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# BOOKSELLER and STATIONER



Ye  
August  
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1904

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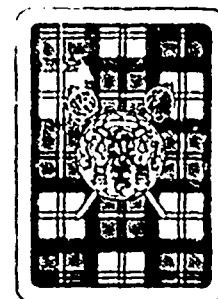
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Vol. XX.

MONTREAL AND TORONTO, CANADA, AUGUST, 1904.

No. 8.

## CURRENT TOPICS.

THE September number of *Bookseller and Stationer*, which will be published on the 11th day of that month, will be the Special Fall Number. This issue is the most important one in the year and the publishers are sparing no pains to make it a strong and valuable number. In it the Canadian

and such other publishers as are interested in the Canadian market will make their Fall announcements. The great stationery houses will announce what special preparations they are making for the Fall and holiday trade. The fancy goods houses and manufacturers of leather goods and art goods will make mention of their productions. In fact every branch of the book, stationery and fancy goods trade will be represented. We bespeak the attention of the whole trade for this special number.

COMPLAINT is constantly heard among booksellers of the increasing quietness in trade circles and, while various reasons are assigned, in some cases no strenuous effort is made to offset the evil. Many and various are the remedies proposed, but perhaps none contains more judicious advice than to keep the right class of literature. By this we mean essentially new, popular books.

Like clothes and recreation, literature is subject to fashion. Beyond a handful of born leaders the mass of humanity is of wonderful uniformity. Nowadays, new books may be said to be generated for rich and poor alike. The glad tidings of new achievements in literature are carried in diverse ways to remote country villages. Does the bookseller take adequate advantage of this following of the mode? It is safe to say the vast majority of readers are fast abdicating individual tastes, and accepting with sheeplike mood anything labelled "the latest." Traveling salesmen constantly are at hand to meet this demand through the medium of the retailers, but often extreme indifference is met. Every bookseller must be thoroughly aware of the difficulty of selling old books and many have heard the comment when a book of even a year's standing is mentioned to a customer: "That! Me read a last year's book!" The reading populace has been moulded much alike and this desire for the very newest should be both successfully and profitably

pandered to. Stock new books, display them, advertise them, they will sell and sell so quickly that the pernicious habit of lending will not have time to foster. Moderation is of course recommended, but a fair trial should prove a success.

JULY has been a quiet month in the book trade while the beginning of August marks the dull interval in between the Spring and Fall publishing seasons. The notable book of the month has been the "Pillar of Light," by Louis Tracy, which appeared in the second week of July and went with a great rush.

Along with "The Crossing," by Winston Churchill, it shared the favor of the reading public. Several others of the Spring books continued to sell well, but the best sale was over in June. At present the chief item of interest in publishing circles is the opening of the Canadian branch of the Oxford University Press in Toronto, with Mr. S. B. Gundy in charge. Fall books are beginning to bulk more largely in the eyes of the publishers and next month we shall be able to supply definite information concerning them. As yet, owing to the uncertainties of the situation it would be impossible to forecast the character and extent of the Fall publications.

AT present there is a tendency among Canadians to carry the idea of patronizing home industries a little too far. With the great majority of loyal Canadians, we sympathize with the efforts of those who are aiming honestly and fairly to build up home industries and we hope to see the phrase "Made in Canada" become the synonym of what is the very best in the industrial world. But with the efforts of those men and firms who are making use of this loyal movement to further their own ends, it is impossible for us to sympathize. There are some excellent articles made in Canada. But at the same time there are many articles, which, under present circumstances, are not made as well in Canada as they are elsewhere. Is it right that Canadians should refuse to purchase these goods, if they are better made than the home product?

## BOOK BREVITIES

A SECOND edition of "The Crossing," by Winston Churchill is now on the market. The first edition was cleared out almost within a month of publication.

Mr. S. R. Crockett's new novel announced some time ago as "Miss Anne," will be published under the title of "Loves of Miss Anne." The Copp, Clark Co. will be the Canadian publishers.

Among the autumn publications of the Copp, Clark Co. will be a new Canadian story by C. G. D. Roberts; a Russian romance by John Oxenham; a tale of the Crusades by H. Rider Haggard; a special Christmas edition of one of Paul Leicester Ford's stories; a volume of essays by Bliss Carman; a new Northwest story by Ridgwell Cullum and novels by Max Pemberton, Frankfort Moore, F. Quiller Couch, Richard le Quex, Rosa N. Carey and Rolf Boldrewood.

Paper editions of "Over the Border," by Robert Barr and "Incomparable Bellairs," by Agnes and Egerton Castle, were published this month by the Copp, Clark Co. (75 cents.)

Norman Duncan has just put the finishing touches to his first novel, "Doctor Lake of the Labrador," which is to appear early in the Fall. Canadians will take a deep interest in this production of one of their countrymen. (Toronto: S. B. Gundy.)

A new book by Frank T. Bullen is in preparation by the Fleming H. Revell Co. in the United States and will be published in Canada by S. B. Gundy. It bears the title "Denizens of the Deep" and does for the sea animals what Thompson Seton has done for those of the land.

A beautiful little edition of "Given," by Ralph Connor, is shortly to be placed on the Canadian market by S. B. Gundy, of the Oxford Press. It is charmingly illustrated and is bound in a novel and dainty garb.

A new volume of short stories by Rudyard Kipling will be numbered among the Autumn publications. It will contain a number of stories which have already appeared in magazines.

Mr. John Oxenham, whose "Barbe of Grand Bayou" was so successful last year, will have another novel "Hearts in Exile," published this Fall.

A publisher of religious literature, Charles J. Thynne, of London, England, has forwarded Bookseller and Stationer a number of his recent publications. These books

are splendid examples of book-making. They treat of various subjects in the domain of theology and religion. Mr. Thynne is also the publisher for several eminent English divines and his list discloses many books which should interest theologians and ministers in this country. Mr. Thynne's list will be sent on application.

McLeod & Allen report that "The Pillar of Light" has been most successful on the Canadian market. They also have had a good initial sale for "Lure o' Gold," the Klondike story by B. Millard.

Mr. William McLennan, the distinguished Canadian author, died at Valambrosa, Italy, on July 28, after an absence from Canada for two years. Mr. McLennan was born in Montreal on May 8, 1856, and graduated from McGill University in 1880 with the degree of B.C.L. In addition to writing verses, stories and historical articles for Canadian and American publications, he has published "Songs of Old Canada," translated from the French, 1886, and "Montreal and the Makers Thereof," 1893. He also edited a volume of poems, written by the late E. B. Brownlow, and in 1897, in collaboration with Miss Melhwrath, he published "The Span of Life," a very interesting and well-written story of early Canada.

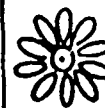
Each issue of the Authors' Year Book shows growth in size and in value. The volume for 1904 is now ready. One of its features is the address list of nearly 600 publications and publishing houses to which MSS. may be sold. Among the more important articles in the new volume are "The Net-Price System and Its Relation to Authors," "Story Writing for Girls," by Mrs. L. J. Meade; "Books Waiting to be Written," by Page Fox; "Short Story Writing as a means of a Livelihood"; "How to Succeed as a Novelist," by Frankfort Moore; "The Preparation of Manuscript," by Charles Welsh; "English Periodicals and Their Contributors," (a valuable list of the leading periodicals of London); and "How to Make Plays Readable," by George Bernard Shaw.

The Authors' Year Book costs \$1.00 net and is published by W. E. Price, 24 East 21st street, New York.

Two technical books for printers and bookbinders, which will be found of advantage in every printing office are "Starting a Printing Office," by Robert C. Mallett and W. H. Jackson, and "The Book-Builders' Handbook," by Frederick H. Hitchcock. The former is an excellent handbook for those about to establish themselves in the printing business or even for those already established. Each department and each aspect of the printing business are discussed separately by men who have had years of practical experience to guide them. "The Book-Builders' Handbook" is a small paper-bound book, containing tables and information on type, paper, sizes of books, proofreaders' marks, bookbinding, etc. It is an extremely valuable little book for the modern printer. Both books have been issued by the Grafton Press and are handled in Canada by the MacLean Publishing Co., of Toronto.



## NEW AND FORTHCOMING BOOKS



### SOME AUTUMN BOOKS.

- Crino, Hall.** "The Prodigal Son." Toronto: Morang. November.
- Crawford, F. Marion.** "Whosoever Shall Offend." Toronto: Copp, Clark.
- Gunter, Archibald Clavering.** "My Japanese Prince." New York: Home Publishing Co. August 15.
- Jacob, Mrs. Violet.** "The Interloper." New York: Doubleday, Page.
- Kipling, Rudyard.** "Fratricides and Discoveries." New York: Doubleday, Page. September.
- London, Jack.** "The Wolf." New York: MacMillan. October.
- Lorimer, G. H.** "Old Gorgon Graham." Toronto: Briggs. September.
- Lewis, Alfred Henry.** "The President." New York: A. S. Barnes. Autumn.
- Merriman, Henry S.** "The Last Hope." New York: Scribner's. September.
- White, Stewart Edward.** "The Mountains." New York: McClure.
- Wilson, Harry Leon.** "The Seeker." New York: Doubleday, Page.

### RECENT PUBLICATIONS.

- Coleridge, Samuel Taylor.** "The Friend." New York: Library. London: George Bell & Sons. Cloth, 2s.; leather, 3s. This is another of Coleridge's works to be put into serviceable shape for modern readers. The present edition is just the thing for the student.
- De Mille, Rev. A. B.** "In the Net." An appeal to Protestants concerning convent schools. London: Charles J. Thynne. Paper, 6d. Mr. de Mille needs no introduction to Canadians and his book speaks for itself. He has stated his case strongly.
- Emerson's Works** in 4 volumes. The York Library. Vol. 1. "Essays" and "Representative Men." London: George Bell & Sons. Cloth, 2s.; leather, 3s. This edition of Emerson's works, with text revised and collated by George Sampson, is well worth the attention of all students of English literature.
- Methodist Hymn Book.** London: Methodist Publishing House. The work of bringing out this new hymn book has been in progress since 1900 and it is certainly a monumental work, containing 991 numbers. The paper, print and binding are excellent and the indexing complete.
- Sangiaco, Olivieri.** "The Colonel." Translated from the Italian. London: David Nutt. This is volume one of the Phoenix Library and is a strong first number. The tale is intensely dramatic, working up to a striking climax in the trial of a son by his father. The characters are analyzed with skill and the style of the book is appropriate to the theme. Of the

paper and printing of the volume only good words can be written.

