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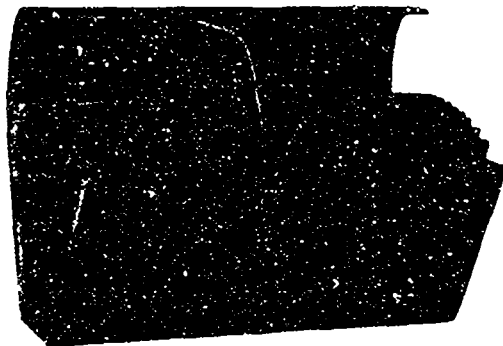
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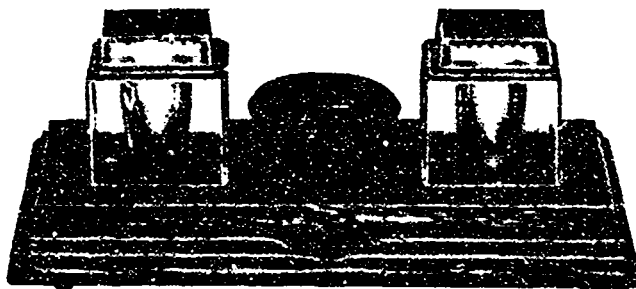
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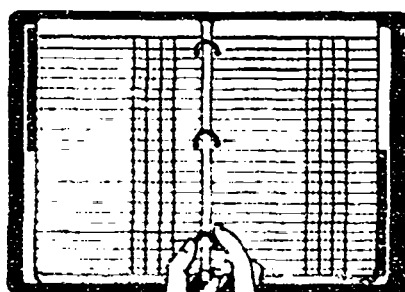
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THE Bookseller and Stationer

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Single Copies, Ten Cents.

Vol. XXI.

MONTREAL AND TORONTO, CANADA, SEPTEMBER, 1905.

No. 9.

SOME EDITORIAL CONFIDENCES

ALLOW us to confess that it was a great relief to us to see the last form of our "Coming of Age" edition go to press about the middle of last month. Let us hope that all our readers have received their copies and have approved of the number. Several have been so kind as to write us congratulatory letters and our contemporaries have also referred to us in a very kindly way. While the number was not quite up to the standard we desired to attain, yet we were fairly well satisfied. No project ever went through just exactly as it was planned. Mistakes and omissions frequently occur and cannot be avoided in a publication of the nature of Bookseller and Stationer. For instance we regret that the Maritime Provinces did not receive their due, nor did British Columbia come in as we had hoped. These were unfortunate omissions, which, while not intentional, were unavoidable under the circumstances.

After detailing the contents of the "Coming of Age" number of this paper, the Publishers' Weekly of New York, the standard book-trade paper of the United States, says: "The Bookseller and Stationer is one of the ablest-edited book-trade journals in America and deserves the generous support of all interested in Canadian book-trade affairs. On behalf of the book-trade of the United States we congratulate it upon its anniversary, and trust it will enjoy many more years in prosperity." This is the kind of commendation which we appreciate, for the Publishers' Weekly does not often go out of the way to pat its contemporaries on the back.

Under the heading of "Our Canadian Friend," the Book and News Trade Gazette of London, England, says: "Our warmest congratulations to The Bookseller and Stationer, which, to celebrate its 21 years of useful and meritorious service to the trade, publishes this August its 'Coming of Age' number. We invariably read the complimentary copy sent us with the deepest interest, and find much in our contemporary which argues well for the soundness of its views and the weight of its opinions. The 'Coming of Age' number is nicely illustrated, and one of its most interesting features is 'The Story of Twenty-One Years,' which is briefly told."

On another page our readers will find an interesting offer, which merits their careful attention. It has forced itself on our attention time and time again that Canadian dealers are poor advertisers and it is to encourage adver-

tising in the local press that we are making the offer referred to. Let us urge our readers to submit their advertisements to us. It will be a liberal education for we guarantee to discuss carefully every advertisement sent in. Even though you are not so fortunate as to win a prize, you will yet be rewarded for your pains by being shown just where your advertisement is lacking. It may be asked what motive we have for making such an offer, in that it will be the local press which will derive the benefit. We reply that we, too, will be benefited, because we hold that what advances the welfare of the readers of this paper will advance our welfare. By making our paper readable we make it indispensable and that is the goal towards which we are struggling.

Our October issue will be the Special Fall Announcement Number, in which the publishers of England, the United States and Canada will have an opportunity of bringing their Fall and holiday publications before the Canadian trade. Hitherto we have usually made the September number the special Fall book number, but this year we will inaugurate a change, in the belief that October will prove a more suitable month for the purpose. The number will be brought out early in the month to allow of a careful selection on the part of booksellers and ample time to place holiday orders. As usual the issue will be copiously illustrated and every book which merits attention will have space devoted to it. We would urge our readers to wait for this number before placing their orders, as we feel sure it will be the authoritative medium for the consideration of Fall books.

It is pleasant reading that the newspapers are giving us about the Northwest crops. The harvest of 1905 will be a record-breaker and that means firm prices and a continuance of good times. It also means a vast development in Western Canada and an unprecedented influx of settlers. This will have a direct influence on the book and stationery business of the country, for it will mean a great increase in the demand for these goods. Can Canadian houses hope to cope with the increased demand? Some believe that with the greater facilities for producing goods, noticeably since the Toronto fire, the task should be easy, but there are others who shake their heads and say we will have to rely on the United States for the overplus. However this may be the demand is there and the goods must be supplied.

**MONTHLY REPORT FROM
TRADE CENTRES**

MONTREAL.

Office of BOOKSELLER AND STATIONER,
237 McGill Street, Montreal.
Sept. 7, 1905

AUGUST trade continued highly satisfactory with stores featuring souvenir supplies in a great variety. View books, maps, post cards, etc., were eagerly sought by the largest number of tourists that ever visited Montreal. Every store reaped a harvest in this particular, and window displays were timely and commendable. Fiction still continued quiet owing to the absence of so many Montrealers. The beginning of September witnessed extra bids for school supplies, and competition was very keen in this particular. Premium-giving was resorted to by one store on purchases amounting to 25c., 50c., \$1 and \$1.50, or over. This seemed to catch the fancy of many buyers. Window displays included everything in school requisites, and most stores wisely graded the books so as to facilitate selection.

Leather post cards in many new designs were featured at five cents. The newest thing in the picture post card line is entitled letter cards, in appropriate groups of three, enclosed within a hemstitched envelope ready for addressing. The price was five cents. Large colored photos of the city are also in good demand.

Sir Gilbert Parker's visit here was made the occasion of featuring his books, and Ralph Connor's presence in the city was also taken advantage of. "Canada As it Is" is the newest contribution, finding a sale among the many books about Canada. John Foster Fraser gives his own impressions, gained from a personal visit as well as by close study. The "Walking Delegate" is an instructive story on modern labor conditions which has aroused much favorable criticism. "The St. Lawrence River," by Brown is another attractive contribution to historic literature. "Japan and China" is a complete summary of present conditions in those countries.

Among the many new arrivals in fiction, "Maid Margaret," S. R. Crockett, "Mrs. Jim and Mrs. Jimmy," by Stephen Conrad, "The Digressions of Polly," by Helen Rowland, and "Terence O'Rourke," by Louis Joseph Vance, are highly spoken of. "Pam" and "The Master Mummer" are active in sales, along with many lines of popular Summer lines in paper covers at sixty-five cents. A new golfing story, "John Henry Smith," is much talked about. Jacobs' "Dialstone Lane" is also in a popular class. Beaugrand, the Montrealer, is again to the front with "New Stories in Canadian Folk Lore." L. Beauchemin, Limited, are doing well with "The Canadian West."

TORONTO.

Office of BOOKSELLER AND STATIONER,
10 Front Street East, Toronto
Sept. 14, 1905

TORONTO'S big Exhibition was the cause of a heavy increase in trade about the beginning of the month. The city swarmed with visitors, and the stores benefited directly. Books, magazines, souvenir goods, stationery and fancy goods were in wide demand.

The twenty-five cent editions of "Wings of the Morning" and "Castle Craneycrow" disappeared rapidly, the department stores cutting the price to 22 cents.

In copyright fiction "The Great Mogul," by Louis Tracy, and "The Garden of Allah," by Robert Hichens, have both sold well, with a demand still noticeable for "The Masquerader," by Mrs. Thurston, and "God's Good Man," by Marie Corelli.

Just prior to the Exhibition, Rylie Brothers, Limited, moved into their magnificent new store, at the corner of Temperance and Yonge streets. The stationery department, which was started four years ago, has received special accommodation in the new premises, being located immediately to the left of the main entrance. The handsome showcases, with their heavy glass fronts, are filled with lines of leather goods, brass and bronze goods, and stationery, and present a most attractive appearance. On the first floor above are to be found the presses and plant for engraving and embossing, processes for which Rylie Brothers have become famous. The department is in charge of Mr. William C. Coutts.

A book which is in demand among high-class trade is "Canada As it Is," by Fraser. It is strongly recommended by those who have read it as being an admirable, impartial account of the Dominion.

The Robert Simpson Co. have a device in their book department for advertising magazines which attracts considerable attention. It is an automatic arrangement which, by means of a motor, turns over a series of cards on which the different magazines are advertised. The arrangement is lighted by electric lights, which are reflected through a rotating colored prism into a series of mirrors.

W. A. C.

WINNIPEG.

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

SCHOOL opening to-day finds all the local book stores busy with school books and school supplies. Preparations have been made for some time for the school opening sales, and the event has been well advertised in the city papers, while attractive window displays have also done their part in attracting trade.

The August sales of fiction are reported very large this year, especially in the paper editions. All the local stores made special efforts to attract the Summer fiction trade. Tourist trade was also successfully catered to with a fine line of Winnipeg souvenirs. Thousands of burnt leather souvenir post cards have been sold in Winnipeg this Summer.

The John A. Hart Co. have secured the contract to supply books for the new Carnegie public library. The committee are spending about \$10,000 on new books, and hence the contract is a large one.

Thomas Allen, of the Toronto publishing house of McLeod & Allen, was in Winnipeg during August calling on the city trade, and was met by Bookseller and Stationer in a local book store.

F. R. M

PRELIMINARY ANNOUNCEMENTS OF FALL BOOKS

In order that readers of this paper may secure sufficient information about the new Fall books, prior to the publication of the Special Announcement Number next month, advance notices have been secured from the publishers, which appear below. It will be found on glancing over the names of the authors listed that there is a good representation of the popular writers of fiction in the Fall lists. This should mean good business for the booksellers.

William Briggs.

William Briggs' Fall fiction will include "Ayesha," a sequel to "She," by Rider Haggard; "Nedra," by George Barr McCutcheon, author of "Graustark;" "Rose of the River," by Kate Douglas Wiggin, "Chariots of the Lord," by Joseph Hocking; "The Mystery of June 13th," by Melvil L. Severy; "I.N.R.J., a Prisoner's Story of the Cross," and "A Doomed Mansion," by Charles Sparrow. All these will appear this month.

In poetry there will be: "Poems by Wilfrid Campbell." This will be a complete collection containing many poems hitherto unpublished, and will be ready in November. There will also be "Poems of Isabella Valancy Crawford," a complete edition edited by Jno. Garvin and Alma Frances McCollum, with an introduction by Ethelwyn Wetherald. Ready in November.

Nature books will be represented by "Studies in Plant Life," by Mrs. Traill, illustrated by Mrs. Chamberlain, ready in December; "Mountain Wild Flowers," by Julia W. Henshaw, with 100 full-page plates from original photographs, ready in December; and "Sa-Zada, the Canadian Animal Book," by W. A. Fraser, ready this month.

William Briggs also promises this month two new Wagner books, "Justice" and "Wayside Talks." He will also have ready "The Skipper Parson on the Bays and Barrens of Newfoundland," by James Lumsden.

His other publications will include "Wesley and His Century," by W. H. Fitchett, author of "How England Saved Europe;" "The Passing of a Race; More Tales of Western Life," by Hon. D. W. Higgins, author of "The Mystic Spring," and "The Making of a Teacher," by Martin G. Brumbaugh.

The Copp, Clark Co., Limited.

A long list of books for publication this Fall has been prepared by The Copp, Clark Co., Limited. Among the more notable of these are "A Servant of the Public," by Anthony Hope; "White Fire," by John Oxenham; "A Maker of History," by E. P. Oppenheim; "The Hundred Days," by Max Pemberton, and "Peden, the Prophet," by S. R. Crockett.

Other books to be issued by this house are "Red Fox," by Charles G. D. Roberts, "The Household of Peter," by Rosa Nouchette Carey; "Cameron of Lochiel," by Charles G. D. Roberts; "The King's Achievement," by R. H. Benson; "Roger Trewinjon," by Joseph Hocking; "The Grapple," by Grace McGourn Cooke; "The Flight of Georgiana," by Robert Nelson Stephens; "The Czar's Spy," by William Le Queux; "The Red Reaper," by J. A. Stuart; "Sir Toady Crusoe," by S. R. Crockett; "The Heart of Lady Anne," by Agnes and Egerton Castle; "The Last Chance," by Ralph Boldrewood.

This Fall Mrs. Frank Veigh's new Canadian story, "A Specimen Spinster," will be brought out.

Bliss Carman will have a book of essays, "The Poetry of Life," and a book of poems, "The Book of Valentines." "Jules of the Great Heart" is a volume of short stories by Lawrence Mott. "The Voyage of the Discovery" is an account of Antarctic exploration by Captain Robert Scott.

McLeod & Allen, Toronto.

The Fall list of this house is now practically complete, and at least two of the books are already out. These are "The Man of the Hour," by Octave Thanet, and "McAllister and His Double," by Arthur Train. About the 23rd inst. there will appear Robert Barr's new novel, "The Speculation of John Steele." These three books are being issued in cloth editions at \$1 25, and paper editions at 75c.

