This sacred song with recitative and airia is one of the most successful Gounod ever wrote. What impresses one most of all is its dramatic interest and grandness. It is difficult, but will serve admirably as a vocal study for the novice and will be more than acceptable to the experienced singer. Anglo-Canadian Music Co., Toronto.
- "Dolly O'Dean."—Song. Words by Ed. Teschemacher, music by T. Ronald. Published in C (C to E), in D (D to G) and E (E to G). The composer has in this song surpassed if anything his previous successful efforts in "Les Adieux" and "O Lovely Night," and given a musical setting that is exquisite and yet in keeping with Teschemacher's simple lyric. Anglo-Canadian Music Co., Toronto.
- "Sing Me To Sleep."—Song. Words by Clifton Bingham, music by Edwin Greene. Published in B flat (B to D), C (C to E), D (D to F) and E flat (E to G). Clifton Bingham's songs need no introduction to the musical world and "Sing Me To Sleep" is no exception to the rule. The rhythm of the lullaby is perfect and the general effect of the setting particularly good, even if it is of a popular order. A violin or cello obbligato accompanies this song. Whaley, Royce & Co., Toronto.
- "In Zanzibar."—Song. Words and music by Cobb and Edwards. This is being featured by Emma Carus in Fisher & Riley's new musical comedy, "The Medal and the Maid," where it is making a big hit. Whaley, Royce & Co., Toronto.
- "Uncas."—Characteristic march and two-step by J. J. Kaiser. One of the prettiest and most catchy of the new two-steps. It will prove a dangerous rival to that signal musical success, "Hiawatha." Whaley, Royce & Co., Toronto.
- "Echoes of the Congo."—March and two-step by L. M. Chapman. Although there is no particular individuality about this composition, it is a pleasing jingle and will undoubtedly have a good run. The publishers have spared no pains in getting out this number, which is in richly colored lithograph cover. Whaley, Royce & Co., Toronto.
- "In Old Panama."—Spanish waltz, by J. J. Kaiser. A suite of three waltzes and coda scored in the genuine spirit of a Spanish waltz. It is tuneful and has pre-eminently the characteristic tripping measure. There is such a dearth of good waltzes at the present time that this number is sure of a good reception. Whaley, Royce & Co., Toronto.
- "The Heavenly King."—Sacred song. Words and music by E. H. Capp. A good song effectually scored. It may interest the trade to know that the composer is a young Canadian, a Church of England clergyman, formerly a resident of Toronto. It is always a pleasure to notice Canadian publications, and in particular any having such marked merit as this one. Whaley, Royce & Co., Toronto.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

HALIFAX.

1. "Pride of Race," by E. T. Fowler. Briggs.
2. "Mrs. Wiggs," by A. H. Rice. Briggs.
3. "Lover Mary," by A. H. Rice. Briggs.
4. "Silver Poppy," by Arthur Stringer. Briggs.
5. "Place and Power," by E. T. Fowler. Briggs.
6. "The One Woman," by Thos. Dixon, jr. The Musson Book Co.

KINGSTON.

1. "Gordon Keith," by T. N. Page. Copp, Clark Co.
2. "Silver Poppy," by Arthur Stringer. Briggs.
3. "Little Rivers," by Eden Philpotts.
4. "The Virginian," by Owen Wister. Morang.
5. "John Burt," by F. Adams.
6. "Barlasch of the Guard," by H. S. Merriman. Copp, Clark Co.

MONTREAL.

1. "Wings of the Morning," by Louis Tracy. McLeod & Allen.
2. "Letters from a Son to His Self-Made Father," by G. H. Lorimer. Briggs.
3. "The Lightning Conductor."
4. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.
5. "Rebecca," by Kate D. Wiggin. Briggs.
6. "Hetty Wesley," by Quiller-Couch.

OTTAWA.

1. "Odd Craft," by W. W. Jacobs. Copp, Clark Co.
2. "Vice-Admiral of the Blue," by R. B. Molineux. Copp, Clark Co.

3. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.
4. "Pigs in Clover," by Frank Danby.
5. "Wings of the Morning," by Louis Tracy. McLeod & Allen.
6. "Heart of Rome," by F. Marion Crawford. Copp, Clark Co.

PETERBOROUGH.

1. "Her Lord and Master," by Martha Morton.
2. "Vice-Admiral of the Blue," by R. B. Molineux. Copp, Clark Co.
3. "Over the Border," by Robert Barr.
4. "Heart of Rome," by F. M. Crawford. Copp, Clark Co.
5. "A Checked Love Affair," by P. L. Ford. Copp, Clark Co.
6. "Blood Lilies," by W. A. Fraser. Briggs.

SARNIA.

1. "Wings of the Morning," by Louis Tracy. McLeod & Allen.
2. "John Burt," by F. Adams.
3. "McTodd," by Cutcliffe Hyne. Copp, Clark Co.
4. "Vice-Admiral of the Blue," by R. B. Molineux. Copp, Clark Co.
5. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.
6. "Under the Rose," by F. Isham. McLeod & Allen.

STRATFORD.

1. "The Five Nations," by Rudyard Kipling. Morang.
2. "When I Was Czar," by A. W. Marchmont. McLeod & Allen.
3. "The Grey Cloak," by Harold McGrath. McLeod & Allen.
4. "Barlasch of the Guard," by H. S. Merriman. Copp, Clark Co.
5. "The Sherrods," by G. B. McCutcheon. McLeod & Allen.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during January, 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.