- Stephon, Robert Neilson.** "The Bright Face of Danger." Toronto: Copp, Clark Co., \$1.50 and 75c. A capital romance of about the time of King Henry IV. of France. The story details the startling adventures of a young man, who is stung to action by the scorn of a maiden. He sets out for Paris and on the road thither gets into a strange situation, from which he only extricates himself after many hairbreadth escapes. The story absorbs from start to finish.
- Tracy, Louis.** "The Pillar of Light." Toronto: McLeod & Allen, \$1.25 and 75c. Mr. Tracy made a great reputation for himself with "The Wings of the Morning" and, while he has not quite lived up to it in this book, yet he has given the public a novel of absorbing interest. Taking a lighthouse near the Land's End as his scene of action, he has narrated a tale of storm, shipwreck and almost superhuman bravery which enthralled the reader from start to finish. Two brave young men and two beautiful young women share the centre of the stage with the hero, the lighthouse keeper.

**Turner, Mrs. Clorinda.** "Birds Without a Nest; A Story of Indian Life and Priestly Oppression in Peru." London: Charles J. Thynne. Cloth, 1s. 6d. A Spanish story illustrating the ills to which the poor Indians of Peru are subjected.

**Whidborne, Rev. G. F.** "The Existence of Evil in the History of Nature." London: Charles J. Thynne. Cloth, 1s. A short treatise on the presence of evil in the primitive earth. The writer's theories are worked out in a convincing manner and the difficulties of the subject are elucidated clearly.

### FORECASTS OF NEW BOOKS.

Irving Bacheller's new novel, "Vergilius," is the work of two years on a totally different plane from "Eben Holden." The story opens in Rome just before the birth of Christ, and deals with the thrilling love story of Vergilius and Reria with a touching reference to the influence of the Nativity.

"A Ladder of Swords" is the first novel Sir Gilbert Parker has written since "The Right of Way." It is an exquisitely conceived love story, the scenes being laid in the time of Elizabeth.

"A Dog's Tale," by Mark Twain, is the story of a beautiful and intelligent collie dog, a story which made an international hit in Harper's Magazine last year.

"The Son of Royal Langbrith," by Wm Dean Howells has every prospect of being the most popular story this eminent novelist has written for some time.

"The Lady of Loyalty House" is a captivating romance by Justin Huntly McCarthy, author of "If I Were King." It is a love story laid in the very earliest days of the great civil war in England.

"The Masquerades," by Katherine Cecil Thurston, author of "The Circle," has a plot which catches the reader's fancy at once.



## MONTREAL BOOK TRADE

A CAREFUL round of Montreal's bookstores confirms the suspicion that July trade has been quiet and disappointing. In a great measure bookstores in Montreal rely upon tourist travel to augment the sales when their regular customers are holidaying. The comparatively small number of tourists who have reached Montreal thus far, is assigned as one of the chief causes of the slowness in trade circles. The St. Louis Exposition and the tendency of so many travelers to avoid a large city are elements which have made serious inroads in last month's business. However, general confidence is expressed regarding August, as many sightseers will surely wend their way towards Montreal.

A fair business has been done on cheap paper covered fiction, desirable for short sojourns and picnics, along with a few magazines. The souvenir trade has not been as brisk as expected, but is sure to gain strength during August. It is gratifying to note that all stores are making strenuous efforts to boom trade. Attractive displays and cuts in price are evident in nearly every store. Special tables with a varied selection from standard, popular authors, at attractive prices, are features which are commendable.

Montreal is well prepared for a busy tourist trade in the line of view books of the city. Some of the most interesting, picturesque and attractive ones which should have a ready sale are "Glimpses of Montreal," "Historic Montreal," "Sights and Shrines of Montreal," "Montreal and Vicinity," and "Montreal, Historic and Picturesque."

The Summer season calls forth many books on nature which always find a few purchasers. It is a branch of trade stores here have not neglected, but rather fostered. Books bearing such titles as "The Moth Book," "The Butterfly Book," and "The Insect Book," are reported to repay stocking.

Winston Churchill's "The Crossing" is still being featured, and a few stores show prominent windows in fantastic shapes, with "The Crossing" as the central attraction. Its sale is still reported satisfactory in most quarters, especially in the paper edition.

The latest of Hugh Mellugh's, "I Need the Money," is meeting with the usual success from the trade requiring these cute sayings. Ezra Kendall's "Tell it to Me" side-splitting experiences are taking well. The old favorites in this small class of literature find new friends in the coming generation, and such authors as Ik Marvel and Jerome K. Jerome are asked for "Dream Life" and "Reveries of a Bachelor" are reviving in popularity.

A noticeable feature in more than one store is the section given over to children's books. The elaborateness of the lines carried are, of course, beyond the needs of smaller stores, but such standards as "Mother Goose's Rhymes," "Grim's Fairy Tales," "Arabian Nights," "The Blue Fairy's Cabin," "Andersen's Fairy Tales," "The Water Babies," and "Aunt Martha's Corner Cupboard"

are worthy of a place in every stock, and sure of a steady demand.

In sections where there are devotees of the alluring game of bridge whist, the attention bestowed upon the new bridge score card displayed in Montreal should be interesting. The book is in the form of a reporter's note book, and bears the enticing title "Grand Stand, Illustrated Bridge Score." The top of each page bears an interesting caricature of types devoted to the game, with the rest of the page divided to the adequate spacing off of lines for the chronicling of honors and tricks. It should meet a good reception.

The "Pillar of Light," which is perhaps the best selling novel of the month in Montreal, is an enthralling story which holds the reader captive from start to finish, and induces people to tell their friends of its interest. Among the other books which are taking the public fancy, still are "Cap'n Eri," "Anna, the Adventuress," and "Odd Craft."

The craze for motoring has aroused some interest in "The Motor Pirate," which gives a good many ludicrous and thrilling escapes of the motorist. Another story which has a few followers is entitled "A Deal in Wheat," after the style of "The Pit," which since it has been dramatized across the line is reviving in interest here. The stock exchange and board of trade have an alluring side for all, which ensures the popularity for this kind of a story, especially since the many disclosures of duplicity practiced by the leaders in such speculation have been exploited in a few leading magazines.

### DOUBLE POST CARDS.

Some very effective things have recently appeared in so-called double post cards in Germany. In one case tissue paper is used for certain portions of the costume of the figures printed on the insides of the cards, and if the latter are opened the dress of a lady or the baggy trousers of a clown become quite plastic. The same effect has been produced in the case of a football, of a maybug, and of an umbrella held over two people. Then there are the musical and the mechanical cards, which are often very amusing. Thus, for instance, on opening a card showing a screecher or a motor fiend, we hear a clear pip-pip, or other familiar signals. A particularly original and amusing novelty shows on opening on the one side a publican drawing beer from a cask into a big glass, while on the other side one of his customers empties a tumbler. We actually see the beer running, and the one glass being filled while the other one is getting empty. The glasses are made of mica and the beer is represented by the brown sand used with the old-fashioned hour glasses or egg-timers. The whole contrivance is very simple, but the effect produced is quite startling.

### COMMENDATION.

*F. W. Warren, Trail, B. C., writes.—"I certainly must congratulate you upon the paper you are issuing these days, especially your special numbers. The work, paper and general get-up of the paper is really first-class, and I often find an article in one issue that is worth the year's subscription to me."*

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"THE WATCHERS OF THE TRAILS" is a companion volume to "The Kindred of the Wild," and is a collection of his latest stories, written with that same sincerity and truthfulness which marked their forerunners. Like the stories in "Kindred," these tales are redolent of the deep forest, and full of the wonderful descriptions of the magical beauty the author's eyes have seen. Each one has directness and definition and action, each one shows the ways of nature with her children; and each one is told with fine restraint and the most subtle art

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## A NEW CANADIAN POEM.

WHILE in London, Ont., recently, Mr. Warman wrote a short poem, which was set to music by Prof. C. E. Wheeler, of that city. The theme of the poem had its origin in the present Americanization of the Northwest, as contrasted with the exodus from Canada to the States several years ago. The poem is as follows:

There's a hustle on the border, there's a shuffling of feet,  
Where the shores of the Republic and the big Dominion meet,

For the sons of the Dominion who have wandered far away,

Are coming back to Canada to-day.

True, their children sing "America" and "Hands Across the Sea,"

And they themselves have learned to love the land of liberty,

But it's feet across the border now and toes the other way,

They are coming back to Canada to-day.

Refrain:

They are coming back to Canada. There may be nothing wrong

Of the land of their adoption, but they've been away so long;

Some of them have soldiered there and some of them are gray.

They are coming back to Canada to-day.

Now the sleeping empire's waking, and their loyal hearts are thrilled,

For they're hearing from the homefolk who have tarried here and tilled.

Straight they march and never falter, never loiter at the line,

Though they leave the friendly palm tree for the pine,  
They are coming back to Canada, new empire of the West,  
To the boundless fields and forests, of the land they love the best;

Ave it's feet across the border now and toes the other way;

They are coming back to Canada to stay.

## OPEN TO THE TRADE.

CONTEMPORANEOUSLY with the publication of this issue of *The Bookseller and Stationer*, the doors of the new Canadian branch of the Oxford University Press at Toronto, are being thrown open to the trade. The new offices have been handsomely fitted up, and within the past few days hundreds of cases of books have been received, unpacked and put in order.

To the right of the entrance Mr. S. B. Gundy, the Canadian manager, has established a department which is unique in the bookselling trade. A space fitted up with chairs, desk and table has been curtained off, and here a reference library has been placed, containing a sample copy of every book published by the Clarendon Press. These have been arranged according to catalogue, and as the new books arrive they will be added to the respective shelves. The department is at the disposal of

students, professors and booklovers, though under no circumstances can any volume be removed.