During October and November there will be published "The Deluge," by David Graham Phillips, author of "The Cost," "A Thief in the Night," by E. W. Hornung, being a continuation of "Raffles, the Amateur Cracksman," "The House of Mirth," by Edith Wharton, "The House of 1000 Candles," by Meredith Nicholson, "Hearts and Masks," by Harold MacGrath; "Tales of the Road," by Charles N. Crewdson, and "The Wood Fire in No. 3," by F. Hopkinson Smith.

Musson Book Co., Limited.

A prominent book for Fall is "The work of Our Hands," by H. A. Mitchell Keays, author of "He that Eateth Bread With Me." It is a story of the conflict of love, right and riches.

"Cecilia's Loves," by Amelia E. Barr is a novel with the atmosphere of New York. It is a love story with a subtle charm, and is in Mrs. Barr's best style.

A book that is bound to be popular and a good seller is "My Lady's Slipper," by Cyrus Townsend Brady.

"Shakespeare's Sweetheart," by Sara Hawks Sterling, is a beautifully illustrated holiday book in the form of a love story based upon the courtship of William Shakespeare and Ann Hathaway.

About the 21st inst. will appear "My Friend, the Chauffeur," by C. N. and A. M. Williamson, authors of "The Lightning Conductor," and "The Princess Passes." This is a story of a personally conducted tour of Northern Italy, Dalmatia, and Montenegro, in a motor car.

An edition of "Old Fashioned Flowers," by Maurice Maeterlucq, will be ready for the Fall trade in a \$1 50 net edition.

"Humpty Dumpty," by Anna Alice Chapin, author of "Babes in Toyland," etc., by Ethel Franklin Belts, is an interesting story of how Humpty Dumpty was saved from the clutches of a wicked king by three mortal children in make-believe land.

"Cathedral Cities of England," by George Gilbert, is a beautifully illustrated book which will be ready in October.

"His Version of It," by Paul Leicester Ford, is one of the most clever short stories Mr. Ford ever wrote.

The book contains numerous illustrations and marginal decorations

"Howdy, Honey, Howdy" is a volume of poems by the negro poet, Paul Laurence Dunbar, profusely illustrated.

A very pretty volume is Henry Van Dyke's "The Childhood of Jesus Christ." It comes in three bindings—cloth, 50c, canton silk, 75c, and leather, \$1

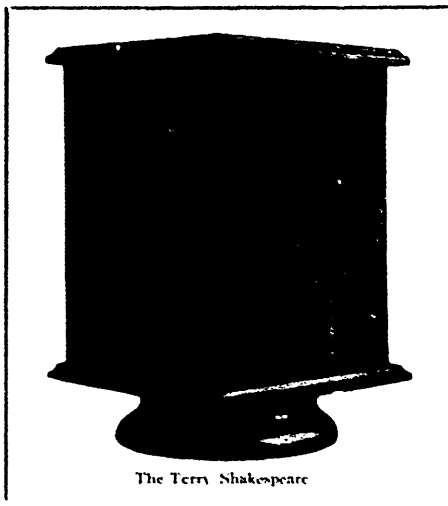
"The Great Word," by Hamilton Wright Mabie, will be sure to be in big demand

Early next month there will be ready "The Wild Flower Fairy Book," by Esther Singleton. The illustrations are in color and the pages will be decorated

Fleming H. Revell Co., Limited.

Advance orders for "The Gambler," by Katharine Cecil Thurston, which has just been published in Canada by the Fleming H. Revell Co., were excellent, and, judging from the popularity of the author's previous book, "The Masquerader," it should sell well

A story which the Fleming H. Revell Co. believe will take well is "St. Cecilia of the Court," by Isabella R. Hess, which will be published this Fall. It affords a



The Terry Shakespeare

glimpse into "how the other half lives," where the patron saint is a fiery-tempered little Irish girl, who is trained into the meaning of love by two or three great-hearted men

A "first novel" for which great things are being predicted is "St. Cuthbert's," by Dr. R. E. Knowles, the orator and wit of the Presbyterian Church of Canada. It has the distinction of a first novel of being published simultaneously in New York, Toronto and London. The author, Dr. Knowles, is just returning from a Summer in England and Scotland, to his parish in Galt, Ontario, where he preaches to the largest Presbyterian congregation in Canada, for Galt, though only a small town of barely 8,000 inhabitants, is known as the Gibraltar of Scotch Presbyterianism

The Fleming H. Revell Co. announce that Norman Duncan's new book, "The Mother," will be issued on the fifteenth of the month. Beside the regular edition, "The Mother" will appear in a limited edition de luxe, with special decoration and printing

A year or so ago a book was published in Canada which attracted considerable attention. It bore the name, "Where the Sugar Maple Grows," and was the work of Miss Teskey, a lady living in Welland, Ontario

A new book by the same author is promised for this Fall by the Fleming H. Revell Co. It will be called "The Village Artist," and will be even more charming than its predecessor because of the fact that it will contain all the characteristic bits of writing which were removed from the latter.

Morang & Co., Limited.

Morang & Co., Limited, are presenting a very strong list of fiction for Fall publication. The most notable of new novels will be Winston Churchill's "Coniston." "Coniston" does not belong to the series dealing with American history, which included "Richard Carvel," "The Crisis," and "The Crossing." It is a romantic story written with the same spirit and vigor, and is rather more humorous than any book he has so far attempted.

Marion Crawford contributes "Fair Margaret," a story of a great singer, Margaret Donne, daughter of an Oxford don and an American woman.

Maurice Hewlett's "The Fool Errant" goes back to the author's most popular book in style. It is the story of an English youth who goes to study law at Padua under a celebrated Doctor Lanfranchi.

Emerson Hough's new novel, "Heart's Desire," is a western story which reminds one of "The Virginian." It is a romantic story, remarkably interesting and remarkably vivid.

Charles Major, author of "When Knighthood was in Flower," has written a new and fascinating romance in the same vein as his former books. It is full of extraordinary adventures, and is altogether a very captivating story. "Yolanda" is illustrated by Charles Weber-Ditzler.

Samuel Merwin has produced a story dealing with the subject of railroad building. It is much in the style of "Calumet 'K,'" and is very dramatic, breezy and adventurous.

The popular author of "The Secret Woman," Eden Philpotts, has this time given to the public a volume of short stories, also dealing with the natives of Dartmoor.

"The Jungle" describes the adventures of a family of Lithuanian emigrants in the Chicago stock yards. The subject is an unusual one, and the treatment is also unusual. It is believed by his friends to be the long-looked-for labor novel.

Owen Wister's "Lady Baltimore" is a pure romance, the story of the love entanglements of a charming young Southerner.

Ernest Thompson-Seton in his new book, "Animal Heroes," narrates the history of a cat, a dog, a pigeon, a lynx, two wolves, and a reindeer, in a most human and vivid manner. Like his former books, "Wild Animals I Have Known," and "Biography of a Grizzly," "Animal Heroes" is illustrated by over 200 of the most fascinating sketches by the author.

Another book which is expected to have a notable sale is Stanley Weyman's "Starverrow Farm." The story describes the exciting adventures of Henrietta Damer, a lady of high birth and breeding, who elopes with a man beneath her in station and finally marries, not the man with whom she elopes, but a former suitor who pursues them.

Henry Wallace Phillips, author of "Red Saunders," has written a very vivid and humorous tale, "Plain Mary Smith." Bill Saunders is a very taking hero and carries things through with a dashing vigor which cannot but give the reader great entertainment.

Morang & Co. have also a list of four new juvenile

books, "Amy of Acadia," by Helen Leah Reed; "The Oak Tree Fairy Book," edited by Clifton Johnson, "Sidney Her Summer on the St. Lawrence," by Anna Chapin Ray, and "Wilderness Babies," by Julia A. Schwartz.

Dean Harris, of Chicago, a former Canadian, is writing for Morang & Co. a book describing his adventures in the Azores Islands, "Days and Nights in the Tropics," containing a great deal of information about the habits and customs of the natives of the Azores. It forms exceedingly novel entertainment for the northerners.

Miscellaneous.

A pocket dictionary, which should fill a widely felt want has just been issued by G. & C. Merriam Co., Springfield, Mass., bearing the name of Webster's Little Gem Dictionary. It is an abridgement from Webster's International Dictionary and gives the most authoritative spellings and pronunciations. In addition it contains a gazetteer of the world, foreign words and phrases, weights and measures, coins, maps and other valuable features. It is bound in dark green cloth to retail at 25 cents, imitation leather to retail at 40 cents and full leather to retail at 50 cents.

The trade will be interested to know that Professor Baker's "Geometry for Schools, Theoretical," has been authorized for use in the Ontario schools. This is a sequel to "Elementary Plane Geometry," authorized last year and so largely introduced then. These books were pre-

pared in accordance with the geometrical syllabus drawn up by representatives of the Universities of Ontario, acting in conjunction with the Education Department and the Ontario Educational Association. These are the only books published which fulfil the requirements of the syllabus and they offer a short-line route to success at the examinations in synthetic geometry for 1907 and succeeding years. It is gratifying to note the hearty reception which the teachers generally have given these books. They are being largely used in the west as well as in Ontario (Gage.)

Henry Frowde reports a strong demand for his series of standard works in fine bindings. An accompanying cut gives an idea of the Terry Edition of Shakespeare, containing 10 diminutive volumes on India paper. In the same style, Henry Frowde has published the four gospels and several of Dickens' novels.

This fall the Westminster Company will publish a new novel by Marian Keith, entitled "The Silver Maple"

"Rational Bookkeeping" by R. H. Eldon is a new publication and embodies the latest methods of teaching this subject on the most approved lines. The blanks to accompany this book are now being manufactured and many commercial masters have decided to introduce this text. (Gage.)

BOOKS OF THE MONTH

Bashford, Henry H. "The Manitoban." New York and London: John Lane. Cloth \$1.50. An interesting tale of pioneer life in Manitoba, introducing many of the typical immigrants and natives. The hero, a lovable character, by name Roddy Laville, represents the product of the western plains and his development from the devil-may-care youth to the splendid strong man is a story that no one can pass over. There are several stirring scenes in the story which the author has depicted with considerable skill.

Gardiner, Ruth Kimball. "The Heart of a Girl." New York: A. S. Barnes & Co. Cloth, illustrated, \$1.50. A charming story of a girl's life from the days of childhood to young womanhood. The author has succeeded in depicting with rare fidelity the girlish temperament and has translated into language many of the sensations which are more readily felt than expressed. She has brightened her pages with much wholesome humor and has been faithful from first to last to the realities of life. The book appeals not only to girls, but to all lovers of human kind, to whom the story offers a clever study of child life.

Phillipotts, Eden. "Knock at a Venture." Toronto: Morang & Co., Limited. Cloth \$1.50. To his beloved Dartmoor, Phillipotts once more carries his readers, and in this series of short stories he affords them again a glimpse of the life of its simple-hearted inhabitants. There is the same charming depiction of nature, the same quaint dialect and the same thrilling of the heart-strings. The first and most lengthy of

the tales, "Mound by the Way," is a tragic story of love frustrated, which cannot be read without emotion. The other stories, nine in number, reflect more of the primal passions.

Sousa, John Philip. "Pipetown Sandy." Indianapolis: The Bobbs-Merrill Co. Cloth \$1.50. In this new novel by the "March King," the study of boy life in the little town of Pipetown forms the centre theme. It is the American boy of to-day that Sousa deals with and he has succeeded in producing a very entertaining account of that boy's aims and life. The book has a healthy tone, emphasizing the good in life and denouncing the evil. Some of the characters are particularly life-like, especially Sandy, who is the central figure in the story.

Thanet, Octavo. "The Man of the Hour." Indianapolis: The Bobbs-Merrill Co. Cloth \$1.25. Toronto: McLeod & Allen, cloth \$1.25. A clever novel dealing with the labor problem in the United States and incidentally weaving in a charming love story. The hero is left by his father with a certain sum of money, on the use of which his future prospects are based. Coming under the influence of a walking delegate he is led to give it all to the cause of some strikers and being left penniless he himself becomes a worker and joins a union. The remainder of the story deals with his subsequent career as a union man and strike-beaker. It is a story of present day life, filled with exciting incidents and extremely well told.

The PUBLISHERS of

SCRIBNER'S MAGAZINE

are fortunate in being able to announce several contributions to appear in the very near future which will give it a unique position during the coming season.

THEODORE ROOSEVELT

will have two articles—"A Colorado Bear Hunt" in the October number, and "A Wolf Hunt in Oklahoma" in the November number.

KATE DOUGLAS WIGGIN

will contribute to an early number a short story entitled "Philippa's Nervous Prostration"—a very charming love story and a most amusing picture of a very up-to-date sanitarium.

F. HOPKINSON SMITH

has written a serial story, "The Tides of Barnegat," which will begin in the November issue.

RICHARD HARDING DAVIS

will contribute a short story.

Mrs. FRANCES HODGSON BURNETT

will contribute a Christmas Story in two parts, the first part to appear in the December number.

ERNEST THOMPSON SETON

has prepared for early publication six articles on the Great Horned Game Species of North America

Canadian Book and News Dealers are respectfully requested to keep a good supply of Scribner's Magazine on their counters, as the demand is steadily increasing.

CHARLES SCRIBNER'S SONS
NEW YORK

THE MAGAZINE COUNTER

IS THERE MONEY IN MAGAZINES?

A GOOD many dealers fight shy of magazines because there is said to be no money in handling them. It is true that the terms on which a great many magazines are placed with news agents make profits small and the handling of a small consignment unprofitable. But the magazine business as a whole can be made profitable. This is the testimony of many who have tried.

By eliminating such magazines as are unfair in their treatment of agents and by specializing on first-class high grade publications good profits are possible. It is a well known fact that money is made out of the higher priced lines of merchandise in general. This is quite true of magazines. A twenty-five cent magazine trade is better all-round than a ten-cent magazine trade. Get the first and the second will follow.

Scribner's for November.

A twenty-five cent magazine which can be recommended as a standard publication and one which offers a good field for development is Scribner's Magazine. This publication numbers among its contributors some of the most eminent writers on both sides of the Atlantic. It is illustrated by foremost artists and the typographical appearance of the magazine is excellent. Below will be found a list of the features in the November number.