11627 Lights of Home. Song. By Al. Trahern. Arranged by Lee Ocean Smith. Al. Trahern, New York.

11628 Floating Cloud. A Yorkton Indian. Photo. Thomas V. Simpson, Yorkton, N. W. T.

11629 Bust of King Edward VII. Sculpture. S. A. Ogden, Three Rivers, Que.

11630 Echoes of the Congo. By Lylian M. Champman. Arranged by Carl Frolich. The Whitney-Warner Publishing Company, Detroit, Michigan.

11631 The Jomed of God. Sermon by Rev. Frank De Wit Talmage, Los Angeles, California, U. S. A. Wm. Baily, Toronto.

11632 The Jones. Volume I. January, 1901. Number 9. The Underfeed Stoker Company, Limited, Toronto.

11633 La Revue Canadienne, 1903. Second et Troisième Volumes. La Compagnie de Publication de la Revue Canadienne, Montreal.

11634 L'Almanach de l'an 1901 des Pilules Rouges de la Compagnie Chimique Franco-Americaine. La Compagnie Chimique Franco-Americaine, Montreal.

11635 Queen's Quarterly. January, 1901. The Queen's Quarterly Publishing Committee, Kingston.

11636 Imperial Atlas of Wentworth County, Ontario. By J. W. Tyrrell, C. E., D. L. S. The Scarborough Company, Hamilton.

11637 Rules and Forms of Procedure in the Church Courts of the Presbyterian Church in Canada. Rev. R. H. Warden, D. D., and Rev. Robert Campbell, D. D. Montreal.

11638 Conditionless Accumulative Policy of "The Accident and Guarantee Company of Canada." Form George I. Goddard, Montreal.

11639 The Divine Flame. Sermon by Rev. Frank De Wit Talmage, Los Angeles, California, U. S. A., 17th January, 1901. William Baily, Toronto.

11640 The Collegiate Exercise Book. For the use of Commercial Classes in Collegiate Institutes, High and

Public Schools. The Copp, Clark Company, Limited, Toronto.

11641 Kamona. Intermezzo. By Carl Kahn. Harry H. Sparks, Toronto.

11642 Livre d'Instructions avec Diagrammes et Dessins pour la Conformation pour "Couper les Vetements pour Hommes, Dames et Enfants." Jean B. Peyry, Montreal.

11643 "A Concise Dictionary of the Ojibway Indian Language. Part I.—English and Ojibway. George Buskin, Toronto.

11644 The Toronto City Directory, 1901. Might Directories, Limited, Toronto.

11645 Game of Imperialism. Rules. F. J. T. Boal, Sussex, N. B.

11646 The Canadian Law List. Hardy's. Henry Cartwright, Toronto.

11647 Poems, Songs, Ballads. By Carroll Ryan. Carroll Ryan, Montreal.

11648 The Circuit Guide. Spring Assizes. No. XVIII. 1904. Archibald John Blain, Toronto.

11649 My Wigwam Queen. Song.—Words by James O'Dea. Music by H. B. Blanke. The Whitney-Warner Publishing Company, Detroit, Michigan.

11650 The Civil Code of the Province of Quebec. Annotated. By J. J. Beauchamp, K. C. Volume I. Camille Theoret, Montreal.

11651 The Montreal Financial Calendar and Daily Memorandum, 1904. The National Trust Company, Limited, Montreal.

11652 Glimpses of Montreal. F. E. Grafton & Sons, Montreal.

11653 Moments. January, 1901. H. M. Walker, New Denver, B. C.

11654 Strange Folk from the Land of Nod. Story published in the Christmas Number of the Farmer's Ad-

ocate and Home Magazine, London, Ont. John Weld, London.

14655. I Think of You by Day, I Dream of You by Night. Song. By Minnie Iris. Whaley, Royce & Company, Limited, Toronto.

14656. Canadian Industrial Blue Book: The Manufacturers' List Buyers' Guide of Canada. The Manufacturers' List Company, Montreal.

14657. Merchants Detective Agency Collection Letter Number 1. Wilson S. Patterson, Toronto.

14658. Merchants Detective Agency Collection Letter Number 2. Wilson S. Patterson, Toronto.

14659. Where the Silv'ry Colorado Wends Its Way. Words by C. H. Seoggins. Music by Chas. Avril. Tolbert R. Ingram, Denver, Colorado.

14660. The Brooks Budget of Business Writing. By W. Brooks. William Brooks, Toronto.

14661. Commercial Law Reports. Annotated. Volume II. Editor: W. R. Parker, B.A., LLB. Robert Reid Cromarty, Toronto.

14662. Action's Language. Sermon by Rev. Frank De Witt Talmage, Los Angeles, California, U. S. A., 21th January, 1901. William Baily, Toronto.

14663. Quebec et Environs. Carte Geographique. Adrien de Grandpre, Montreal.

14664. Glenwood March. Two-step. By R. B. Hall. The John Church Company, Cincinnati, Ohio.

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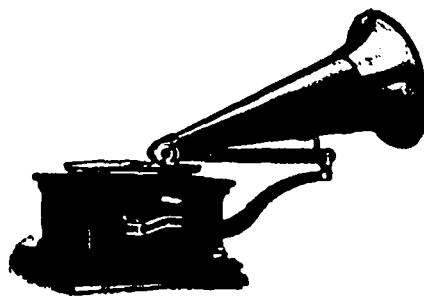
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