To the left are arranged the stationery lines of the Hurd Co., for which Mr. Gundy is now the Canadian agent. These goods in their attractive boxes make a pleasing show. On tables and shelves the books of the Oxford Press, including Bibles, hymn books and other publications, for which the Press is justly famous, are disposed, as well as the numerous publications of the Fleming H. Revell Co., for whom Mr. Gundy has become the publisher for Canada. Taken in its entirety the showroom is extremely attractive to every lover of good books.

To be present at the opening, Mr. S. G. Wilkinson, assistant manager of the Oxford Press, arrived in Toronto on the 5th inst., and will be in Toronto for several weeks. Mr. Doran, vice-president of the Fleming H. Revell Co., is also expected to arrive in a few days.

The Oxford University Press is one of the most famous publishing houses in the world, having shown continuous activity since 1585. It is the only press in the world that can produce a list of its productions for upwards of 300 years. From 1468 to 1900 it produced 19,175 books, each separate edition, although it might consist of a million or more copies, being counted as a unit.

The Oxford Press is almost self-sufficing—it does its own paper making, ink making, type founding, electrotyping, stereotyping, letterpress, lithographic, and all kinds of "fancy" printing, and bookbinding—to say nothing of employing its own builders, engineers, etc. It may be worth adding that the Oxford type foundry is the most ancient in England.

The advent of this important publishing house in Canada is welcome alike to bookseller and reader.

## LEATHER GOODS.

THE presidential election year is felt in Canada in leather goods circles. During this period so much less buying is done in the United States that the manufacturers try to dump their goods into Canada, and heretofore have succeeded. There is at any time a severe competition in this line, and price cutting is a common occurrence. It is said that 125 travelers for leather goods tour the New England states alone, and the same superabundance of firms are represented over the whole country. Buyers for department stores know the rivalry existing between manufacturers and make use of it to get special values. But worse than the price cutting thus carried on is the manufacturing done by Jews in New York. These men live together, live on next to nothing, have poor ideas of profit, and so sell their goods for ridiculously low sums. Their entire production is often contracted for a year or more ahead, and the result is sometimes hand bags at prices which cannot be touched by a legitimate maker. Many of our own buyers for large stores get their leather goods on the other side, since they can often pick up bargains from the overstock or competition. One large Canadian buyer recently approached several Canadian makers to get a Peggy-from-Paris to sell at \$1. As his specifications were for too high a quality he failed, and a trip was then taken to the United States. However, he failed to get what he wanted, and returned to the home market.

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

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

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**Standard Commercial Works.**

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 At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum, by NAPOLEON MATTE. 5th Edition. Price, \$3.00.

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 Giving sterling into dollars and cents and vice versa, from £1 upwards, also sterling equivalents, Canada into New York and vice versa; by EWING BUCHAN. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

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**The Canadian Customs Tariff.**  
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was 64 and 66 Front St. West

WE ARE ON THE GROUND FLOOR  
IN OUR

**NEW** WAREHOUSE

WITH **EXHIBIT**  
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... IN ...

STATIONERY and  
SCHOOL SUPPLIES.

NOTHING OLD EXCEPT THE  
NAME AND ADDRESS.

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THE COPP, CLARK CO., Limited  
64 and 66 Front Street West

MANUFACTORY:  
67, 69 AND 71 COLBORN STREET

TORONTO



# STATIONERY

## THE STATIONERY TRADE IN MONTREAL.

**B**USINESS during the past month has been particularly good, and has served to offset the quietness in book circles. It is gratifying to note that a steady demand is arising for a better class of stationery. Of course the staples occupy their usual position, which can never entirely be encroached upon, but the ordinary run of trade is taking more interest in novelties and better goods.

The linen finished fabric is the popular note paper, and such colors as white, azure and grey meet with favor. Lined paper in various styles, with the privilege of street address inserted, is reported as being interesting to exclusive trade. This class of note paper has never proved profitable to stock, but it looks as if a revival had set in which may meet with a measure of success. The price of this high-class stationery shows a tendency to lower owing to the strenuous competition of the many firms now engaged in its manufacture. Wholesalers confirm the general tendency towards better goods.

A novelty which one retailer made prominence of was a chocolate colored, linen finished note paper which caused some little attention. Wholesalers are now busy shipping Fall goods, and the rush is on school supplies. Indications point to the season being a record breaker for Montreal houses.

## GERMAN NOVELTIES IN NOTE PAPER.

**A**S regards the latest novelties in note paper for European markets, writes the Berlin correspondent of the Stationery Trades Journal, it is a remarkable thing that this time mostly French names have been chosen for their introduction. One of the few exceptions is Friedericus Rex, but it might just as well have been named waste yarn or cotton waste, for it looks as if a lot of fine white fibre had been swept on to the pale water-blue tinted material. The sheets possess a very narrow white border, and the closing flap of the similarly executed envelopes reaches nearly to the opposite edge. Another kind of a dull ultramarine blue tint seems to be covered with a very coarse gauze or net, and strongly reminds one of the familiar exhibits in drapers' shop windows. White embossed monograms considerably improve the appearance of this kind of note paper, which is anything but pretty or artistic, and merely attracts a certain class of buyers as a curiosity. "Papier et enveloppes a franges" most likely sounds grander than the German *Frausenpapier*, or the English "Fringed Paper" would do, and truly Shakespeare was right when he asked what there could be in a name? Then we have another woven material imitating paper with a fringe running all round it, which looks as if it had been sewn on with a sewing machine. Nobody seems to have thought of hosiery yet, and I give this splendid tip therefore for nothing. Blue stockinet note paper would be just the thing for ladies with literary inclinations. Why some delicately tinted note paper, likewise pretending to be related to one's handkerchief, should be called "L'emat" is more than I can comprehend. There are several rows of small balls in a darker hue which correspond with the ground, but they

supply no explanation. The same embellishment we meet on "Le corail," but in this case the paper is white, while the balls are coral red and connected with each other by golden network. There is also a narrow red border running round the sheets and along the edges of the envelopes. "La Mondaine" is very simple note paper and the name therefore seems not particularly well chosen. It resembles the blueish grey Ingram paper, and the envelopes possess a lining of cherry red. "Linenpaper" still appears among the novelties, and in order to make it fit for their company is provided with a little clover leaf, a tiny flower, or some beetle in one of the corners. "Papier de Rozenbourg" represents the well-known Dutch tiles with landscapes or characteristic figures in the left-hand top corner of the sheets. It is very pretty, but its claim to novelty could scarcely be defended. "Papier Louis XIV" is really another linen paper. Its holders, like the flaps of the envelopes, are, however, covered with tiny roses. "Vitreaux" is decorated like a painted glass window. The sheets are of a pale yellowish tint and show some pictorial representation along the left-hand edge. There is, for instance, the figure of a slim, fairy-like woman standing under a bower of roses, or sitting on branches of weird-looking trees. The colors used are those characteristic of paintings on glass, and there are also black lines representing the lead used for such glass windows.

## PAPER NAPKINS.

**U**P to within ten years, all of the many millions of paper napkins annually consumed in the United States were imported from Japan or China, but now a large proportion of them are made here, says Walden's Stationer, New York. This proportion is constantly increasing, and now American paper napkins are exported to Europe.

Some of the napkins exported to this country are printed with designs Japanese in character, but the great bulk are original in every way. They include napkins printed with various flowers, which are reproduced with fidelity to nature, both in drawing and in color, and which are also in many cases arranged with most artistic effect upon the paper.

And then there are napkins with reproduction in color of playing cards, and others with flags of various nations. And then there are napkins upon which are printed yacht flags and napkins printed with music, and napkins with other designs.

There are still other napkins that are plain white, without ornamentation, and then there are napkins printed with some simple design in one or two colors, and there are napkins with a pattern embossed and napkins with a border printed with a pattern in gold or in silver, and gold and silver are used also on some of the napkins printed in colors to enhance the decorative effect.

These napkins are, in short, produced in scores of styles, many of which are artistic. In fact, to anybody who had never seen one, the sample book of an American manufacturer of paper napkins would be a surprise.

South American napkins are sold for less than any imported, while some of the finest cost more. There is, for example, an American napkin of tissue paper and printed with two colors that is sold at wholesale for as little as thirty cents a thousand. This napkin is printed from continuous rolls of paper on presses similar in operation to the first presses on which American newspapers were printed.

**OUTLOOK IN UNITED STATES.**

ALL buying begins in earnest this month in the eastern states. General trade conditions cannot be said to be as good as last year, particularly in the east. Manufacturers and jobbers of school supplies report that orders are coming in in good shape now. The 1904 business in papeteries has been fair and most manufacturers report sales so far this year fully equal to last season. Tally and dinner cards are reported to be moving well and the business this year is expected to increase to marvelous proportions.

**TRADE IN TORONTO.**

July has been a satisfactory month for the stationers. The regular trade has been in excess of last year. The tourist trade has, however, been somewhat disappointing, owing to the fact that St. Louis has been the objective point of so many Americans.

Linen surface note papers and papeteries are in chief demand. They have almost entirely superseded the older styles of paper. White and pearl grey are favorite tints. The shape is in the main square, with envelopes tending towards the oblong.

RETURNED

12 1904

Est. B. B. S.

Page 36  
E. S.



Elaborate Brass Inkstand.

**NOVEL FOUNTAIN PEN.**

A NEW fountain pen has been invented in Germany, which is certainly a novelty. To the end of it an india-rubber bulb is attached. If refilling becomes necessary a little pin under the nib is drawn out, the end of the holder dipped into the ink, and the bulb, after first having been compressed, is released. The pin, of course, opens or closes a valve, and when in its place prevents the ink from escaping.

**BUNTIN, GILLIES & CO.'S CATALOGUE.**

Buntin, Gillies & Co., Limited, Hamilton, have lately gotten out a nicely illustrated catalogue of school supplies. Besides containing a complete description of all lines of school supplies, it also contains several lines of stationery sundries. The whole catalogue is considered very complete and comprehensive, and Buntin, Gillies & Co. will be only too pleased to send a copy to any person wishing one.

**SMALL FIRE DOES LITTLE HARM.**

A SMALL fire did a few thousand dollars damage to the stock of Warwick Bros & Rutter, Limited, at their temporary warehouse, 5 to 11 Queen street east, Toronto, a couple of weeks ago. Fortunately the damage was confined to stock of their own manufacture, which was readily replaced and their school supply materials were entirely unharmed. A couple of days soon restored things to order.