SUNDAY SUPPLEMENT NOT A MAGAZINE.

LAST week, according to the National Advertiser of Sept. 19, Judge Holt, in the United States Circuit Court denied an application of William R. Hearst for an injunction to restrain the publishers of the American Illustrated Magazine, formerly Leslie's Monthly, from issuing their publication under a title containing any combination of words "American" and "Magazine." Mr. Hearst contended that the special article section of his newspaper, issued on Sunday, was an American magazine, having the only right to that title.

Archibald Cox, representing the American Illustrated Magazine, argued that the supplement of the Hearst newspapers was in no sense a magazine, but an integral of a Sunday newspaper, never sold independently, and with pages numbered as a mere section of the newspaper issue. Mr. Cox contended that if Mr. Hearst's claims were true, his paper had defrauded the postoffice by sending a magazine through the mails at newspaper rates.

Judge Holt held that Mr. Hearst's American magazine supplement was purely an integral part of his Sunday newspaper and not in any sense a magazine.

A NEW ART MAGAZINE.

George Newnes, Limited, are about to issue a new monthly illustrated magazine which will be devoted to the fine and decorative arts of other days, and will cover a field scarcely touched by any existing publication. The magazine will deal with every phase of the arts and crafts of past times, and in order that the articles may be as reli-

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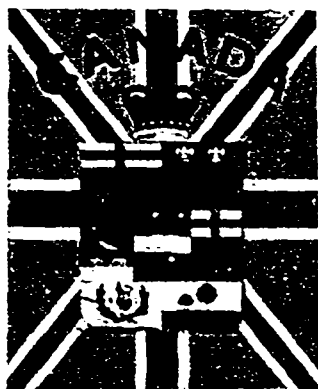
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able and instructive as possible the services of the leading English and foreign experts have been engaged. Very particular attention will be paid to the illustrations, of which from eighty to a hundred will be given in each number, and all the most successful modern reproductive processes will be employed to make them as attractive as possible. The first number of the magazine will be published in November and the price will be 3s. net.

SOME CURRENT NUMBERS.

Arena (October) will contain "Uses and Abuses of Italian Travel," "Proportional Representation in Switzerland," "Dominant Trusts and Corporations of Colorado," "A History of the Matser Trust," "The Woman's Club Movement," etc.

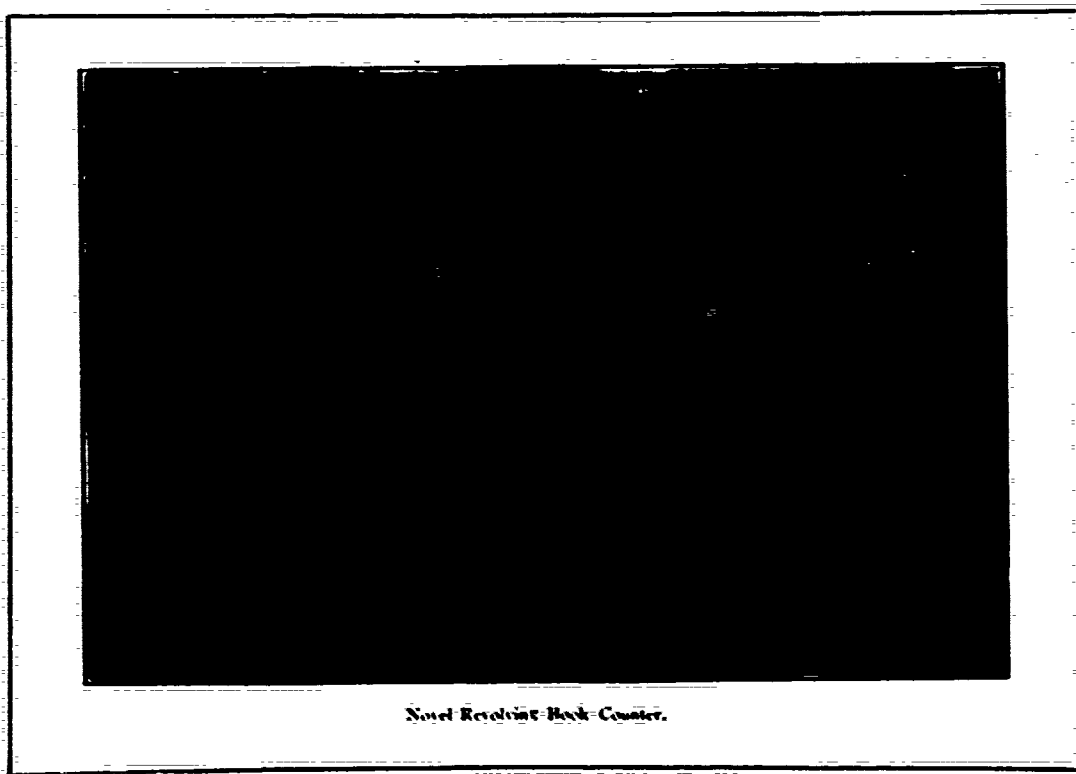
Canadian (October). Having completed its twenty-fifth volume, the publishers will mark the occasion by

Macmillan's (September) contains "The Divorce Court and the Public," "Holidays and Their Ethics," "The Old Adam," "The Traveler in Persia," "The Novels of Captain Chamier," "The Fellow Workers of Voltaire," and the conclusion of William Satchell's serial "The Toll of the Bush."

McClure's (October). In this number Lincoln Steffens will discuss "The Equitable Life: A Business Graft," Pastor Wagner will write "Impressions of President Roosevelt at Home," and Ida M. Tarbell will tell "What Kansas did to Standard Oil." The pages devoted to fiction will be well supplied.

Political Science Quarterly (September) contains "Treaties and Executive Agreements," "Contested Congressional Elections," "Direct Legislation," "The Cost of Life Insurance," "Pending Problems in Public Finance," "British Administration in Egypt," etc.

Royal (September) contains "Heirs to the Throne."



Novel Revolving Book Counter.

issuing an anniversary number, which will be larger and better than any previous number. Among the distinguished contributors will be Sir Gilbert Parker, Beckles Willson, Robert Barr, W. A. Fraser, Norman Duncan, and others.

Century (October) will contain "A Full Account of the Recovery of the Body of Paul Jones" by General Porter; "An Account of a Year's Stay in the Palace of the Empress Dowager of China," "The Story of the Flight of the Empress Eugenie from Paris," and in the November number there will appear the opening chapters of the new novel by Mrs. Humphry Ward.

Chambers's Journal (September) contains "How Our Senses Deceive Us," "The Philosopher in the Restaurant," "Shakespeare Autographs," "The Land of Olive-Oil," "Dangerous Derelicts," "Doubles," "Deer-Stalking in Scotland Sixty Years Ago," "How to Read Wild Life," etc.

"Sweet Lavender," "Art on the Beach," "Survivors Tales of Great Events," "Masquerading Motors," "The World Through Other Eyes."

A NOVEL BOOK COUNTER.

AN exhibit at the Toronto Exhibition which proved of great interest to booksellers was the revolving show case made by S. Jessop, bookseller, of Sudbury, Ont.

The principal feature of the case is that its shelves are made in a revolving drum or cylinder, which enables practically the whole of the space occupied by the case to be utilized for the stocking and displaying of books. The drums can be made with six, eight or ten shelves. The drum is suspended horizontally in a case, the top of which can be used as a counter, the whole making a very handsome and useful piece of store furniture.

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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 24ths 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, 25c.

The Importers' Guide. A hand-book of advances of sterling coins in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE from 20 to 100 shillings per piece of 46 yards; by H. 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, Franco, German Bismark, at Canadian Customs tariffs, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap & vix cloth. Price, 50c.

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Vol. XXI SEPTEMBER 1905. No. 9

NEW ADVERTISEMENTS.

Berliner Gramophone Co., Montreal.	Dicks, John, London, Eng.
Berliner's Sons, Chas., New York.	Harrison, G. & Co., Springfield, Mass.
Bowley, Milton Co., Springfield, Mass.	Williams, K. S. & Sons, Toronto.
United States Playing Card Co., Canton, Ohio.	Maple Photo Printing Co., London, K.C.
Adams, W. K., Toronto.	
Rochester News Co., Rochester, N.Y.	

ISN'T THIS MORE EQUITABLE?

OUR readers will have become weary by this time of hearing denunciations of the Quebec and British Columbia taxes on commercial travelers. These measures have been assailed from every direction and not without cause. But it is not our purpose at present to resume the attack on them—merely to point out a phase of the situation which has not yet been touched upon.

Granted that it is equitable to tax the representatives of foreign manufacturers and jobbers, or, as in the case of British Columbia, of extra-Provincial manufacturers and jobbers, who come into the Province to sell goods to retailers and who spend money in the Province, is it not even more equitable to tax extra-Provincial businesses, which without spending a cent in the Province in the way of supporting a representative yet sell goods direct to the consumer?

How is it possible that the retailers of our Canadian Provinces can accept a law which hinders them in the purchase of their goods, and make no effort to secure a law which will prevent department stores thousands of miles away from cutting into their business?

Take the case of the Maritime Provinces, where a representative of this paper found a serious condition of affairs. There a Toronto department store does a tremendous mail order trade, to the detriment of the local

trade, both wholesale and retail. The latter are paying their taxes and such other dues as are required by the law of the Province. Yet the self-same Province, while bleeding its own inhabitants, submits placidly to be bled itself by concerns with no financial interest in the place.

Moreover, the tax at present imposed in both British Columbia and Quebec hits certain manufacturers. Why should it not hit every manufacturer? As it is, it discriminates against the manufacturer who does business through legitimate trade channels, and does not strike at the manufacturer who goes direct to the consumer and ignores the retailer. As types of the latter, the department stores will at once be thought of. They are to-day becoming huge manufacturing as well as distributing concerns.

C. L. Nelles, Guelph—"Allow me to congratulate you upon your "of age" edition; it is exceedingly good and the work in it excellent"

A VISIT TO THE EAST.

IN the course of a visit to the Maritime Provinces last month, a member of the staff of this paper had the opportunity of visiting several of the book and stationery stores in that part of Canada, especially in the city of Halifax. He was naturally much impressed with the character of the stores there, finding them bright and shining examples of what such stores should be. Their proprietors were invariably men of excellent character and of most genial manners. The impression was gained, however, that business was not just as prosperous as it might be. Several of those interviewed expressed disappointment with the tourist business this Summer, remarking that while the volume of travel was heavier than ever, the crowd was "cheaper." Hopes for a good Fall trade were heard. Everywhere Bookseller and Stationer was warmly welcomed, showing the hold the paper has gained in the eastern part of Canada.

Fall Announcement Number in October. Watch for it.

THE POSSIBILITY OF 25 CENT BOOKS.

IT is a common cry among booksellers that seventy-five-cent paper editions of copyright novels are unsaleable and that if the price were twenty-five cents or even fifty cents that many more could be sold. This cry is evidently the outcome of the recent publication of twenty-five-cent editions of two or three especially popular novels, which have already had an enormous sale at the higher price.

While we have every sympathy for the booksellers' position, yet we cannot help but think that the twenty-five-cent edition is as yet an impossibility in this country. It must be remembered that the market is limited in Canada and that no publisher can bank on a book being a success. In fact the publishing business is considerable of a lottery. This being the case a publisher's position is stronger with a small edition at 75 cents than

with a large edition at 25 cents; while to think of an equal edition at 25 cents would be absurd.

It must also be remembered that most of the twenty-five cent editions sent out are in the nature of investments. *On investigation it will be found that not far behind the cheap edition of one of these successful novels there is coming a new and as yet untried novel by the same author. This means that the twenty-five cent book is out to cultivate the field.*

Still we are of the opinion that more might be done by the publishers. There are many books of undoubted popularity which are never procurable in less than seventy-five cent editions. Could not something be done to still further popularize them in cheaper editions?

Did you read our "Coming-of-Age" number, and have you filed a copy for future reference?

THE BOOK TRADE OF SEPTEMBER.

FROM the publishers' standpoint, September is always regarded as the school book month, for at this time of the year the books for the whole year's study are purchased. The 1905 trade has been excellent and the demand unprecedented. Publishers have had their hands full in filling orders, which have mostly come in at the last minute.

In general book publishing circles the first of the Fall books have already appeared and a large number of them are billed for publication this month. So far as can be estimated the number to appear will be quite up to the standard of previous years. Fiction will as usual bulk largely in Fall lists. Most of the popular authors of the day will be represented and, basing estimates on the sale of their previous books, there should be a heavy demand for the new works.

Up to the present, book sales have been slack. It is a between-season period, with Summer homes being vacated and time and money spent on the refurnishing of city residences. Towards the end of the month, when the change will have been accomplished, there should be a revival of the demand for literature. Towards this time booksellers should direct all their best energies.

The up-to-date bookseller finds Bookseller and Stationer indispensable. Are you up-to-date?

A PROSPEROUS OUTLOOK.

PROSPERITY for Canada is spelled in very large letters in the abundant crops which are being harvested this year, both in the older Provinces and in the west. Immigration and manufactures will receive a great impetus. Last, but not least, the retail trade of the country will feel the effects of freer money and greater ability to buy on the part of the public. Not for a long time have prospects been so bright for Fall and Winter business. The optimism which results all over Canada from the fine crops will cause increased buying of staples, and an indulgence in the luxuries of life which only a pros-

perous season can insure. Merchants should appreciate the present conditions and arrange their future business with a view to making the most of them. The public will be able and willing to get better goods and pay better prices, and when they have been once educated up to the use of certain qualities they can be kept up to that standard with comparative ease.

Patronize our advertisers. They are progressive and will help on your business.

DATE OF THANKSGIVING DAY.

COMMERCIAL travelers in London have organized a campaign having for its object the changing of Thanksgiving Day from a Thursday to a Monday. They point out the great injury done to business by having a holiday in the middle of the week. As no business can be done on Saturday it is not worth while staying out on the road over Thursday just for Friday's sales. Thus the greater part of the week is gone.