Meanwhile school supplies have been moving out with an unprecedented rush. All attention is at present being centred on them. What has proved a specially good line has been the Huddell brand scribblers and note books,

simple and substantial in appearance, and yet novel enough to take well. They were put up in two sizes, cap and crow, and contained smooth paper.

Presently every effort of the firm will be centred on holiday papeteries, of which an extensive and varied line is in preparation.

Lorraine tablets, containing regent size note paper, in double pad form, are a new staple line which have taken hold of the trade extremely well. The paper is white and azure, and envelopes are made to match.

The postcard business is at high-water mark, and thousands of cards are being shipped to all parts of the country. A nice line of postcard albums is now in stock. These are in increasing demand.

**SCHOOL SUPPLIES.**

A NEW map of the Province of Quebec, four colors, in French and English, is being prepared by the Copp-Clark Co. It is on the press, and will be ready for school openings.

The Copp-Clark Co. recently dispatched a full carload of scribblers and exercise books to a Winnipeg customer.

The Copp-Clark Co. have now ready the following prescribed school books for 1904-1905, viz.: "Selections from Longfellow and Wordsworth," 30c in paper and 50c in cloth; "Erekmann-Chatrion, Contes Fantastiques," 35c; "Collegiate Exercise Book, No. 29," 30c.

**RAPID RECONSTRUCTION.**

THE COPP-CLARK CO. are receiving the congratulations of their friends on their being the first firm to move back to their old site in the burnt district. The rebuilding of their premises at 64 and 66 Front street west, has been pushed on with all possible haste, and now that two of the flats are ready for occupation the Copp-Clark Co. have begun to move. The firm expects to be doing business in the new building by August 15.

All school books published by the Copp-Clark Co. are now ready, and orders are being executed without any delay whatever, in fact the shipments this year are quite equal to those of this line last year.

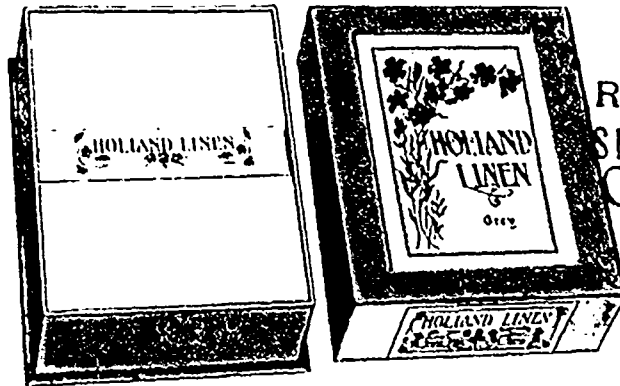
The Copp-Clark Co. are putting out a new bookkeeping exercise blank book, "Collegiate No. 29." This book is manufactured especially for large college institutions.

The travelers of the firm are all out with new lines of leather goods of regular and novel lines, all of which are manufactured by the company.

**NOTES.**

A new list of the "Edna" series of picture postcards has been received from W. & A. K. Johnston, of Edinburgh. The range includes view cards, humorous cards, clan and regimental cards, sports and pastimes cards, and a miscellaneous collection on all manner of subjects. The cards are put up in 6d packets, containing six assorted designs.

Mr. J. W. Burnis, better known as Bobbie, the Montreal and Eastern Ontario representative of the Copp-Clark Co., Toronto, was married at Toronto on July 25. The travelers and other employes of the firm presented him with a handsome silver tea service and the firm also made Mr. Burnis a handsome present. The happy couple will reside in Montreal, where the genial groom is most favorably known to the trade.



## HOLLAND LINEN

This FASHIONABLE LINEN FABRIC PAPER sells and re-sells and keeps on selling all the time. It gives satisfaction to the purchaser not the first time only, but all the time.

QUALITY, STYLE AND PERFECT MANUFACTURE ARE COMBINED TO MAKE HOLLAND LINEN THE BEST IN EVERY RESPECT.

Can be supplied in the following colors:

WHITE, COURT GRAY, AZURETTE and MAUVETTE.

In sizes: OXFORD and OCTAVO with Envelopes to match.

Neatly boxed Note paper in quire boxes. Envelopes in  $\frac{1}{4}$  M. boxes.

### HOLLAND LINEN PAPETERIES

Can be supplied in above colors and sizes, each box containing 24 sheets note paper and 24 envelopes.

### HOLLAND LINEN MOURNING NOTE

This popular line in pure white, with four widths of black border, Narrow, Middle, Broad, and Extra-broad.

Coronet size,  $5\frac{1}{8}$  x  $6\frac{1}{4}$ .

Wallet Flap Envelopes to match. Paper in handsome  $\frac{1}{4}$ -ream boxes, Envelopes in  $\frac{1}{4}$  M. Boxes.

This is the correct thing in mourning stationery.

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WHOLESALE STATIONERS



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**ASSURANCE COMPANY.**

**FIRE AND MARINE**

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

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FIRE AND MARINE.

Incorporated 1823

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TOTAL ASSETS, \$2,024,006.02.  
LOSSES PAID SINCE ORGANIZATION, \$23,886,005.32.

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

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

Write to us for terms and particulars.

The London Guarantee & Accident Co., Limited,

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

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

**THE METROPOLITAN BANK.**

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**SAVINGS DEPARTMENT**  
at all branches.

ACCOUNTS SOLICITED

Drafts Bought and Sold.  
Letters of Credit Issued.

# FINANCE AND INSURANCE

**S**TATISTICS of failures in Canada for the six months ending June 30 have been made public. As compared with last year they are far from satisfactory. Liabilities exceed in amount those for any year of the preceding six, although the number of failures is less than in 1903. The total number of failures was 583, as compared with 492 last year, but the liabilities were \$6,060,733 this year and only \$3,395,637 last year. Manufacturing failures numbered 149, with liabilities of \$2,354,498, as against 107 failures and an indebtedness of \$1,045,843 a year ago. Trading failures were 420 in number and \$3,454,968 in amount, against \$2,207,691 in 1903. In banking alone was there any improvement over 1903, two small suspensions of \$30,749 comparing favorably with four defaults and \$2,139,225 the preceding year. As to location, the chief increases occurred in Ontario and Quebec, but every province showed more or less rise except New Brunswick.

**E**XPANSION is the key-note of the June statement of the chartered banks of Canada. Since 1896 this expansion has been constant and even remarkable. Naturally, now that the crops have begun to move, an increase in the circulation of bank notes was to be expected, but it must have been surprising to many to find that the increase of June circulation over May circulation was \$300,000 more this year than last year. Deposits in the chartered banks expanded \$2,754,861 last year between May and June. This year they expanded \$5,205,260. The chief increase in deposits is shown in the deposits without interest and withdrawable upon demand. This expansion is what one would expect to find, establishing, as it does, normal relations with current loans and discounts.

**I**T would not be possible to find a more intricate or complicated money system than that at present in vogue in Manchuria. This is owing to the fact that they have not there a fixed recognized standard of silver which can be taken as a basis for exchange operations. Although China's currency is on a silver basis, yet there is no standard of silver common to all their provinces. For instance, the silver of Niuchwang has a touch of 99.2, or, in other words, 8 ounces of alloy to 992 ounces of pure silver. The touch of the silver of Liaoyang, Mukden, Kirin and Tieling is supposed to be the same as that of Yingkou, but it never is, Yingkou silver usually being finer by 1 or 2 ounces in the thousand. Kwangchingtsu silver has a touch of 99, which puts it below Yingkou silver, while, on the other hand, Harbin silver has a touch of 99.8, which puts it above that of Niuchwang. When we think that the touch is only one of the items which has to be taken into consideration in the everyday exchange operations which take place between the various Manchurian towns, we can understand that the negotiating of a rate between Chinese currency is not a simple matter. This constant practice in exchange of the Chinese banker accounts for much of his quickness of perception.

The hard coin currency in Manchuria consists of the sycee, small coin, and of late the ruble; yet the bulk of the merchandise bought and sold is not bought or sold against these hard effectives. All prices and rates quoted are against transfer money or mo-lu yingtzu—in other words, goods money, or huo yingtzu. This transfer or mo-lu yingtzu is a peculiar and muddled system. The arrival of the ruble and the establishment of quick communication with Manchuria, thus enabling

the rapid transportation of treasure to and from Manchuria, is in large part responsible for the muddling.

The transfer money is a purely nominal currency not substantiated in any way by an effective—in other words, it is a credit. We will say, for instance, that a merchant starts business in Niuchwang and that his capital is deposited in some bank in Shanghai. The first thing he will do will be to sell his draft on Shanghai in the market at the market rate. The purchaser will transfer to the credit of the merchant at the place where he banks the equivalent in transfer money of his draft, and with this credit he can purchase his goods or do his banking. This transfer money can at any time be sold for silver or ruble effectives.

The Chinese year has four settling days or mao-kou, when all transfer money which has been issued has to be released. The method of redeeming transfer money has undergone several changes during the last few years. The first system was that transfer money should be redeemed at full value in hard silver at the end of every three months. This system was continued until about two years after the Japanese war. During this period the effective currency was sycee and copper cash, small coin not having then made its appearance in large amounts.

## NOTES.

The International Association of Accident Underwriters will meet at the Royal Muskoka Hotel in July, 1905.

The Crown Bank of Canada has purchased the private banking business of J. G. Hallett & Co. at Woodbridge.

The Crown Bank of Canada opened its Toronto office at 34 King street west on July 1, Mr. J. A. steady being local manager.

The Michigan Bankers' Association were guests of the Toronto bankers on July 28. A banquet was given in the evening.

Mr. Robie Unioke, who died at Halifax on July 4, was for years president of the Halifax Banking Company, recently merged into the Canadian Bank of Commerce.

A movement is on foot among Canadian manufacturers to establish a mutual fire insurance company. The Canadian Manufacturers' Association is fathering the scheme.

The shareholders of the Traders' Bank of Canada passed a bylaw at the last annual meeting authorizing an increase of \$1,000,000 to the bank's capital stock to bring it up to \$3,000,000.

A new series of notes for the Imperial Bank of Canada has just been engraved in England. The \$100, \$50 and \$20 denominations will be almost double the width of those now in use, though of the same length.

The agents in Vancouver and New Westminster of the British, Canadian and American insurance companies have given notice to the insurers that the rates of premium against fire have been advanced.

The assets and good-will of the Banco del Comercio, Havana, Cuba, have been purchased by the Royal Bank of Canada. This is the second Cuban bank to be purchased by the Royal Bank.

A new fire insurance company has been organized in London, Ont., to be known as The Universal Fire Insurance Company. The directors are: Francis Love, W. E. Saunders, R. K. Cowan, T. B. Escott, W. H. Wortman, A. B. Greer, J. W. Jones, John Garvey and Dr. W. F. Roome.

NO STATIONERY STORE IS COMPLETE WITHOUT

# Esterbrook's Pens

LEADING NUMBERS:

- Fine Pens, A1, 128, 333
- Business Pens, 048, 14, 130.
- Broad Points, 312, 313, 314.
- Turn-up Points, 256, 477, 1876.

CANADIAN AGENTS

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51 Wellington Street West, - TORONTO.

# Turn Away

From the old style of book-keeping. You are losing money daily and you know it. Why not adopt a system by means of which you can know positively that you have sent out every account correctly? Simplest form yet invented. Any one can be a book-keeper.

Write for Catalogue.

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

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

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Write for particulars about our cuts and ads from 50 cents up. To advertise in newspapers. Catchy ideas to catch business. Given to one merchant in a town. Send us your ads and we will criticize them free. WRITE TO DAY

**GEO. J. SMITH BUREAU, 621 BROADWAY, N. Y.**  
WE WRITE ADS IN FRENCH

## NEW TELEPHONE LINE

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

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

**The Bell Telephone Co. of Canada**

## JOHN HEATH'S PENS

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

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

Write for Sample Card

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

# Xmas Goods

NEW LINES JUST ARRIVED

**TOYS, FANCY GOODS  
HOLIDAY PAPETRIES**

The finest lines ever shown to the trade, entirely new and remarkably cheap. It will pay you to see these before ordering elsewhere.

**G. A. WEESE & SON**  
44 Yonge Street TORONTO

Near the Station and the Wharf

ARE YOU TAKING ORDERS FOR

## EMBOSSING

**PLATE PRINTING and ENGRAVING?**

A SET OF ONE AND TWO LETTER MONOGRAM DIES IN STOCK.

We have a full line of Greeting and Tally Cards for Fall trade.

Write for new style sheet of engraving.

**Standard Embossing Company**

82 and 84 Adelaide St. East, TORONTO.

# THE OFFICE END

DEVOTED TO THE  
OFFICE STAFFS OF  
BUSINESS  
ESTABLISHMENTS

## THE "FOLLOW UP" SYSTEM AND ITS ADVANTAGES.

By Henry C. Hamrick

**B** EING assistant to the president and general manager of the Lima Locomotive & Machine Company, Lima, Ohio, who also has charge of the sales department, I found it necessary to devise a scheme to follow up our inquires from prospective customers for locomotives. I started a system three years ago, at first in a rude manner, yet it answered the purpose and brought the desired result, and since then I have improved on it as opportunities presented themselves.

We have two card index boxes of about 1,200 card-capacity each. In these boxes the principal cards are carried. In one box we have an eighty-division alphabetical index, and in the other box two sets of monthly and daily guides. Now, when we receive an inquiry two cards are filled out; one is filed in alphabetical index under proper letter; the other card is filed ahead in monthly and daily guides, 15 days from date inquiry is answered.

This is the beginning of the usefulness of the "Follow Up" system. In our business, as well as in other classes of business of similar nature, it often becomes necessary to know whether we have ever quoted a certain party without wasting so much time as would be required in order to go through correspondence in letter files, and the card filed in the alphabetical index will at once be found useful for this purpose. You can turn to these cards and find this information in one-fifth the time required to look up correspondence.

These cards also serve another purpose: Throughout the different parts of the country there are a great many commission houses and houses that buy and sell second-hand locomotives. These parties frequently write for prices for customers, asking that we quote price reserving them a dealer's commission. Our rule is to allow no one a commission on sales to customers whom we are already in correspondence with or old customers whom we have sold to before. As soon as we have inquiries from these commission or second-hand houses, we can tell at once by turning to the cards in alphabetical index whether we are in correspondence with parties mentioned or whether we have made prices to them. This is also a saving of time, probably money, in case letters should be misplaced in file by some error and could not be found at time of looking up correspondence. There have been times when we had to rely on correspondence entirely.

The cards carried in the other box are filed ahead 15 days from date of answering inquiry; after the 15 days' time has elapsed, the card is taken out and we go over the correspondence in letter files to see if we have heard

from parties in the meantime, and if not a "call up" letter is written them. Then the card is filed ahead another fifteen days.

If no response is received to our first "call up" letter, a second letter is written; if no response, then a third letter is written and so on until four letters have been written. Mostly some sort of a reply is received to our first letter. If the reply is favorable, we file the card ahead 10 or 15 days for consideration. It may be that before the first 15 days rolls by we have the matter in such shape that a sale is about to be effected.

If we receive favorable inquiries from a section of country where one of our salesmen is traveling, correspondence is at once forwarded to him for further attention. Or if it happens that a number of inquiries are received from one section of the country, then a salesman is sent out to look after same. In case orders are received from parties making inquiries, cards are taken out of index box containing monthly and daily guides (which we call "running cards") and marked across face, "Sold a certain weight locomotive," whatever it may be, then filed away in alphabetical index in other box, taking out the card originally placed in alphabetical index and destroying same.

In case it is desired to file card away containing inquiry which is received from parties from whom we cannot get any response, or parties not being in the market or purchasing elsewhere, the card is taken out of the index box containing "running cards," and marked across face, "cannot get any response," "are not in the market, made other arrangements," "purchased second-hand locomotive," "purchased new locomotive elsewhere," whichever the case may be. These cards are filed away in alphabetical index (taking out original cards and destroying same) until the end of the year and then filed away in transfer case for future reference.

This system having been in use only three years, has saved the company many thousands of dollars. I can recall one instance where the fact of this system being in use brought about a sale of a locomotive which sale alone amounted to \$7,000. It was this way: We answered an inquiry received from a prospective customer quoting on an engine. We made out cards as usual and filed them away in the proper way. When the 15 days rolled by the card was taken out of the "running cards" and correspondence looked up, but we found we had received no response. We at once wrote them a "call up" letter and it developed that our first letter quoting price had never been received by customer. As soon as he received the call up letter he wired us, stating that letter making price had never been received by him, and asked for a duplicate. The duplicate letter was received O. K., and

after considering our proposition wired us his order. Afterward, in writing us, explaining the matter, he stated that he supposed, as we did not answer his letter, we did not care to make him a price and he had decided to order elsewhere. This simply shows the benefit of the system in one instance.

This system enables us at all times to have our prospective customers, also customers whom we have sold and parties whom we were unable to effect a sale to, at our finger ends, which is quite a benefit to any sales department.

A system along this line could be applied to most any kind of business, and parties who have not yet got out of the "rut of the old way" will do well to establish it. I am quite certain that good results would be forthcoming inside of three months after system was established.

### A DOZEN THINKS ABOUT MAILING.

By Franklin Hobbs

Think I. When you desire your letter to reach the addressed party, place thereon a two-cent stamp. If you must use a one-cent stamp, send a post card or a printed circular, not a letter.

Think II. When you use imitation typewritten letters use only exact reproductions of the original with name and address filled in to match perfectly. High-grade work may cost a trifle more, but is nothing compared to the postage you waste on low-grade or cheap imitations.

Think III. Never use pen addressed envelopes. The saving in addressing expense is more than dissipated in the loss in effectiveness and in non-delivery.

Think IV. Address the envelope with the same size type and the same color ink as the letter.

Think V. Use a single enclosure, if possible, as too many enclosures will kill the effectiveness of the entire lot.

Think VI. Don't tell your story on the outside of your envelope or your letter may not be read.

Think VII. Use high-grade stationery, not necessarily engraved or embossed, but money paid for good paper and good printing is never money wasted.

Think VIII. If you have a thousand or more pieces of first class mail matter, telephone the collection department of the post office (if in a large city) for a mail box. Place your mail therein all faced one way; the department will send the box and send for it. Mail sent to the post office in this manner is seldom returned for postage, as it escapes the rough handling which knocks off the stamps while they are still moist.

Think IX. In sending out large lots of third class mail, catalogues, calendars, etc., unless you are thoroughly equipped for handling it, use an addressing and mailing concern; it will be true economy.

Think X. Look to your lists. Avoid wasting postage on poor lists, and if a good list, be sure that it is kept up to-date.

Think XI. Enclose a return envelope or post card if you wish, but do not stamp it. Stamped envelopes have proven a useless expense in most cases.

Think XII. Advertising letters timed to reach the addressed party on Tuesday are most effective. Never reach him on Monday; hence Saturday is a bad day for heavy mailing unless the destination of such mail is more than two thousand miles from the mailing point.

## RIGHTS OF FRENCH AUTHORS IN CANADA

A CURIOUS state of affairs regarding the rights of French authors in Canada has been brought to light by the Association des Journalistes Canadien-Français, which held a meeting recently in Montreal, and passed a resolution, the object of which is to put a stop to a state of literary piracy.

It appears that any book, novel or drama written in France may be reprinted in this country, without paying a cent of royalty to the author or publisher, unless the latter go to the great expense of printing their works here.

A member of the association in the course of a conversation showed a list of French plays put on the boards in Montreal last Winter by one of the stock companies. Such writers as Rostand, Richpin, Dumas, Hugo, Daudet, Sardou, Suderman, Ibsen and Coppee were represented, but it seems not a cent was paid for this free use of the product of other men's brains.

It was declared at the meeting that in no other country in the world would such a state of things be tolerated. It was also pointed out that cheap reprints of French books were continually brought out in Montreal by certain publishers, in which the same disregard of the

rights of the author to have anything to say about this disposal of his property was shown.