The point seems to be well taken. There seems to be no reason why Thanksgiving Day should always be held on a Thursday. Whatever feelings of sentiment may influence Americans to perpetuate the celebration on that day in memory of their New England ancestors, there can be no such influence in Canada. Thanksgiving Day has passed as a religious festival, and as a holiday it would be much more convenient, as has been suggested, on a Monday. Coming on that day it would leave a good holiday from Saturday till Tuesday, and would still permit of a tolerable week's work being done.

The question becomes pressing, because of the great number of holidays which have come of recent years. Without taking any exception to these, we may fairly ask that they be so arranged as to disturb business to as small an extent as possible.

Our circulation has gone up considerably since last issue

TRADE PAPERS FOR THE CLERK.

DOES your clerk get an opportunity to read some good trade newspaper? Just consider what it means to you in dollars and cents to have your employe well informed in his business and conversant with what is being done in the book and stationery trade. There is just one way to insure this. Have a paper sent to his house address, where he can read it in his leisure hours. There is usually enough work waiting on customers and keeping stock in order to take up all his attention in the store. The time to catch him to the best advantage is when he is in his own room. The money spent in subscriptions would be the best investment you could make. Reading of what others were doing in salesmanship, window dressing, advertising, and the other branches of the business, the ambitious clerk would emulate them. The increased business they would bring to the store would recompense you many times over for the small expenditure on an additional copy or two of a paper. Have The Bookseller and Stationer sent to the clerk. He will appreciate it and profit by it.

WALL PAPERS

STILL GROWING.

WHEN the makers of "The Menzie Line" placed their products on the market for the first time, last season, they had sufficient confidence in the merits of their goods to expect a cordial reception from the wall paper trade generally, but scarcely anticipated that within the short space of eighteen months they would be called upon to enlarge their plant to meet the demands made upon them. Yet such has been the case, and to-day a handsome new warehouse stands evidence of the fact that so soon the Menzie people have encountered their "growing time."

An additional block of land with an area of some 52,000 square feet has been acquired, and upon this a fine brick structure now stands, giving them an increased stor-



This handsome Dutch interior illustrates Burdap Weave No. 1710 for Dado Stencil 1680 for Frieze, and Landscape Border 1510 for Sub-Frieze. Manufactured by Stauntons Limited.

age capacity on the floor space alone of about four million rolls. This will greatly relieve the pressure during the manufacturing season in the main building and give additional space for extra machinery.

Their railway siding extending from the shore line of the Grand Trunk Railway some 500 yards distant has been brought into the factory grounds, and as this branch of the Grand Trunk is probably one of the best served sections in Ontario the facilities at their disposal for prompt handling of their heavy output have been materially increased. Promptitude in handling orders is one of the strong points with this firm, and as a matter of fact should be in any enterprise whose aim it is to maintain the patronage of the live retail merchant.

The Menzie people have guarded well their interests against interruption from the menace of all industry—the

fire fiend, whose devastating effects have so frequently in the past crippled some of the finest enterprises in the land, by installing a modern sprinkler system throughout the entire plant, and in addition a well organized brigade among the employes living in the neighborhood is ever in readiness to respond to the first alarm of fire. The sprinkler system is supplied from a 50,000 gallon water tower, and an additional 10,000-gallon tank has been provided for general water supply and employes' wash rooms. A feature somewhat out of the ordinary and well worthy of note is the immense cement cistern with a 250,000-gallon capacity situated under the floor of the new warehouse, from which the other tanks are supplied. This gives a total of 290,000 gallons of water being carried on the premises continuously.

REMOVING PAPER FROM WALLS.

STEAM as a means of removing old wall paper is a novelty which is just being placed on the market. Many devices for this purpose have been worked out, but few of them have stood the test of trial. In the present instance the steam is generated in a boiler by means of a gasoline burner, and applied to the wall through a hood in the hands of a workman. The connection between these parts consists of a rubber tube.

In the making of a contract for papering the paper hanger is always more or less in the dark, because he cannot calculate with any certainty on the amount or the tenacity of the old paper to be torn or scraped from the wall. He may base a calculation on a single or double covering, but when the workmen commence to scrape they may find half a dozen, which means that the work of removal will be very slow and laborious. The processes generally followed are tedious. In some cases the paper hanger merely tears away the portions of the old paper which are loose, thus leaving an uneven surface. In others water is sprinkled over the surface by means of a sponge, but it is necessary to wait until it has soaked in. Results are slow and somewhat incomplete, as the application of moisture is not uniform, and the paper is removed only in parts.

With the new apparatus alluded to, after a steam pressure is obtained within the boiler, it is merely necessary to hold the hood to the wall a short time when the paper peels off easily under the action of the workman's plow.

The outfit is not too large to be easily portable. The gasoline tank holds a sufficient quantity of fuel for half a day's operation, while the water tank holds four gallons, sufficient for the same period of work. The time of steam application varies with the amount of paper on the wall. Ordinarily, it is said that a few seconds will penetrate a dozen coverings of paper, one over the other. The claim is also made that it is hygienic, the heat of the steam killing germs and vermin. This would depend, of course, upon the length of time the application of the steam is kept up.—Upholstery Trade Journal.

The most restful wall paper is of one tint, without any pattern, thus as good for nervous people. Have you ever, when ill in bed, reduced yourself to a state of nervous irritation by trying to join a big sunflower or something to its stalk, which has wandered away in the pattern?

Red is supposed to be rather bad for nerves, but is warm and cosy, especially if patternless.

Too much white is glaring and comfortless, and all pale blues are delightful to the eye.

Canadian Edition
or
LOST HEIR

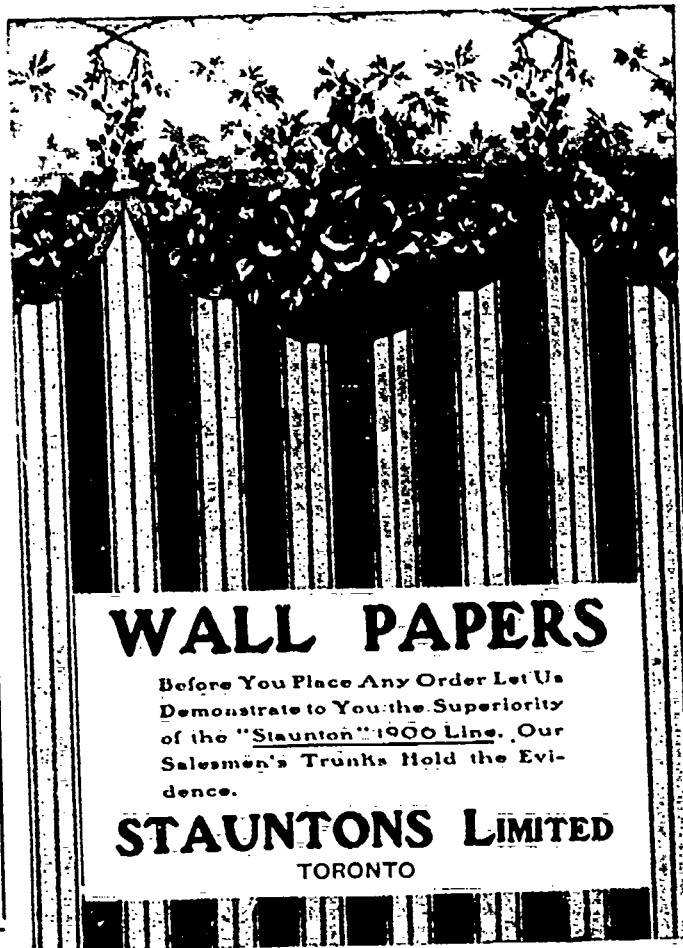
A game that sells wherever shown. Awarded long life on Merit. The Fall demand for this game will be heavy. We are issuing an extra big edition. The earlier the order, the earlier the shipment.

.. PRICES ..

No. 1, 75c. per doz.

No. 2, \$1.80 per doz.

THE COPP, CLARK CO., Limited
TORONTO



WALL PAPERS

Before You Place Any Order Let Us Demonstrate to You the Superiority of the "Staunton" 1900 Line. Our Salesmen's Trunks Hold the Evidence.

STAUNTONS LIMITED
TORONTO

ZUM

WIDOW McCARTY'S PIG
THE SNOW MAN
PICK UP

These games are to be extensively advertised by us this season in the leading magazines. The advance orders have been very heavy. If you have not already placed your order, do so at once.



Yours truly,

Zum

The Card Game of the Year is ZUM

MILTON BRADLEY CO., Springfield, Mass.



AT SEA



CHEERFUL



SUMMER



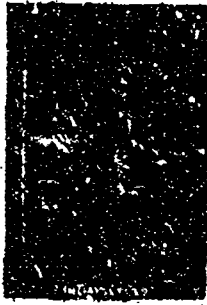
AUTUMN



MOSEL



VILLAGE BLACKSMITH



IN DAYS OF OLD



STILL ALARM



PLAYMATES



MOUNTAINEER

New 1905 backs Congress Playing Cards

It pays dealers to handle and display these cards—they are so beautiful that they sell readily among people who have heretofore bought only cheap cards

Initial Series—All letters of the alphabet—stylish color combinations and gold

Pictorial Series—Dozens of reproductions of original paintings in colors and gold

Club Series—Conventional white margin backs, printed in gold and colors



Manufactured by Canadian Mfg. Co. Montreal

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

No. 6—Six packs.

WATSON-FOSTER WALL PAPERS

Produce Results
ARTISTIC AND
PROFITABLE



MEDIUM GRADES—The greatest possible variety for every known purpose in unapproachable color effect and value.

SPECIALTIES—Beautiful artistic patterns quite beyond anything yet seen. With such goods in stock you will easily hold with profit the growing demand for "better things."

BY TRUSTING US—Others have made money

WHY NOT YOU?

SEPT. '05.

THE WATSON-FOSTER CO. LIMITED

MONTREAL

CANADA

'TIS YOU

Should Have a Large Stock Now of
TISSUE PAPERS

CREPE TISSUE, in rolls, 2 qualities.

DANCING GIRL and AMERICAN BRANDS.

FLAT TISSUE

Full stock of above in White and all Colors.

FLORAL FIRE-PROOF CREPE PAPERS

Put up in folds 10 foot lengths, and 20 inches wide.
30 different designs.

TISSUE NAPKINS AND DOILLIES

A large variety of designs.

ALSO

FANCY TISSUE GARLANDS

for DECORATIVE PURPOSES.

THE COPP, CLARK COMPANY, LIMITED
TORONTO

MANUFACTORY :
67, 69, 71 Colborne Street

WAREHOUSE :
64, 66 Front Street West

HERE AND THERE AMONG THE JOBBERS

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

FOR jobbers' trade especially, The Copp, Clark Company, Limited, are getting out special lines of pads, with colored covers. They have quite a series in preparation, including Beechwood, Saranac, Chebucto, Nyanza, Alaskan Bond, Arion Linen. They are prepared to give any jobber exclusive use of a particular cover for his own use and for use in his district. They are also putting out their old reliables—Ivory White and Queen City—in new covers.

"London Cloth," a new linen finished note paper, handled by Buntin, Gillies & Co., Limited, Hamilton, is proving to be an exceptionally good seller. The paper has the very latest crash finish and is decidedly the correct thing for fine correspondence. The boxes are also very stylish and up-to-date, being covered with a bright green and trimmed on the edges with a deep red.

Buntin, Gillies & Co., Limited, Hamilton, are showing a nice line of tally cards. Their prices are also away down and they anticipate a good sale for this line of goods.

An inspection of the stock of tissues in the warehouse of The Copp, Clark Co., Limited, is an eye-opener. The arrangement of the stock is excellent, showing careful management. One row of shelving contains the Dancing Girl brand in all shades. Another row contains the American brand. Still another is given over to the beautiful floral crepes, while a large space is devoted to the flat tissues. They have also an extensive stock of fancy crepe napkins, packed in cartons, containing 50 napkins each.

Winter evening games are in complete stock with The Copp, Clark Co., Limited, and may be ordered at once. They have also a full assortment of playing cards and players' sundries.

It will be good news to dealers to learn that import orders will be filled early this year by The Copp, Clark Co., Limited, owing to early delivery of the goods to them.

The Copp, Clark Company, Limited, have to hand their stock of private greeting cards and will be glad to furnish samples immediately.

For the Fall trade Warwick Bros. & Rutter, Limited, have prepared four series of writing tablets, making their line most complete. Of these, Taffeta Bond is a light weight, linen finish paper, Foreign Linear is a light weight paper with lines made in the stock, Transatlantic Bond is a thin plain white paper, while Liberty is a new white wove pad made expressly for jobbers' purposes and a little cheaper than the other lines.

An especially well-made non-leakable fountain pen has been added by Warwick Bros. & Rutter, Limited, to their

series of Chancellor pens and is called the Chancellor Non-Leakable. It can be carried in any position and is always ready for use. It is constructed so that no ink can gather on the nozzle to soil the fingers. In this matter, it is superior to almost all other non-leakable pens. The company guarantee the pen absolutely.

Warwick Bros. & Rutter, Limited, announce that they have added three new boxes to their cheaper grades of box stationery. The designs are pretty, being attractive female figures. The retail price of all three boxes is 15 cents. The firm have also in stock a complete line of typewriter paper in all styles and qualities.

With this month the season for playing cards and players' sundries opens up and Warwick Bros. & Rutter, Limited, Toronto, announce that their stock of all these goods is complete. They have in stock a wide variety of cards, punches, tassels, scoring seals, whist counters, bridge and duplicate score sheets, besides a dainty array of tally cards. One of the most novel of these is in the form of a playing card, slightly different in shape from the standard card, with the king and queen of hearts as designs.

W. J. Gage & Co. report that a very large number of their out-of-town customers have paid a visit during the past few weeks to their new offices and sample rooms on Front street. At the same time they have availed themselves of an opportunity to see through the new Gage factory on Spadina avenue by means of the automobile placed at their disposal by the firm. The trade appreciate the benefit of having the Gage & Co. sample rooms so convenient to all trains and boats. This firm has, as is customary, remained open during school opening week until 10 p.m. to fill all orders received by wire or phone the same evening.

The sale of post card albums, according to The Copp, Clark Company, Limited, is trebling in volume. They show an extensive range, running up from 25-cents to \$5 retail. There is also a good sale to be noted of their Triumph dollar fountain pen.

The Burns and Shakespeare backs in Goodall's playing cards are now in stock with The Copp, Clark Company, Limited. Business in cards should be brisk this Fall owing to the cut prices. The Congress cards have been reduced from \$4.50 to \$3.80 and the Goodall cards have dropped to \$3.60.

The Copp, Clark Company, Limited, have a splendid array of new papeteries from which dealers should have no difficulty in making a selection. "In Silk Attire" is a 25-cent box, in blue and white, with a fluted border; "Irisine Linen" is a dainty cabinet, fitted with pull-out drawer and including sealing wax; "Casterford Wove" and "Newtone Fabric" are boxes of correspondence cards

THE RAPID PHOTO PRINTING CO., Limited

4-5 Bridgewater Square, London, E.C., ENGLAND

ARE PUBLISHERS and PRINTERS OF THE WELL-KNOWN "RAPIDO" and "CAMEO" (BAS RELIEF) REAL PHOTOGRAPH POSTCARDS.

Up-to-date Portraits of Celebrities, Royalty, Actresses, Singers, Statesmen, Church Dignitaries, etc., with High, Glossy Surface (Black and White or Brown Tone) or Matt (Dull) Surface. Hand Painted and Hand Painted and Tinselled Photo Postcards.

"Song" Series
"Alphabetical" Series

"Sports" Series
"Name" "
"British View" Series

"Comic" Series
"Xmas" "

"Cameo" (Bas Relief) Postcards. Photos of Celebrities of the Stage.

Sole Agents
for Canada

THE ILLUSTRATED POST CARD COMPANY, 185 St. James St., MONTREAL

containing 25 each cards and envelopes, "Canadian Hem-stitch Note" at 50 cents in blue and white is an entirely Canadian production. In addition there is an assortment of fifteen 25-cent boxes in all finishes and colors.

A newly patented rack for showing picture post cards and other cards has been invented by a Toronto retail stationer and is for sale by The Copp, Clark Company, Limited. It is made of cardboard and will hold seven cards. It can be hung in almost any position and will be useful in making displays. The price is 40 cents per dozen.

The new school regulations have introduced some changes which are of benefit to dealers in school supplies. The teaching of plane geometry calls for protractors, compasses, rulers, etc., while the teaching of art has occasioned a demand for paints, brushes, etc.

Dealers are warned to look after their stock of office diaries for 1906 at once, as there is some danger of a similar shortage to that of last year.

For Christmas decorations of every character, The Copp, Clark Company, Limited, can supply a great many varieties of paper-made articles of Japanese make. These come in the form of imitation lanterns, flags and all manner of novelties. Bright red tissue paper bells may also be referred to in this connection. These come folded in compact space and sell at 5, 10 and 15 cents for the three sizes. This price is less than one-third of the price last year, owing to the fact that the bells are now made by machinery.

CALENDARS FOR ADVERTISING USE.

BEMROSE & SONS, of Derby, Eng., are well to the front with a very attractive lot of calendars for advertising purposes for 1906. Chief among them are the daily tear-off calendars including the Shakespearian daily Calendar, the Proverbial Calendar, with daily quotations from the works of Charlotte Bronte, and the Floral Calendar, presenting some poetical reference to the flowers day-by-day throughout the seasons. There are also plain day and date calendars in same style.

Messrs. Bemrose have brought about a great improvement in reducing the size of the mounts, (which are cloth covered and marble lined) to 4 1/2 x 6 1/2, and arranging a substantial prop, on the back of which is printed the usual postal information as well as a yearly calendar. The calendars may be placed on table, mantel or desk, without occupying much space, or hung on the wall by means of metal hanger.

For purposes of advertising, these calendars are especially adapted, for on every mount, space is left for the insertion of a neat business card. Monthly calendars are also supplied in same form—all in cloth boards, with ornamentation in gilt only. They are a most artistic series and are deserving the attention of those whose object is to supply their trade with what is neatest and newest. A splendid line of pictorial card calendars for advertising purposes is also shown, including some good hunting and Dutch subjects. There are also tasty little memo books and diaries with imprint on front cover and several pages front and back for customers' own advertisements.

FINE LEATHER GOODS



MANICURE SETS

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

MANUFACTURED BY



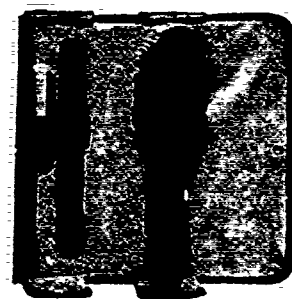
C. F. RUMPP & SONS

Established
1856

PHILADELPHIA, U.S.A.

NEW YORK SALESROOM
63 and 65 BROADWAY.

CHICAGO SALESROOM
35 RANDOLPH ST.



DRESSING CASES

Look over your stock of

KOH-I-NOOR PENCILS

and

MEPHISTO COPYING PENCILS

At this season of the year it is advisable to prepare for the certain demands of Fall business.

The call for Koh-I-Noor Pencils and Mephisto Copying Pencils is steadily increasing.

Are you prepared for it?

L. & C. HARDTMUTH

Vienna, London and New York

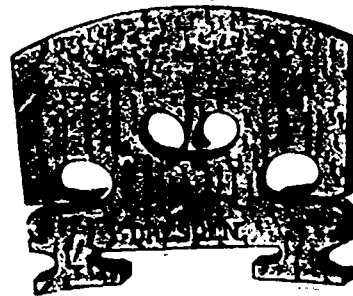
HIGGINS' INKS AND ADHESIVES



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

CHAS. M. HIGGINS & CO., New York—Chicago—London
 Originators and Manufacturers Inks and Adhesives
 MAIN OFFICE, 271 Ninth St., } BROOKLYN, N.Y., U. S. A.
 FACTORY 240, 244 Eighth St., }

EVER ASKED FOR



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

Our "New Catalogue" sent for the asking.

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

TORONTO

WINNIPEG

**PICTURE
POSTCARDS**

A REMARKABLE OFFER.

THE Rochester News Company is making a remarkable offer to the trade as will be noted from their advertisement, which appears on another page. The quality of their work is best told in the words of their customers. The following are a few letters this firm has received. One customer writes them: "I am highly pleased with the excellent quality of the cards which I have received. I have never seen anything to equal them in quality or price."

Mr. G. H. Daniels, the general passenger agent of the



Illustrating Song: "Tomorrow will be Friday."
Rapid Photo Co. Series of Post Cards.

New York Central & Hudson River Railroad, recently writes: "I congratulate you on the handsome appearance of your post card No. 5221, 'The Empire State Express,' and I intend to place them where I hope they will do you some good as well as ourselves." Mr. Daniels gave the Rochester News Company a substantial order, and later followed up with a re-order.

The general manager of another important railroad wrote them: "I beg to compliment you on the souvenir post cards representing scenes along our line. They certainly are very beautiful, and I plan to have a set of these cards framed and display some in each of our ticket offices, and also to have these cards on sale at each of our stations."

These are only a few of hundreds of similar letters which they have received from satisfied customers and every day brings several new ones.

They have published a series of cards illustrating a

recent incident in the navy, and the beautiful character of the work brought forth highly complimentary expressions from important members of the Administration at Washington.

Dealers will do well to write to the Rochester News Company for particulars relative to their advertisement appearing in this issue.

BUSINESS DOOMING.

W. G. MACFARLANE, 72 Bay street, Toronto, states that the demand for picture post cards has grown wonderfully in the last month or two. The sales in August were very heavy. The sale of comic and fancy lines is growing all the time, while the demand for view post cards has grown by leaps and bounds. Along with the growth of the post-card business, other lines of printed souvenir goods have increased in demand. The sales of souvenir view books, of letter cards, etc., have been very large. As the Christmas season is approaching, dealers would do well to place orders for souvenir novelties.

Mr. MacFarlane is making a specialty of post cards from customers' own negatives. He quotes now on eight or ten different styles, half tone, naturotype, collogtype, chromotype, autochrome, etc. A shipment of post card racks and display stands is expected in about a week. Dealers visiting Toronto would do well to look at these.

PHOTOGRAPH POST CARDS.

On visiting the extensive warerooms and sample rooms of the Rapid Photo Printing Co. in Bridgewater Square, London, England, one is struck by the fact that all their post cards are actual photographs, and it is a matter of astonishment to note the infinite variety of the post cards and greeting cards they are showing this season. One of their newest lines is in the form of a folding card with ribbon tie and dainty medallions of charming actresses in embossed oval frame on the first page of cover. These greeting cards run mostly in greys and greens, harmonizing perfectly with the natural or bromide effects of the photographs with which they are adorned. Those with plain photographs are known as their 1d. line, while the hand-colored goods retail at 6d.

Another form of greeting card is made up as an ordinary post card with a greeting or season's wish artistically set off with smiling faces of beautiful models. These are having a remarkable run in England at present and it is expected the demand will increase very largely as the holiday season approaches.

At time of writing probably the best selling line is the series of "name cards." There are between 100 and 150 subjects in this series and in this comprehensive collection will be found almost every name in general use. These cards are selling in phenomenally large numbers.

The most beautiful, though more expensive, line is the "Cameo" series. These are bromide photographs embossed in such a way as to throw the figure in relief and heighten the general effect by bringing out the high lights and deepening the shades. Most of the prominent actresses are to be found amongst the "Cameo" and the publishers informed us that they are shipping large quantities to Canada week by week.

The "Queen" series of half-size post cards is very chic. These nidget cards are admitted to the mails as ordinary post cards and while the space for correspondence is very much reduced the cards themselves are of a very taking size.

In bromide and glossy black and white photographs

<p>Fancy Goods, Papeteries, Xmas Bells, Cariands, Toys, Games, Fancy China, Gold Paints, Perfumes, Mouth Organs, Jardinieres,</p>	<h2 style="margin: 0;">The Kelk Sutcliffe Co.</h2> <p style="margin: 0;">Successors to F. and E. W. KELK.</p> <p style="margin: 0;">Having completed the re-arrangement of our Warehouse and Sample Rooms, we are now prepared for increased business and solicit the trade of retailers throughout the Dominion.</p> <p style="margin: 0;">A personal call at our Warehouse is invited, and a perusal of the lines contained therein will, we feel sure, deeply interest shrewd buyers.</p> <h2 style="margin: 0;">The Kelk Sutcliffe Co.</h2> <p style="margin: 0;">76 YORK STREET, TORONTO</p>	<p>Novelties, Notions, Leather Goods, Footballs, Picture Books, Electrolliers, Combs, Brushes, Pocket Cutlery, Razors, Shaving Stroops.</p>
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SOUVENIR CARDS

\$6 a 1,000, Comics and Canada only.
85c. per hundred, post free. 5,000 for \$25.

Try our "King Edward" assortment of Picture Cards, large variety, different to above, \$7.50 per thousand, or \$1 a hundred, post free. New arrivals constantly.

500 Comics, \$3.50. 1,000 Comics, \$6.
100 different cards, \$1. 200 to 500, different, same rate.

W. R. ADAMS, 401 Yonge Street, Toronto, Ont.

W. G. MACFARLANE

72 Bay Street, TORONTO

<p>PICTURE POST CARDS LEATHER NOVELTIES POST CARD RACKS</p>	<p>FANCY AND COMIC CARDS POST CARD ALBUMS SOUVENIR VIEW BOOKS</p>
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We make a specialty of View Post Cards from customers' own negatives. We quote on these in eight or ten different styles and processes.

Write for samples.

A shipment of Post Card Racks and Display Stands just received.

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White Our Colored Cards

STAND-ALONE

MONTREAL	TORONTO	QUEBEC
OTTAWA	HISTORIC	SPORTING
FISHING	HUNTING	
NORTHWEST SCENES		

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

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

FREE—1000—FREE

of the funniest, best and most attractive

Comic Post Cards Absolutely Free



Send immediately for particulars. This offer is exclusively for the trade, and we will pay no attention to any inquiries except from dealers.

We desire to get into communication at once with all Post Card Dealers on this proposition.

We are the largest dealers in Post Cards in the world.

THE ROCHESTER NEWS COMPANY
Post Card Department
19-27 Church Street
ROCHESTER, N. Y., U.S.A.

there is no-end of variety. There are some thousands of subjects and almost every "notable" is to-be-found-in the mending series. The favorites are actresses and besides these there is a remarkably long series of bishops and church dignitaries. The line of actresses is also done throughout in natural photo brown. The illustrations of famous songs are also in great demand as are also the comies.

In producing these photographs the scenery and accessories are all arranged with accurate detail and living models are used throughout with most lifelike effect. The Rapid Photo Co do not omit photographs of famous scenes and a very interesting series of views of Shakespeare's country introduces real photographs of Shakespeare's birthplace, the Old Grammar School, etc., etc. A series of the "Nation's Pictures," reproduced in miniature from the originals in the art galleries is by no means the least interesting, as also another series representing Japanese homelife and actual photographs of Japanese and Russian celebrities who have figured prominently in the recent war. The sole Canadian agency for The Rapid Photo Printing Co. is at 185 St. James street, Montreal.

NOTES.

Warwick Bros. & Rutter, Limited, Toronto, have a large stock of Tuck's Christmas post cards (15,000 envelopes) on the way out from London.

The Copp, Clark Co., Limited, show a pretty assortment of Christmas post cards, one hundred assorted in a box, which sell at \$15.00 per 1,000 cards.

The demand for Valentine post cards should be strong next February. The Copp, Clark Co., Limited, have some very attractive high grade cards, imitation birch-bark, silk, etc.

The Copp, Clark Co., Limited, cannot keep pace with the heavy demand for the Davidson lines of cards. They expect relief soon, on the arrival of a large consignment from the manufacturers.

W. J. Gage & Co. have just received into stock a new series of 18 colored views of Toronto. These comprise the best known and most popular views in the city, and the workmanship and finish is of the very best. Prices and samples will be submitted when asked for.