The foregoing association has done a lot of preliminary work, the object of which was to discover whether Canada was bound to the agreement signed by most European powers at the convention of Berne. This fact was fully established in a legal opinion prepared by Mr. Aime Geoffrion, which was read at the meeting. It was therefore, resolved that the Association des Journalistes Canadien-Français request the chief literary societies of France to make a test case in Canadian courts of the right to appropriate French works without paying for them. The copyright law in Great Britain affords good protection and as England signed the agreement at Berne with the understanding that it was to be enforced in English colonies it is argued the same protection should prevail here and as a matter of fact Sir John Macdonald then Prime Minister, assented thereto.

Should the test case fail, it is likely an attempt will be made to obtain remedial legislation at Ottawa, as the present conditions of Canadian laws are practically impossible to fulfil.

The meeting was held at the Colonization Building, Notre Dame street, Mr. J. N. Demault presiding.

<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><b>DAVID HOBKINS, F.C.A.</b> Chartered Accountant, Auditor, Financial Valuator. 307 Manning Chambers, City Hall Sq., Toronto, Canada.</p>	<p><b>F. H. KIDD,</b> Chartered Accountant, Auditor, Assignee, Etc. 506 McKinnon Bldg., Toronto.</p>	<p><b>HENRY BARBER &amp; CO.,</b> Accountants and Assignees. Offices: 18 Wellington St. E., Toronto, Ont.</p>	<p><b>GEO. O. MEUNON,</b> Chartered Accountant, Auditor, Assignee, etc. Regular and Special Auditor. 37 Wellington St. E., Toronto. Phone Main 4744.</p>	
<p>Cable Address: "Wigwam." <b>T. O. WILLIAMSON,</b> Chartered Accountant and Auditor, 18 Toronto St., Toronto, Canada.</p>	<p><b>JENKINS &amp; HARDY,</b> Assignees, Chartered Accountants, Estate and Fire Insurance Agents. 154 Toronto Street, Toronto. 445 Temple Building, Montreal. 100 William Street, New York.</p>	<p><b>WILLIAM FAHEY,</b> Accountant and Auditor. 452 McKinnon Building, Toronto.</p>	<p>This space \$15 a year.</p>	

<p>This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,</p>		<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><b>BRATTY, BLACKSTOCK, FARKEN &amp; RIDDELL,</b> <b>BRATTY, BLACKSTOCK, CHADWICK &amp; GALT,</b> Barristers, Solicitors, Notaries, Etc. Offices, Bank of Toronto, Tel., Main 4812. Toronto, Ont.</p>	<p><b>JAS. H. BURRITT, K.C.</b> Solicitor, Notary, Etc. Peubroke, Ont.</p>	<p><b>I. L. O. VIDAL,</b> Barrister, Solicitor, etc. Collections and Commercial Law. Montmagny and Quebec (City), Que.</p>	<p><b>J. C. HAMILTON, LL.B.,</b> Barrister, Solicitor and Notary. McKinnon Building, Toronto. Phone, Main 65.</p>	
<p><b>D. O. CAMERON,</b> Barrister. Equity Chambers, Toronto. Branch Office, Oakville, Ont.</p>	<p><b>TUPPER, PHIPPEN &amp; TUPPER,</b> Barristers, Solicitors, Etc. Winnipeg, Canada.</p>	<p><b>ATWATER, DUCLOS &amp; CHAUVIN</b> Advocates, Montreal. Albert W. Atwater, Q.C., Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin</p>	<p>This space \$15 a year.</p>	

<h2>Educational Department.</h2>		<p>The following institutions for the education of business men's sons and daughters are recommended by this paper:</p>
<p><b>LEARN TO ADVERTISE YOUR STORE</b> or if you have not time yourself, pay for a course for one of your bright clerks. Get booklet on our specialized course in advertising. Tells about our new method of advertising study. <b>SEPARATE COURSE FOR EACH LINE OF BUSINESS</b> Our method is absolutely new and practicable. It tells you all there is to learn about advertising your particular goods. <b>GOOD ADVERTISING IS TO-DAY THE BASIS OF SUCCESS</b> Begin now, take our course of study and learn to advertise your store. We look after your ads. while you take your course. Send for our booklet.</p> <p><b>CANADIAN CORRESPONDENCE COLLEGE, Limited</b> Phone Main 4302 161 Bay St., TORONTO</p>	<p><b>Western Business College</b> Cor. College and Spadina avenue, <b>TORONTO.</b> Thorough courses in Bookkeeping, Stenography, Typewriting and Penmanship; Individual instruction. <b>A. J. HOARE, Principal.</b></p>	<p><b>St. Margaret's College, Toronto</b> A Boarding and Day School for Girls. Thorough courses in every department. Only teachers of the highest academic and professional standing employed. <b>GEORGE DICKSON, M.A.,</b> Director. <b>MRS. GEORGE DICKSON</b> Lady Principal</p>
<p><b>FIRST-CLASS</b> <b>STENOGRAPHERS</b> SUPPLIED AND TRAINED BY <i>METROPOLITAN Business College</i> - OTTAWA, ONT. - <b>R. A. FARQUHARSON, B.A. Principal.</b></p>	<p><b>1889.</b> <b>The Belleville Business College, Limited,</b> Business firms get the best results by applying to us 10 days before vacancies occur in their employ. See Catalogue pages 21, 27, 33, 41 <b>J. A. Tousaw,</b> Secretary. <b>BELLEVILLE, ONTARIO.</b> <b>J. Frith Jeffers, M.A.,</b> President</p>	<p><b>This Space \$45 per Year.</b></p>



# PICTURE POST CARDS



## SURVEY OF THE MONTH.

**B**USINESS in picture post cards is booming and every store window, catering to a novelty or fancy trade, has its display of sample cards. The variety and number of subjects is being rapidly increased by numerous manufacturers, as well as the styles of cards. Canada has, in fact, got the rage for picture post cards. A good many interested people have started collections and are to-day taking a keen interest in gathering trophies.

The sale of cards to American and English tourists has been extremely profitable. A card is easily procured and easily mailed and thus provides a convenient and inexpensive souvenir. It has taken the place of much coppery stock, which the dealer found awkward to handle and useless to hold over after the season closed.

## A DISPLAY DEVICE.

**N**UMEROUS devices for the adequate display of picture post cards are in the market. One seen in a Montreal bookstore lately seemed to be novel enough to ensure results at any rate. A bar, about 11-1/2 inches in diameter, just wide enough to allow the insertion of a card, and allowing nearly 30 cards to be placed around it, was kept revolving by a mechanical device; the ends each held by small clasps dropped into view singly. This device, in connection with the many display stands, saved a good deal of space while displaying a fair variety of stock, which was kept perfectly free from being finger-marked or shop worn.

## A DEALERS' COMPETITION.

**I**N order to illustrate the tremendous hold picture post cards have in England and on the Continent, it is only necessary to refer to the competition which Raphael Tuck & Sons, of London, have inaugurated. Cash prizes amounting to £1,500 are offered to the retail dealers who buy the largest number of Tucks' post cards, calculated in money value, from July 1st, 1904, to July 31st, 1905. There are 150 prizes, divided into three sections, viz. £400 is to be given to dealers living in towns of 50,000 inhabitants and upwards, £300 will be awarded to stationers and retail dealers working in towns of from 10,000 to 50,000 inhabitants, and £200 is to be divided among the winners residing in towns and villages of less than ten thousand inhabitants. The division into three sections is to make the competition fair all round, and to give the dealer in a small town as good a chance relatively as the dealer in a big town. The largest prize is a cheque for £50, the next largest is one for £40, the next is £30, and there are two of £20 each, two of £15, and dozens of £10 prizes, and others of lesser value too numerous to mention.

This competition is certainly a remarkable one. In Canada it would be an impossibility under existing circumstances, but there is no reason why the picture post card should not become so popular here as to make the sale of cards of sufficient importance to make such a competition profitable.

## NEW MAILING PRIVILEGE.

**T**HE trade is probably well aware of the privilege accorded users of pictorial post cards to use the address side for written communications. Foreign countries have been gradually placed on the list till now a fair showing is reached. The latest notice the Postoffice Department has issued regarding this extends the privilege of exchanging in the mails cards of this kind between Canada and Italy. This makes the list of countries to which these cards may be sent from Canada as follows: The United Kingdom, the United States, France, Switzerland and Italy.

## NOTES.

**I**T is the aim of the Montreal Import Co. to secure the very latest novelties in picture post cards. Among the many new features and designs which are weekly happenings of the firm might be mentioned the new series of cards depicting Canadian sports. They illustrate fifteen typical Canadian outdoor sports. Special attention might be called to the peculiar ice finish which adds much to the intrinsic beauty of the series. They report a steady demand for their Rocky Mountain series, as well as for scenes of Niagara Falls. Indian types have also proved a decided success.

The Illustrated Post Card Co., Montreal, are busy getting out their complete line of Christmas and New Year's cards. They emphasize the special features that any motto suitable to the customer's desire will be affixed without extra charge. Their Canadian Northwest series is still proving popular. New designs in picture post cards are arriving almost daily and every taste can be supplied.

Truly, life does not run as smoothly in some parts of the world for picture post card retailers as in Canada. That Turkish and Russian authorities, differing upon so many matters, should agree in worrying the innocent stationer who exhibits artistic cards at a price within the reach of the multitude is, perhaps, not surprising. But what shall we think of the wish as gleaned from an exchange? "Periodic raids are made respecting the sale of picture post cards just as in the case of betting houses." is the statement made by the Evening Mail of Dublin. Undoubtedly the production and selling of cards bearing the stamp of impropriety should be denounced as unworthy on the part of those concerned and injurious to the trade generally.

# COLORED POSTALS COPPERPLATE POSTALS At Half Tone Prices

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

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

### SAMPLES ON APPLICATION.

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

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


## Souvenir Postals

BEST GOODS AT  
LOWEST PRICES

You should have a series of your own town. We make them in any style at an astonishingly low price. :: :: ::

A Trial will Convince You.