PERSONAL AND TRADE NOTES

A. H. Clark is opening a new drug and stationery store at Rosthern, Sask.

Mr. A. H. Jarvis, bookseller, Ottawa, was in Toronto during the Exhibition.

Warners, Limited, are building a new stationery and book store at Saskatoon, Sask.

Mr. Albert M. McLeod, bookseller and stationer, Sydney, C.B., was a recent caller on the wholesale trade in Toronto.

Another visitor to Toronto was Mr. R. G. Lees, of R. G. Lees & Co., booksellers and stationers, of Fredericton, N.B.

Smith's Book Store, Halifax, is well located on a central corner, and a big business is done in souvenir lines and magazines.

Mr. J. F. Maithead, editor of Baedeker's Hand-Book of Canada, is visiting this country collecting material for the third edition.

Mr. Charles Walton, the genial representative of Charles Scribner's Sons, New York, called on the Canadian trade this month.

Mr. E. P. Green, of the staff of Warwick Bros. & Rutter, Limited, Toronto, was married last month to Miss Bertha Irene Sadlier of Strathroy.

Messrs. George Hazen and Harry C. Woods are at present in Toronto, getting ready for the Fall campaign for Warwick Bros. & Rutter, Limited.

The death occurred at Ripley, Ontario, on September 2, of Mr. H. P. Chapman, who had conducted a book and stationery business in the village for many years.

Dr. May, inspector of public libraries of Ontario, returned August 23 from a tour through Northern Ontario. He reports libraries in that locality to be flourishing.

Mr. John Allen, who has been covering the trade in Toronto for Warwick Bros. & Rutter, Limited, is going out this Fall to cover Eastern Ontario for his company.

H. J. Franklin, the Vancouver stationer, is building a new three-storey brick and stone building on Hastings Street, near Abbott street. The building will cost \$8,000.

Mr. William Tyrrell, the Toronto bookseller, left early this month on a buying trip to England. He hopes to be able to secure specially attractive goods for Christmas.

Mr. R. J. Reid, of R. J. Reid & Co., bookbinders, Winnipeg, was married on September 6 to Miss Madeline Hoffman. A banquet was tendered Mr. Reid on the eve of his marriage.

On August 17 Mr. G. H. Haszard, of the firm of Haszard & Moore, printers and stationery, Charlottetown, P.E.I., died suddenly of heart disease. Deceased had been in business a third of a century.

R. H. Davis & Co., Yarmouth, have a corner store with a splendid long show window, in which they are able to display a great many different lines. They conduct a large printing business in addition to their retail trade.

Mr. William Warner, founder of Warner's Bookstore, Brandon, and until its incorporation as a company its proprietor, left last month to revisit the scenes of his childhood in England. On his return he will locate on the Pacific Coast.

At a meeting of the creditors of the Quebec Paper Bag Co., held on September 5, before Judge Pelletier, Mr. George Darveau was appointed curator, and Messrs. Jos. Ford, Jr., Portneuf, and F. H. Andrews and Louis Drouin, Quebec, were appointed inspectors.

Charles L. Nelles of Guelph has decided to dispose of both his stationery and wall paper business in that town. The business has been established more than a quarter of century, and has grown to be one of the handsomest and best known establishments in that line in Ontario.

Morton's Book Store, Halifax, has been in operation for many years, and Mr. Morton, its proprietor, is a good friend of Bookseller and Stationer. He carries a heavy stock, embracing a great many different lines. Like the other Halifax dealers, he has done well with souvenir goods.

A facetious Canadian bookseller wrote in to one of the publishers, whose portrait appeared in the last number of Bookseller and Stationer, complimenting him on his good

CARTER'S LIQUID GLUE



No. 231, 1-oz., \$15.00 List Per Gross

"mends everything but broken hearts and morals." Rather a startling statement this, but pretty near correct, if we are to judge by the constantly increasing sales of this article.

CARTER'S GLUE is a sure sticker, and those who once use it stick to it. That is why every dealer should keep it in stock. It is the finest grade of refined fish glue. The popular one-ounce bottle is put up in a display box as illustrated herewith.



No. 235, 1-oz. Self-Sealing Tube

The CARTER'S INK CO., Largest Makers of Writing Inks and Adhesives in America.
 BOSTON - NEW YORK - CHICAGO - MONTREAL

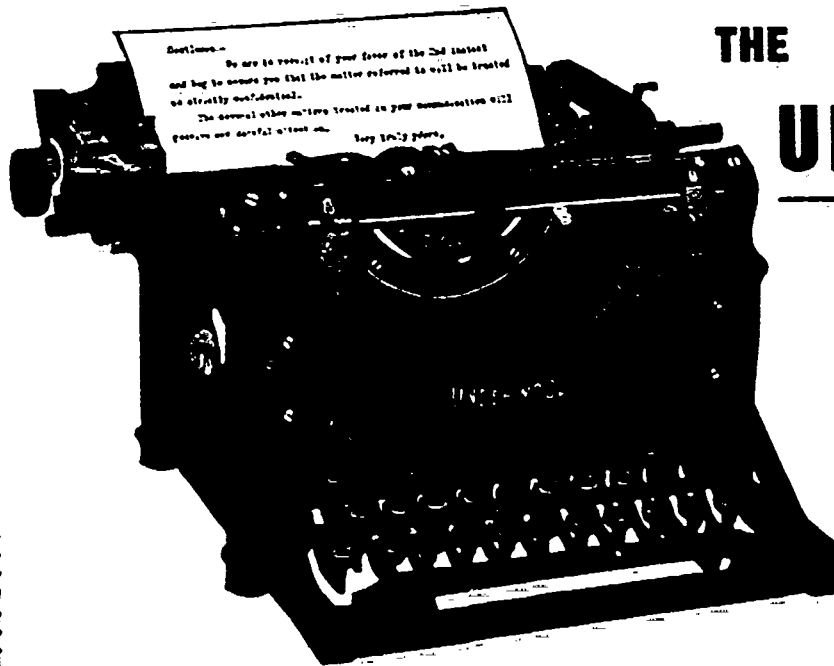
When You Buy, Buy Right

Get the Pick

SIR HINKUM PINKUM

Is one of the favorite 25 cent games. It's had a record sale and shows no signs of lagging. We have a handsome edition in preparation. You should be equipped. **Price per doz., \$1.80.**

THE COPP, CLARK CO., Limited, TORONTO



THE UNDERWOOD

The Writing-In-Sight Typewriter

Will do your work 25% to 50% faster than any other writing machine. Highest award "Grand Prize," St. Louis Exposition, 1904.

UNITED TYPEWRITER CO., LIMITED

7 ADELAIDE STREET EAST,
 TORONTO

and at

HAMILTON

LONDON

OTTAWA

QUEBEC

ST. JOHN, N.B.

99 ST. FRANCIS XAVIER STREET,
 MONTREAL

looks and asking for the use of the half-tone so that he might add him to his post card series of Canadian celebrities

Much regret has been expressed at the untimely death of young Frank Carrell, a promising clerk in the stationery department of The Copp, Clark Co., Limited, who had been with the firm since the fire. He was accidentally drowned about the end of August, while swimming in Toronto Bay during the noon hour.

Miss Hattie Tweedie, of Moncton, has a store of which she may justly be proud. Its arrangement bespeaks considerable skill, and the window displays are bright and pleasing. She does a good trade in books, of which she has a wide knowledge. She is most popular in the trade and is a good friend of this paper.

The large store of T. C. Allen & Co., Halifax, has been busy of late with school-opening business. The company have the largest book store in Halifax, and carry a large stock of general literature. In addition they do a considerable trade in office stationery. Several of the Nova Scotia school texts are published by them.

Messrs. John F. Ellis, and John R. Barber, of the Barber & Ellis Co., Limited, Toronto, have been on a trip to the Pacific Coast investigating conditions there. In an interview with the Victoria Times, they were quoted as saying that the time was not yet ripe for the establishment of a factory on the coast capable of turning out all grades of paper.

The D. M. Steward Mfg. Co. of Canada, Limited, have opened an office at 26-28 Adelaide street west, Toronto, from where they will push the sale of their Compo slate pencils. This new pencil, which has been described in previous numbers of this paper, is made of composition of consistency throughout and is considered by users to be greatly superior to the ordinary pencil.

R. W. Eaton is the proprietor of a book and stationery store in Kentville, located in a central position and well equipped with stationery, books and fancy goods. Mr. Eaton, in conversation, lamented the depredations his Toronto namesake is making in the Provinces, and judging from appearances he is quite right in his statement that Eaton of Toronto is eating things up there.

J. L. Connolly, who is continuing the business formerly conducted by him in partnership with J. Clyde Davidson, in Halifax, reports business to be active. His store front is usually surrounded by an interested throng, bent on inspecting the contents of the windows, which are dressed weekly and in a tasty manner. He has done a good business this Summer in post cards and souvenirs.

J. Clyde Davidson is gradually getting settled in his new premises in Halifax, (formerly occupied by C. H. Ruggles & Co.) He has altered the front of the store considerably and has put in two elaborate plate glass windows, with special facilities for lighting. These windows, when dressed in Mr. Davidson's best style, look extremely attractive and command the attention of passers-by. The interior of the store is almost square, and when finally arranged according to Mr. Davidson's plan will doubtless prove as attractive as the exterior.

Edgar J. Vickery, of Yarmouth, has been nearly a quarter of a century in business in that town, and has one of the most attractive stores in the Provinces. He is doing a good business in view cards of Yarmouth, of which he has a series of his own that are as pretty pieces of work as one would wish to see. He also shows a large variety of souvenir goods, besides staple stationery lines, books, fancy goods, magazines and pictures. His window is probably the most attractive in Yarmouth, judging by

the number of pedestrians who pause to examine its contents. Mr. Vickery has been a reader of Bookseller and Stationer from the start, and appreciates its worth.

Among the visitors to the Toronto trade during the course of the Exhibition were the following dealers: T. B. Taylor, Watford; M. G. Hay, St. Thomas; L. R. Burns, Southampton, Mr. Russell of Georgian Bay Lumber Co., Waubaushene; M. McRae, Wyebridge; R. M. Pitts, Cornwall; W. Holliday, Brooklyn; Geo. Wood, Ingersoll; J. Quinn, Tweed; J. B. Hamley, Picton; Mr. Henley, Landsay; Mr. Moore, Bradford; W. H. Buckley, Niagara Falls; T. C. McColl, Woodstock; H. W. Ralph, Dundas; Louis Peine, New Hamburg, Alex. Wilson, Seaforth, D. McArthur, Paisley, S. M. Carey, Corbetton, D'Alton Campbell, Gravenhurst; W. S. Carter, Penetanguishene; P. Trebilcock, Bowmanville; Mrs. Alin, Whitby; Geo. Bailey, Badjeros; J. Klinck, Elmira; Geo. Moore, Parry Sound; J. Kochinstett, Wikweninong; J. P. Lawrason, Milton; Miss A. W. Brown, Drumbo, G. F. Dean, Lansdowne; D. Stewart, Cookstown; J. Gipton, Woodstock; J. W. Gladhill, Huntsville, R. Phillips, Fergus, J. T. Skales, Mount Forest; T. Thauburn, Brampton; L. L. Rogers, Dumbarton; A. H. Jarvis, Ottawa; F. E. York, Aurora; J. T. Ott, Floridale; Chas. Kister, Chippewa, Coulthard & Co., Galt; W. Segal, Mount St. Louis; F. C. Horde, Mitchell, J. A. Mitchell, Atwood; H. Schooley, Brampton; H. Walsh, Haileybury, F. W. Cook, Waterdown, H. Guston, Newton; E. C. Featherstone, Milton, H. A. Vardusen, Tara; A. H. Stratton, Peterboro, C. A. Wray, Rodney; M. Abraham, New Liskeard; T. Stephenson, Orangeville; J. D. Johnson, Huntsville; M. H. Bell, Wollen; J. H. Superior, Montreal; Red Star News Co., London; D. Cobbleclik, Ailsa Craig, J. H. Adams, Perth; J. J. McGill, Cavanville, W. C. Griffith, Colborne; H. L. Douglas, Burks Falls; R. Neilly, Bradford, J. C. Hanley, Read, D. Curry, Mattawa, D. Campbell, Dundalk; W. Ogilvy, Bond Head; J. R. Burns, Janetville, H. A. Tanton, Charlottetown; J. D. McKay, Newmarket, Boscoe Bros., Oakwood; Geo. Eilbeck, Newcastle; J. T. Kirby, Arthur; T. E. Hanna, Rosemount; J. O. Herity, Markham; E. A. Berger, Bradford; E. A. Deans, Dundalk; J. Boadway, Stouffville; C. L. Nelles, Guelph; George Hynds, Acton.

TO THE POINT.

Norman Murray, second-hand bookseller on Berceur Hall Hill, Montreal, has a unique card placed in his window reading, "Don't ask for prices if you don't intend to buy. This is not a free information bureau." Passers by deciphering this are perhaps more amused than impressed. A choice bit of poetry is an additional decoration pasted on the window and runs as follows:

Man's Destiny.

Man came into this world, naked and bare,
His mission in this world, sorrow and care,
His exit out of this world, no-one knows where,
But if he does right here, he will do well there.

BRANDAUER & CO.'S AGENT.

H. O. Knowles Co., 511 Coristine Building, Montreal, have been appointed Canadian agents for C. Brandauer & Co., Limited, London warehouse, 124 Newgate street, E.C. Their circular pointed pens are thoroughly and completely represented and all enquiries will be promptly attended to.

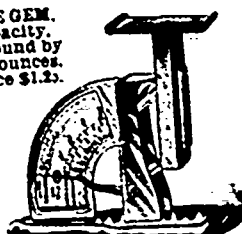
<p>This list is for the purpose of placing retailers, manufacturers, jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,</p>	<h2>Leading Canadian Accountants and Auditors</h2>	<p>adjusting 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 style="text-align: center;">DAVID HOSKINS, F.C.A. Chartered Accountant, Auditor, Financial Valuator. 77 Wellington Street East, Toronto, Canada.</p>	<p style="text-align: center;">This Space \$16 a Year.</p>	<p style="text-align: center;">JENKINS & HARDY, Assignees, Chartered Accountants, Estate and Fire Insurance Agents. 114 Toronto Street Toronto. 405 Temple Building, Montreal. 100 William Street, New York.</p>

<p>This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,</p>	<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>
<p>TUPPER, PHIPPEN & TUPPER, Barristers, Solicitors, Etc. Winnipeg. - - - Canada.</p>	<p>ATWATER, DULOS & CHAUVIN Advocates, Montreal. Albert W. Atwater, E. O. Consulting Counsel for City of Montreal. Chas. A. Dulos, Henry N. Chauvin.</p>	<p>BEATTY, BLACKSTOCK, PARKEN, RIDDELL & MARKE Barristers, Solicitors, Notaries, Etc. Office, Bank of Toronto. Tel. Main 3113. - - - Toronto, Ont.</p>
<p>IRWIN & JONES, Barristers, etc. H. E. Irwin, K.C., Clerk of the Peace, County of York; B. Morton Jones, H.C.L.; Solicitors for Equity Fire Insurance Co., Berlin Fire Insurance Co. 24 King St. W., Toronto, Weston, Ont.</p>	<p>W. G. WILSON Barrister, Solicitor, Notary, Conveyancer, etc. Napanee, Ont.</p>	<p>MEWBURN & AMBROSE Barristers, Solicitors, etc. B. G. MEWBURN, E. H. AMBROSE, Hamilton, Ont.</p> <p style="text-align: right;">WM. A. MCLEAN Barrister, Solicitor, Etc. Head Office, Guelph, McLean's Block. Branch Office, Aton, Town Hall. Corporation Solicitor, Etc.</p>
<p>ROBINSON & GREEN Barristers, Solicitors, Etc. JOHN A. ROBINSON, JOHN H. GREEN, Solicitors for the Imperial Bank of Canada, the Southern Loan & Savings Co., St. Thomas, Ont.</p>	<p>LOUGHEED & BENNETT, Barristers, Solicitors, Advocates, etc. Calgary, Can. Cities: Lougheed, Calgary Solicitors for: Bank of Montreal, Canadian Bank of Commerce, Bank of Nova Scotia, Merchants' Bank of Canada.</p>	<p style="text-align: center;">This space \$30 per year.</p>

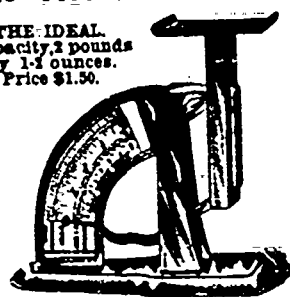
TRINER POSTAL SCALES ARE POSITIVELY ACCURATE AND SCIENTIFICALLY PERFECT AUTOMATIC POSTAL SCALES.

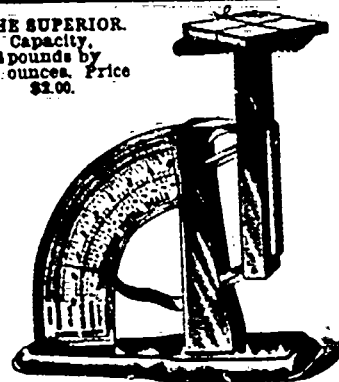
THE SUPERIOR.
Capacity,
4 pounds by
1-2 ounces. Price
\$2.00.

THE GEM.
Capacity,
1 pound by
1-3 ounces.
Price \$1.25.



THE IDEAL.
Capacity, 2 pounds
by 1-3 ounces.
Price \$1.50.





The Triner Postal Scale records instantly the exact cost in cents on all classes of mail matter. Steadily increasing sale is convincing proof of the merit of the Triner Postal Scale. Article can be placed anywhere on platform, yet always shows accurate weight.

Order through Your Jobber.
TRINER SCALE & MFG. CO.
125-59 W. 21st Street CHICAGO, ILL.

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333.
Business, 048, 14, 130.
Broad Points, 312, 313, 314.
Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:
THE BROWN BROS., LIMITED
TORONTO.

YOU ARE INTERESTED IN SOMETHING.

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

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

Terms	100 Clippings,	\$ 5.00
	250	12.00
	500	22.00
	1,000	40.00

Send for our Booklet which fully explains the scope of the clipping industry.

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

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street,
MONTREAL

10 Front St. East,
TORONTO.

GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.

This department is conducted and prepared by our advertising specialist, who possesses a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," BOOKSELLER AND STATIONER, Toronto.

PATIENCE A VIRTUE IN ADVERTISING.

By Ralph Harris in Hraim

SAID a man who has had a wide experience in advertising of all kinds: "New advertisers, especially retailers, make a serious mistake when they look for the total net results from advertisements inserted, in too short a space of time."

The money invested in advertising earns profits sooner than the money invested in any other line of goods that a man can put his money into, but they don't come as soon as some people expect.

You take \$100 around to the savings bank to-day, and a year from now \$1 will be your profit.

You buy a bill of staple goods to-day, and unless the article is an unusually good seller, your profits will be tied up in the transaction from three months to a year.

In a retail business probably it will be found to be a

happened? Five years after that date, there came to him a farmer with a little old, faded, pink circular that he had sent out. The merchant looked for the goods advertised, but long since had they been sold. However, the farmer bought something else, opened up an account, and has been a steady customer ever since. This one farmer's business is probably worth considerably more than the total investment.

An old land advertising agent who places the business of many mail order advertisers, tells me that he has known of direct results being received from advertisements inserted as long as ten years ago.

I am to-day receiving replies from advertisements inserted in newspapers as far back as 1902.

I do not believe that there is an investment of any kind that begins to pay the dividends that the right kind of advertising does.

Certainly the good will of the business obtained partially by advertising, is worth considerably more than a business obtained without it.

A VALUABLE OFFER.

IN order to encourage newspaper advertising among the booksellers and stationers of Canada, this paper is prepared to make the following offer to its readers. To any proprietor of, or clerk in, a Canadian book, stationery or fancy goods store, who sends us a marked copy of his local paper containing an advertisement of his goods, which reaches a certain standard of excellence, we will give either

(a) One year's subscription free to Bookseller and Stationer, or

(b) A copy of "Successful Advertising," a volume of 400 pages, bound in cloth and containing much valuable information.

The conditions to be complied with are extremely simple. There is no restriction as to the size of the advertisement or as to its contents, but it must have appeared in some issue of a Canadian newspaper between the dates of September 1 and November 1, 1905, and must be the personal work of the competitor. Mention will be made in these columns of every advertisement submitted and reproductions of the best examples will be made. In the event of an advertisement not attaining our standard, full reasons will be given for the failure of the competitor.

Copies of the newspapers containing the advertisements should be forwarded to the Editor of Bookseller and Stationer, 10 Front street east, Toronto, and on the wrapper the words "Special Marked Copy" should be clearly written, while a post card to the editor advising him of the sending of the paper should be forwarded therewith. The offer remains open to November 1 and may be extended, if the competition proves successful. A first failure will not preclude a second attempt.

Every Letter

you write reflects

YOU

It will bear witness to your good taste if you write it on Twine or Highland Lines — the popular styles in Eaton-Hurbit Writing Papers.

Plenty of other styles here, too, of these attractive writing papers.

WALTER SCOTT
Bookseller and Stationer
BARRIE, ONTARIO

fact that profits—the profits that a man can spend or invest in other things—cannot be declared more than once a year.

When a man runs an advertisement in a newspaper, for some reason or other he expects to get his profits the next day or at most the next week. He counts his chickens before they are hatched.

A retailer of my acquaintance who started in business some five or six years ago with a good line of credit but mighty little capital told me that he can trace results to advertising and circularizing that he did more than five years ago.

As an actual experience he told me that in 1899 he distributed a few thousand circulars among farmers outside of his territory. The direct results were not unusually satisfactory, and he figured at the time that the investment of about \$20 was practically lost. But what

The Best-Selling Game on the Market

DONKEY PARTY

Nothing equals it as a trade-winner or a fun-provoker.
The ideal amusement for winter evenings: so the ideal game to
"push" now. We can fill your orders, no matter how big.

Price Per Doz., \$1.80.

THE COPP, CLARK CO., Limited, TORONTO

C. Brandauer & Co.'s - Limited



SEVEN PRIZE MEDALS.

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. Attention is also drawn to our Patent Anti-Blotting Pens.

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

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

CIRCULAR POINTED PENS

Patronize Canadian Manufactures

Auld's Premium Muilage—nothing better.
Auld's Lithograms and Lithogram Com-
position—best quality.
Aome Cleansing and Washing Powder—
for Printers' and general use.
Coal Saving and Smoke Consuming
Compound—saves $\frac{1}{4}$ to $\frac{1}{3}$ of the Coal and
no danger with it.

Dealers in Pulp and Paper
Correspondence and Orders Solicited.

AULD MUCILAGE CO., 17 Bleury Street, Montreal

Telephone Main 2478.

SIGNS AND SHOW CARDS

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

THE MARTEL-STEWART CO., LTD.
681-683-685 Craig Street, - Montreal, Canada

"ROB ROY"

PENS

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



This series of Pens is made of the same material, by the same tools, by the same process and at the same Well established firm of 'Waverly' Pens which Hinks, Wells & Co. have for 20 years and upwards prior to 1894. 1901, manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

Portable Book Cases and Book Trucks

For Banks, Offices and Libraries

Finished in Plain or Ornamental Hardwood
Rubber Tired Wheels

Special Designs for Use in Sunday School Libraries

MONTEITH, NIXON & COY.

Makers of Good Trucks
256 MACDONELL AVE., TORONTO
Telephone Park 1318

HOTEL DIRECTORY.

WINDSOR HOTEL, HAMILTON, BERMUDA.

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

TOWER HOTEL, GEORGETOWN, DEMERARA, BRITISH GUIANA.

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

VICTORIA LODGE

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

BOARD AND-ROOM

"THE ARGYLE,"

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

THE AMERICAN HOUSE

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

WOODSIDE BOARDING HOUSE

(CORNER OF MAIN AND TAMANA STREETS, GEORGETOWN, DEMERARA.)
Cool and airy Bedrooms, Excellent Cuisine, Attendance Qualified. Terms Moderate. Electric Car Loop at rate of premium. Patronage Solicited. Managers, K. COTTAN.

WINTER RESORT—QUEEN'S PARK HOTEL.

PORT OF SPAIN, TRINIDAD, B.W.I.
JOHN McEWEEN, Manager For Rates, etc., apply Trinidad Shipping & Trading Co. 29 Broadway, New York.

THE GRAND UNION

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

Successful Advertising—How to Accomplish It

By J. ANGUS MACDONALD

A volume of 400 pages packed full of good stuff for advertisers. Price \$2.00.

Sent post paid upon receipt of price.
TECHNICAL BOOK DEPARTMENT
MACLEAN PUBLISHING CO. LIMITED, TORONTO.



THE TELEPHONE

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

LONG DISTANCE TELEPHONE SERVICE.

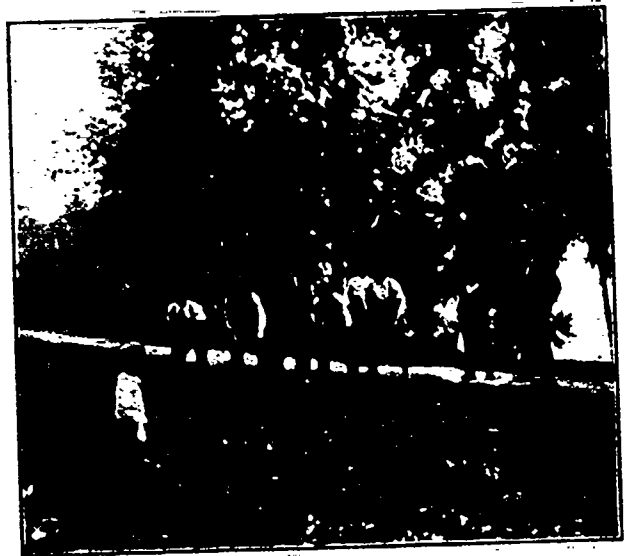
Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office or.

THE BELL TELEPHONE COMPANY OF CANADA

WATSON-FOSTER-OUTING.

SATURDAY, September 2nd, was a red-letter day in the history of the employes of the Watson-Foster Company, Limited, Montreal, and it is safe to say that their first annual picnic, at Bout de L'Isle Park, 10 miles from the city, will long be remembered by all concerned Members of the firm, and employes with their families to the number of nearly four hundred people, left the factory at Maisonneuve, a suburb of Montreal, in special cars at 9 a.m. The weather was ideal and the run to the park prepared everyone for the keen baseball game which was first on the programme. The factory team, which is well known in Montreal, again proved their prowess by administering a severe defeat to the warehouse staff.

After generous refreshments, the afternoon programme of games and races was carried through without a hitch, keen competition prevailing in all events. Races for men, women and boys and girls were all included and the climax was reached in the concluding events, a three-legged and a sack race. The office staff redeemed itself in these events, although in the strenuous tug-of-war they



Start of 130 Yard Hurdle Race. Mr. Robt. Fraser at the left.

again fell down. Mr. Robert Fraser, the factory superintendent, proved a capable starter, although he had his troubles keeping all in line, while Mr. S. S. Boxer, the general manager, and Mr. W. A. Sutherland, the secretary-treasurer, had the somewhat difficult task of judging the winners. Dancing formed the evening's entertainment.

Mr. Boxer, in the evening, in a particularly happy address touched upon the success of the day's gathering and trusted that this first annual picnic might be the predecessor of many similar happy re-unions. The appreciation of the employes found vent in prolonged and hearty cheers. He then proceeded to present the various prizes of a useful nature, at the same time alluding to the prowess of the various recipients. The return to the city was made without mishap and all voted the outing successful in every way. It is needless to state that the elaborate programme furnished by the firm will be treasured by all in memory of this first annual picnic which presages many similar happy gatherings. The members of the firm deserve unstinted praise for their progressive efforts in this direction.