Address **ILLUSTRATED POST CARD CO.**  
MONTREAL



Are you handling the : : : :

**ELLIOTT LINE OF TALLY CARDS and DINNER CARDS ?**

If not, ask your neighbor, or write direct to us : :

**MR CHAS. H. ELLIOTT CO.,**  
17th St. & Lehigh Ave.,  
Philadelphia, Pa.

## Picture Post Cards.

There are still many dealers in Canada who are not doing what they could do in picture post cards. Every dealer should have his own line made to order.

We have three lines which we can get up for you.

Black and White, one thousand of each subject, \$5.50 to \$7.00.

Colored, one thousand of each subject, \$10.00 to \$11.00, two thousand of each subject, \$7.00 and \$8.00.

Black and white cards with crests of Great Britain, the Dominion, Provinces, Cities, Flags, etc., embossed in three colors, including gold, one thousand of each subject, \$9.00.

The colored and the embossed are very popular lines. Let us send you samples.

We have a big line of stock subjects of all parts of Canada, and can fill your orders on the shortest notice.

**W. G. MacFARLANE,**  
SATURDAY NIGHT BLDG. TORONTO.

## THE Picture Postcard Co.

We are constantly adding to our stock of

### View Postcards

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

### Fancy Postcards

in colors, as well as a complete range of beautiful

### Christmas Postcards.

We also stock a nice line of

### Postcard Albums

of all styles and prices, as well as

### Display Stands,

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

ADDRESS :

**The Picture Postcard Co.**

P. O. Box 334, OTTAWA, ONT.

## Canadian National Exhibition

1904 TORONTO, ONT. 1904

AUGUST 29th to SEPTEMBER 12th.

Largest and finest exhibits of Canadian manufactures, agricultural products, live stock, etc., etc. ever shown. New buildings, improved facilities and greater varieties of attractions than ever.

### "BLACK WATCH BAND"

The Band of the "Black Watch" (the famous 2nd Royal Highlanders) will attend the Exhibition, by permission of His Gracious Majesty the King and officers of the Regiment, and will play three concerts daily throughout its entire course.

### THE RELIEF OF LUCKNOW

The grandest pyromilitary display ever seen in Canada will be presented before the Grand Stand each evening with hundreds of performers, brilliant costumes, gorgeous pyrotechnic setting, and assisted by the pipers of the "Black Watch."

### SPECIAL ATTRACTIONS

"DARE-DEVIL SCHNEVER" in his leap from a bicycle 108 feet into a tank of water: THE BICKETT FAMILY, world-famous aerial acrobats. WINSCHERMANN'S WONDERFUL TRAINED BEARS: ADJIE'S TRUMP OF LIONS, the most remarkable group of trained animals in the world, and many other acts of equal merit.

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76 YORK ST., NEARLY OPPOSITE THE McKINNON BUILDING, SIDE ENTRANCE . . .

**DOLLS      GAMES      TOYS**

ALL KINDS OF

FANCY CHINA  
LEATHER GOODS  
SMALLWARES

PURSES  
BRUSHES  
Etc., Etc.

Our range of Fall and Holiday Samples never was so complete. Although prices have been advancing our complete assortment will be equal in value to last year. Glad to have you call during Exhibition.



# LEATHER AND FANCY GOODS



As might be expected, the range offered in these lines is larger than ever. Several novelties of striking merit have been introduced and will be offered to the trade immediately. Sample stocks have not been filled up yet, although the travelers have a large selection with them. Foreign goods are being received all the time. A large volume of business is expected for the Christmas trade, and merchants will not be disappointed in the lines shown.

Dolls are going to occupy as important a position as ever. In their new up-to-date costumes the higher priced dolls are productions of the highest artistic value, and even "Black Dinah" wins for herself a spot in the heart of the youngsters. France, Germany, and the United States are supplying dolls of all kinds. France makes the naggiest, most stylish figures; Germany the cheapest as well as good, high priced ones, and United States shows various novelties in medium priced goods. Germany has 75 per cent. of the trade in spite of the surtax. Some of the most lifelike dolls are shown, with real hair, sleeping eyes, silk dresses, leather boots and elaborate hats.

The toy line is endless. Hundreds of new ideas have been worked out, especially in the ever popular mechanical class. Dancing and tumbling figures are shown in all sizes, and worked by all kinds of apparatus. These can be had now for a few cents, and the small boy is assured of a lot of fun for little money. A great number work on scientific principles that instruct while they amuse, and the simplest ideas are used to obtain the most interesting results. Many of these are just being received and the movements of the toys are wonderful. This branch of the fancy goods trade has attained to a position that makes it worthy of the closest attention. Every boy likes a mechanical toy, and anything from a penny dancer to a \$100 complete engine is appreciated by the lad.

Pit and flinch, the two great games of last year, are still selling in some parts of the country, although as a rule they are giving place to newer games. Fling has secured a stronger hold on the affections of the people than pit, but the latter was immensely popular while it lasted.

Peggy-from Paris are still prominently shown by local makers, but their stronghold is across the border, and Canadian manufacturers have found that only a limited quantity can be sold here. They are now made up in good quality to retail at \$1. and a good sized one was recently shown in a department store for 49c. The newest of these have bellows bottoms, allowing for more

room, while closing into a tight shape. In all probability the bag will sell in fair quantities during the coming Fall season, but its disappearance from the market is certain to be a matter of a few months only.

Bags for Fall promise to be of a large size, running about 9 to 10 inches, and in what is called the pedestrian and avenue shapes. These bags are not conspicuous and are as convenient as it is possible to make them. The leather handle seems to be the favorite, being made up in straight strips and in woven or braided shapes. A new braided handle is shown with a stiffening of about 4-1-2 inches in the centre where the hand holds it, and the handle is shaped to fit the grip also. These handles, while costing more than the ordinary braided styles, are put on cheap as well as expensive bags. The leather covered frame is extremely popular, but as it increases the cost is not seen on the cheapest lines.

The interior fittings are not so extensive as formerly. The first idea was to include in little pockets inside the bag a vinaigrette, card case and purse, but now the purse alone is found as the other things make the bag heavier, and the cards can be carried in the purse or bag. Silk linings are receiving the greatest attention. The broad-ed effects are selling best.

The popularity of the leather belt for ladies has been all its makers could wish. Crushes have sold in enormous quantities, and with silver trimmings the demand has been great. New shapes are being offered continually, one of these being a French shape, consisting of a shaped piece of leather wider at the back. Along it a half inch from the edge are two strips of leather a half inch wide and edged with white satin. The edging is just visible, and livens up the dead effect of solid leather.

The 20th century coin purse is a new idea in this class of goods. It is convenient to carry and safe.

Brass goods, as illustrated and described in the last number of Bookseller and Stationer, have made an impres-

RETURNED

AUG. 18 1904

Put back 22

Orange 16



sion on the trade, with the result that dealers are considering the advisability of carrying a good assortment of brass articles for the holiday trade.

# CHINA AND GLASSWARE

**F**OR the Christmas trade no stock is more suitable than fancy china and glassware. The average customer is strongly in favor of china goods, and the department where china cups and saucers and china ornaments are displayed is always the centre of attraction for an interested throng of customers. The moral is easy to seek. Make

being added to the other articles in the package with the result that the first were sold out quickly leaving the others on the merchant's hands. To this short-sighted policy, which early met its deserved fate, most of the objection to china packages is due, but it is a fact that the leading houses, through their travelers, find that the assortments sold last year have all been closed out in a remarkably even manner. The new lines shown in the assortments of fancy china range from the lowest priced article, to be retailed for 10 or 15c each, to the finest pieces for jewelers' trade. They are adapted for all kinds of trade, from the bargain counter through the range of grocery and general store trade, to the most exclusive lines, and should be seen by every merchant handling any quantity of the line.



Floral Pattern.

### Latest Designs.

The moderate priced lines include the popular figure designs in both heads and groups, which are shown with the rich cobalt blue, as well as maroon, and green borders, the central designs being new and bright colored sketches after Watteau effects. Another popular line shown by a leading house, and known as "Mother-of-Pearl" assortment, has the entire surface of the ware decorated with a shining iridescent effect, after the style suggested by the name, against which the floral painted decoration makes a beautiful effect. There are also cheaper lines in maroon and Russian green shadings, the shading being applied at three points instead of all around the edge, some floral decorations have heavy splashed gold edges, and there is a wonderfully popular line which has an irregular edging of lustre pink surrounding a cream-tinted body, against which the decoration shows up splendidly. In the better lines, dark green bodies with painted decoration of large crimson American beauty roses are very popular. Some of the other assortments contain pieces in which the gold tracing shows

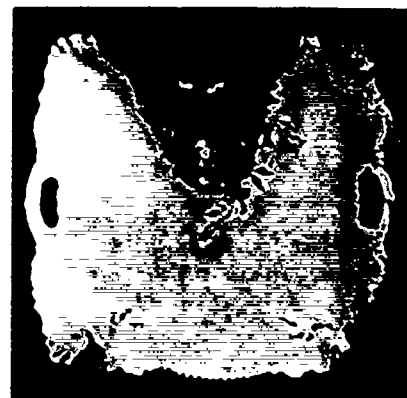
the china and glassware section strong, or, if as yet no such section exists, see to it that no time is wasted in establishing one.

The present season is a time of great activity in china, crockery and glassware circles. Travelers are now about to start on their Fall trips, the most important, so far as results go, during the year, and all departments of the trade are busily engaged in looking after their requirements. A few years ago this time was the great starting point for the fancy goods trade of the year, and all fancy goods lines were taken out for Fall trade on this trip. keener competition, however, and the race to secure first place, introduced in this line a

### Package System.

samples of which are now taken out during the first months of the year. This branch has attained large growth within the past couple of seasons. Many merchants at first objected to the arbitrary assortment rendered necessary in buying the "package," but the feature which led to its almost general adoption was the fact that by means of it the retailer secures complete control of the decoration contained in the package. The leading houses carry a number of different assortments, each of which is sold only once in a town, thus confining the sale of the particular design to one merchant. This course would hardly have been practicable when regular fancy goods were sold from open stock in any quantity desired but as the package lines are only sold in assortments, the buyer is sure of having a line for himself. These packages are made up of all grades and styles of decorations and as they are not too large, and the assortments are made up of the best selling lines and quantities that the experience of able buyers can suggest, they are more and more taking the fancy of up-to-date buyers.