The Barber & Ellis Co'y Limited

Warehouse: 72 York St., TORONTO

Factory: BRANTFORD, Ontario

Our Staple lines of correspondence stationery are:

Old England Vellum

Crown Vellum

French Organdie, linen finish, three shades.

Shamrock Linen, linen finish, three shades.

In Empress, Small and Large Note sizes.

Old Parchment Vellum

King Edward, white, cream and kid surface.

Crash Linenette, linen finish, three shades.

Envelopes to match all of these grades.

WRITE FOR SAMPLES

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: 2, St. Bride St., E.C.

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.

WESTERN ASSURANCE COMPANY.

FIRE AND MARINE

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

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

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

THE METROPOLITAN BANK.

DIRECTORS

R. H. WARDEN, D.D., President R. J. MOORE, Esq., Vice-President
D. E. THOMPSON, Esq., K.C. His Honor W. MORTIMER CLARK, K.C.
THOS. BRADSHAW, Esq., JOHN FIRSBROOK, Esq.,

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

GENERAL BANKING BUSINESS TRANSACTED

SAVINGS DEPARTMENT

at all Branches.
ACCOUNTS SOLICITED

Drafts Bought and Sold.
Letters of Credit Issued.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$850,000.00.

TOTAL ASSETS, \$2,043,678.60.

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

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

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

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during August, 1905.

Among the Autumn Leaves. Song. Words and music by E. B. Sutton. Ephraim B. Sutton, Bala Falls, Ont.
 A Number of Times Our Goal Was in Danger. Good for Twenty Yards. Hockey a Winter Game. The Game Was a Beautiful Exhibition of Lacrosse. The Goal Keeper is Certainly the Pride of the Local Bunch. Picture post cards. G. M. Rose, Toronto.

Office de la Sainte Vierge et des Morts. Livre. Soeurs de la Congregation de Notre Dame de Montreal, Montreal.
 Souvent Post Catd re Airship with a Person Falling therefrom with an open umbrella. Joseph Batterton, Ottawa.

He's Such a Li'l Trouble. Song. Words by Frank L. Stanton. Music by Oley Speaks. A Song of April. Song Music by Oley Speaks. The Lord is My Shepherd. Sacred song. Psalm XXIII. Music by George Chapman. Help Me O Lord. Sacred song. Part of the 118th Psalm. Music by George Chapman. The Colleen. For piano. No. 2. By W. Caven Barron. Forsaken. For piano. No. 3. By W. Caven Barron. Lullalo. An Irish lullaby. For piano. No. 1. By W. Caven Barron. A Song of the Hills. Song. Words by Clinton Scollard. Music by Arthur Nevin. A Folk Song. From Hood's Poems. Music by Arthur Nevin. Song of the Rover. Song. Words by Joseph Lewis French. Music by C. B. Hawley. The Wind A-Wooing. Song. Words anonymous. Music by C. B. Hawley. Love's Enchantment. Song. Words by Julian Durand. Music by C. B. Hawley. The John Church Company, Cincinnati, Ohio, U.S.A.

Silver Heels. March Two-Step. By Nell Moret. Jerome H. Remick & Company, Detroit, Michigan.
 The Central School Jubilee Re-Union, 1853-1903. August, 1903. An Historical Sketch. By J. H. Smith, P. S. Inspector. Book. Joseph Henry Smith, Hamilton.
 Gloriana. Waltzes. By R. B. Brewer. Jerome H. Remick & Company, Detroit, Michigan.

Lead Kindly Light. No. 2238. Anthem for general use. Words by Cardinal Newman. Music by Thos. Ely. Mus. Doc. F.R.C.O. Te Deum Laudamus. In D. No. 2237. Music by Cuthbert Harris. Mus. Doc. F.R.C.O. The Lord is My Light. Psalm XXVII. 1, 7, 8, 10, 11, XXVIII. 7, 8. No. 2240. Anthem for general use. Music by Arthur W. Marchant. Mus. Doc. Oxon. F.R.C.O. Magnificat and Nunc Dimittis. In G. No. 2235. A Short Festival Setting. Music by Bruce Steane, Mus. Bac. The Souls of the Righteous. No. 2243. Music by J. T. Field. We Wait Thy Loving Kindness. No. 2241. Music by J. T. Field. As the Earth Bringeth Forth Her Bud. Isaiah LXI. II. Psalm CIII. 1, 2. LXX. 12, 14. No. 2236. Harvest Anthem, for general use. Music by Cuthbert Harris. Mus. Doc. F.R.C.O. The Lord is My Shepherd. Psalm XXIII. vv. 1, 1. No. 2239. A Short Anthem for general use. Music by Thomas Ely, Mus. Doc. Lond., F.R.C.O. Thou Wilt Keep Him in Perfect Peace. No. 2242. Music by J. T. Field. Let Us Now Praise the Lord. Jer. V. 21. St. Mark IV. 26, 27, 28, 29. Rev. XIV. 15, 16. XXII. 14. No. 2233. Anthem for Harvest or general use. Music by Bruce Steane, Mus. Bac. The Lord is

King. Psalm XCIII. No. 2234. Anthem for general use. Music by Bruce Steane, Mus. Bac. April Song. By John David Beall. Spring Song. By John David Beall. Winter Song. By John David Beall. Calm on the Listening Ear of Night. Christmas song. By C. B. Hawley. The John Church Company, Cincinnati, Ohio.

High School Physical Science. Part I. Revised Edition. By F. W. Merchant and C. Fessenden. The Copp. Clark Company, Limited, Toronto.

The Catholic Home Annual, 1905. Diocese of Hamilton. George S. Cotter, Detroit.

Halibonnie, or, Halifax, Our Maple's Bonnie. Poem. By George John Menge, B.A., Halifax.

Fare Thee Well, Annabelle. Words by Ed. Madden. Music by H. B. Blanke. Jolly Fellows. A Stein Song. Words by Wm. H. Gardner. Music by Louis F. Gottschalk. Foolishness. Characteristic March and Two-Step. By C. A. Grimm. Jerome H. Remick & Company, Detroit.

Golden Rules. Song. Words by James Fax. Music by L. Walzmann. James Fax, Toronto.

The Making of a Teacher. By Martin G. Brumbaugh. Ph.D., LL.D. Book. The Sunday School Times Company, Philadelphia, Pennsylvania.

Triumphant America. March Two-Step. By F. H. Losey. Little Miss Me. Song. Words by Victor Lauriston. Music by George Hahn. Waiting. Song. Words and Music by Wm. H. Boyan. Vanderstoop Music Company, Williamsport, Pennsylvania.

Her Treasure. Picture. Grip, Limited, Toronto.

Only You. Words by F. Keiser. Music by Alexander Spencer. Ching-a-Ling-Fong. Words by Bert St. John. Music by Harry Linton. Arranged by Alexander Spencer. Jerome H. Remick & Company, Detroit.

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ABOUT QUILLS.

A FEW days ago I saw a sight which struck me as unique and suggestive. I am sure not many of my readers have seen the like; myself, never before. A cartload of quill pens, no less! Nothing sensational, you will say; yet it is often the odd but unsensational thing that means most. Clearly, there must be a vast number of quills still in use for one stationer to receive such a stock, and I shall venture to say that few people would imagine there is any considerable business in this ancient writing instrument. You would suppose the industry to be as dead as the making of those arrows so finely sung by Sir Conan Doyle in "The White Company":—

What of the shaft?

The shaft was cut in England;

A long shaft, a strong shaft,

Barbed and trim and true;

So we'll drink all together

To the grey goose feather

And the land where the grey goose flew.

But, you see, it is not so, and despite the commonness of fountain-pens and typewriters, there must be many who still prefer the goose-quill to all new-fangled inventions. At the British museum, and in some of the public libraries,

quills are still offered to those using the reading rooms, but you seldom see people making use of them. Why anyone should prefer to scrape along with a quill, when he may have a smooth-running fountain pen, is more than I can understand. I am no admirer of the Yankee, but I thank him sincerely for inventing the fountain-pen. Mr. George Meredith, as befits one of the old school, has remained faithful to the quill, and when on one occasion I had the pleasure of seeing through his quaint little study at Boxhill, I found such an abundance of quills in his inkstand that—I confess it boldly—I made no scruple of possessing myself of one, which I treasure as a "rich legacy," to be mentioned in my will! "J.A.H." in the Bystander.

A JAPANESE AGENT.

Mr. Reginald O. Simmons, of London, Eng., and latterly of Montreal, has decided to locate in Yokohama, Japan. He wishes to secure some reliable agencies for manufacturers who are anxious to promote trade in the Far East. Mr. Simmons has excellent social and financial standing and would urge parties interested to apply promptly as it is his intention to sail for Yokohama early in October.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

BELLEVEILLE.

1. "The Great Mogul," by Louis Tracy. McLeod & Allen.
2. "Maid Margaret," by S. R. Crockett. Copp, Clark.
3. "The Garden of Allah," by Robert Hichens. Briggs.
4. "God's Good Man," by Marie Corelli. Briggs.
5. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
6. "Wings of the Morning," by Louis Tracy. McLeod & Allen.

CALGARY.

1. "Rose of the World," by A. and E. Castle. Copp, Clark.
2. "The Great Mogul," by Louis Tracy. McLeod & Allen.
3. "The Morals of Marcus Ordeyne."
4. "Singapore," by E. W. Hornung. Copp, Clark.
5. "The Ravens," by H. Dickson. Langton & Hall.
6. "The Game," by Jack London. Morang.

CHARLOTTETOWN.

1. "The Masquerader," by K. C. Thurston. Harpers.
2. "The Way of the Sea," by Norman Duncan. Revell.
3. "The Man on the Box," by Harold McGrath. McLeod & Allen.
4. "Return of Sherlock Holmes," by A. C. Doyle. Morang.
5. "Beatrice of Venice," by Max Pemberton. Copp, Clark.
6. "Jess & Co.," by J. J. Bell. Copp, Clark.

COLLINGWOOD.

1. "Rose of the World," by A. and E. Castle. Copp, Clark.
2. "The Winged Helmet," by H. S. MacKaye. Copp, Clark.
3. "The Sign of Triumph," by S. Stevens. Copp, Clark.
4. "The Purple Parasol," by G. B. McCutcheon. Musson.
5. "The Masquerader," by K. C. Thurston. Harpers.
6. "The Hound from the North," by R. Cullum. Copp, Clark.

QUELPHI.

1. "Rose of the World," by Agnes and Egerton Castle. Copp, Clark.
2. "The Garden of Allah," by Robert Hichens. Briggs.
3. "The Queen's Quair," by M. Hewlett. Morang.
4. "The Vagabond."
5. "Wings of the Morning," by Louis Tracy. McLeod & Allen.
6. "Mid the Thick Arrows," by Max Pemberton. Copp, Clark.

HAMILTON.

1. "The Garden of Allah," by Robert Hichens. Briggs.
2. "The Great Mogul," by Louis Tracy. McLeod & Allen.
3. "Rose of the World," by A. and E. Castle. Copp, Clark.
4. "Sandy," by A. H. Rice. Briggs.
5. "Singapore," by E. W. Hornung. Copp, Clark.
6. "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.

KINGSTON.

1. "The Garden of Allah," by Robert Hichens. Briggs.
2. "The Ravens," by H. Dickson. Langton & Hall.
3. "The Voyageur," by W. H. Drummond. Briggs.
4. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
5. "The Quakeress."
6. "Dr. Luke of the Labrador," by Norman Duncan. Revell.

MONCTON.

1. "The Garden of Allah," by Robert Hichens. Briggs.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "A Courier of Fortune," by A. W. Marchmont. McLeod & Allen.

4. "The Voyageur," by W. H. Drummond. Briggs.
5. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
6. "Rose of the World," by A. and E. Castle. Copp, Clark.

OTTAWA.

1. "Pam," by B. Von Hutten. Musson.
2. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
3. "The Voyageur," by W. H. Drummond. Briggs.
4. "God's Good Man," by Marie Corelli. Briggs.
5. "The Garden of Allah," by Robert Hichens. Briggs.
6. "The Plum Tree," by D. G. Phillips. McLeod & Allen.

PETERBORO'.

1. "Marcelle," by Hampden Burnham. Briggs.
2. "Justin Wingate," by J. H. Whitson. Langton & Hall.
3. "The Prize to the Hardy," by Alice Winter. McLeod & Allen.
4. "The Ravens," by H. Dickson. Langton & Hall.
5. "A Courier of Fortune," by A. W. Marchmont. McLeod & Allen.
6. "The Purple Parasol," by G. B. McCutcheon. Musson.

ST. CATHARINES.

1. "The Masquerader," by K. C. Thurston. Poole.
2. "The Great Mogul," by Louis Tracy. McLeod & Allen.
3. "The Motor Pirate," by S. Paternoster. Langton.
4. "A Japanese Romance," by C. Holland. Copp, Clark.
5. "My Lady Clancarty," by I. Taylor. Musson.
6. "Rose of the World," by A. and E. Castle. Copp, Clark.

SARNIA.

1. "Duncan Polite," by Marian Keith. Westminster.
2. "The Voyageur," by W. H. Drummond. Briggs.
3. "Maid Margaret," by S. R. Crockett. Copp, Clark.
4. "In the Brooding Wild," by R. Cullum. Copp, Clark.
5. "The Master Mummer," by E. P. Oppenheimer. Copp, Clark.
6. "Return," by Alice MacGowan. Copp, Clark.

TORONTO.

1. "The Garden of Allah," by Robert Hichens. Briggs.
2. "Rose of the World," by A. and E. Castle. Copp, Clark.
3. "Nancy Stair," by Elinor M. Lane. Poole.
4. "Divine Fire," by May Sinclair.
5. "The Challoners," by E. F. Benson.
6. "Will Warburton."

WINNIPEG.

1. "Pam," by B. Von Hutten. Musson.
2. "Rose of the World," by A. and E. Castle. Copp, Clark.
3. "Vigorous Daunt."
4. "The Great Mogul," by Louis Tracy. McLeod & Allen.
5. "A Courier of Fortune," by A. W. Marchmont. McLeod & Allen.
6. "The Pit," by Frank Norris. Morang.

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