Many of the trade remember their early experience with the "Catch" package, made up for new buyers by too eager salesmen, in which the first few and best known articles were marked at very low figures, the difference



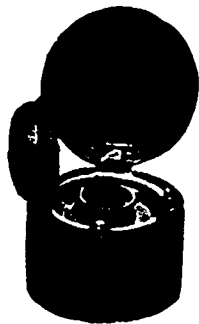
Newest design in shading.


up beautifully. All these lines, as well as the new shipments of open stock goods, will be carried by the travelers on this trip, the last named making up no insignificant line, to which may be added the samples of lamps, cut glass, new glassware, and the various other lines shown by the crockery houses.

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# C. F. Rumpff & Sons

CABLE ADDRESS: "RUMPSOR."

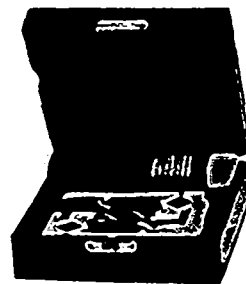


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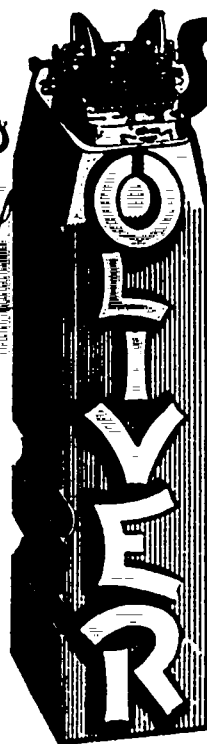


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British Government to-day ordered fifty more Oliver Typewriters.  
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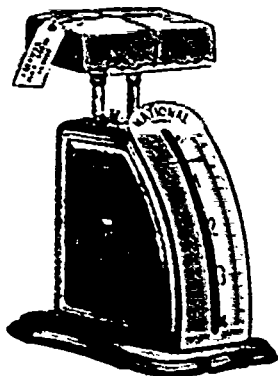
Maybe you know of a better Household Oil than "3 in 1." If so tell us. Otherwise tell your jobber to "3 in 1" you—quick. He can supply any quantity, but maybe you had better go slow—till you are sure

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New "NATIONAL"



National, 4 lbs., \$1.00; Union, 2 1/2 lbs., 85 cts.  
Columbian, 2 lbs., 75 cts.; Star, 1 lb., 50 cts.  
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**T**HERE are other scales claimed to be as good as the PELOUZE. They are not, but like most imitations they lack the skilled workmanship of the genuine. They are built to sell cheap. There is no economy in a Cheap Postal Scale.

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# WALL PAPER

## PRESENT DAY MURAL DECORATIONS.

By Arthur Seymour Jennings

THE public taste in mural decoration fluctuates almost as much, if not as rapidly, as that in ladies' dresses. The requirements of to-day are very different from those of ten years ago, and, no doubt, in another decade other and dissimilar styles will be in vogue. Indeed, the demand for novelty, while not so pronounced in England as it is in some countries abroad—the United States, for example—is very real, so that art students and designers may always be reasonably sure of finding a market for their work, provided, of course, that it is novel and really decorative.

We may leave aside from present consideration those features of modern decoration which have proved to be but short-lived, and direct our attention to the styles which have remained in favor for a long time, or appear to be likely to do so.

Taking wall papers in their various grades first, the question has often been asked whether the fashion is set by the manufacturers, or whether it is distinct demand on the part of the public. Probably each contributes to the result. The wall paper manufacturer who produces a new style, or a series of hangings quite out of the ordinary run, usually "makes haste slowly." The production of a single new design means the risk of not a little money, as the cutting of the blocks or cylinders from which the design is printed is somewhat expensive. For this reason only a few patterns that are distinctly novel are brought out in one season. If they meet with favor—if the sales justify it—the "line" is largely increased the following year.

It is worthy of note that a custom of the wall paper trade, widely followed, is to reprint a selection of certain designs every thirty years or so. At present there is a demand for pearl, white morre, and striped papers that were popular in the "sixties."

We may now consider the new styles which are most sold to-day, and first among these must be placed "ingrain" papers, or those which are colored in the pulp from which the paper is made. This class of paper is usually either quite plain, or printed with a stripe, or with a small dotted pattern technically known as "powdering." This pattern is almost always printed in the same color as the ground, but a little darker. Often the difference in tint between ground and pattern is so small that the design can hardly be discerned. The wide use of these plain or nearly plain papers is generally admitted to be one of the best evidences of the progress of applied art in mural decoration in recent years.

It may, at first sight, be thought that the use of plain papers does not give much encouragement for the artist. As a matter of fact, however, they are but rarely used, excepting in conjunction with a comparatively bright and often elaborate frieze. The reader who has studied design will be quick to understand why this combination gives such satisfactory results. We will take a well furnished dining-room as an example. Here we probably have a good many pic-

tures upon the walls, and the plain background, if the proper hue is chosen, forms a setting or foundation for them, which adds to their beauty instead of detracting from it, as is almost invariably the case when a conspicuous pattern is employed. The "powdering" design, so unobtrusive, yet serves to nicely break up those portions of the surface where there are no pictures, while the broad, boldly-drawn frieze, probably full of coloring, gives a fitting cap to the wall surface, and forms a combination effective and decorative. And, be it observed, it hardly matters how strong the colors are in the frieze, because it is above the line of pictures, while the expanse of plain surface will probably require a firm coloring in order to produce a proper balance of parts and a satisfactory whole.

It is in the design of the frieze that the artist will find his greatest opportunities. We do not now refer to the ordinary patterned frieze or border, designed on what Mr. Lewis F. Day calls the "turn-over" principles—that is, of a pattern having its left and right identical—but rather to that class of design which is most sought at the present time. There are two divisions to this class, or perhaps they might be more properly considered quite separately. The first is the "landscape frieze," the second the "hand-stencilled frieze." Both may be recommended to the earnest study of the art student who has reached that satisfactory stage—although so often difficult to get over—of applying knowledge gained in a school of art to the wants of the manufacturer.

Landscape friezes have made steady progress in favor during the past year or two, and the writer is of opinion that they will continue to be used for some time to come. Provided that they do not become too common, and that the makers do not produce them in very cheap quantities—for it is here the danger lies—there is much to hope from them.

The use of all wall papers, both plain and those executed in relief, is open to the grave objection that, unless great care is exercised in hanging them, the ornament of the pattern will be mutilated. Sometimes this is the fault of the decorator, who has not taken the trouble to centre his pattern even in the case of the mantelpiece, which in most rooms is the most conspicuous feature. But frequently the pattern cannot be made to "fit in," and to place one feature of the design in the centre of the mantelpiece only means that a similar ornament would have to be cut at both corners. When a landscape frieze is used the space to be covered must be carefully considered, because the effect would be ruined if part of the design were to be seen "going around the corner," so to speak.

### Stauntons Limited.

A very cordial invitation is extended by Stauntons Limited, wall paper manufacturers, 931 Yonge Street, to their customers and the wall paper trade in general to visit their factory during the Toronto Exhibition. The company will also have rooms at the King Edward Hotel during the exhibition, and all visitors will be made very welcome.

OUR LINE OF

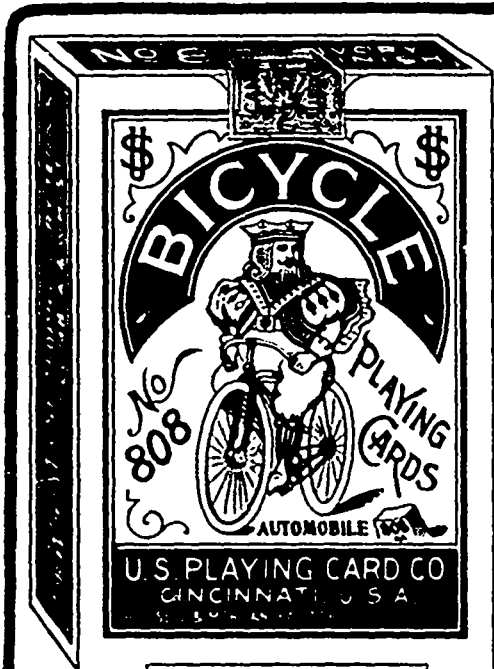
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ONE DEALER SAID TO OUR  
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"YOU DON'T NEED  
A SALESMAN TO SELL THE  
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LIKELY YOU'LL SAY THE SAME  
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WAIT FOR OUR  
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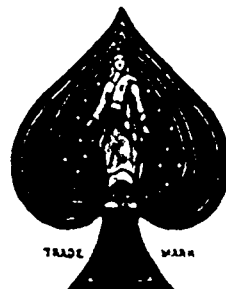
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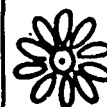
The genuine have King on Bicycle on front of  
tuck case and our Trade Mark Ace on back.

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# THE MAGAZINE COUNTER



## FEATURES FOR SEPTEMBER.

**P**LANS for Fall are now being made by the publishers of the magazines and some excellent features are promised. It would pay news and book dealers to make a study of these features, with a view to acquainting their patrons of what the coming numbers will contain. The knowledge, for instance, that "The Theatre" is beginning to publish a series of full page portraits of players should interest not a few, as well as the promise of new stories by Rudyard Kipling, Hall Caine and other noted writers. As usual there follows a list of magazines, new and forthcoming, with their best features.

**Atlantic.** (September). Goldwin Smith will contribute "The Great Puritan" and there will be articles on "Italy of To-day," "The Preparatory School," and "William Hazlitt," with a number of attractive stories.

**Bookman.** (English, July). Is a Hawthorne number and contains a presentation plate of the American author. Other leading articles are on Alexander Bain and Swinburne. The number is profusely illustrated with pictures relating to Hawthorne.

**Book Monthly.** (July). Records "The Hundredth Birthday of the Historic House of Blackwood," tells of "The Life of a Book," and describes "The American Book Agent," besides affording other reading matter of interest.

**Canadian.** (September). Charles H. McIntyre writes of "United States Ideas of Reciprocity," "Rudyard Kipling" will be the subject of a sketch by Haldane McFall. A sketch of Bishop Cridge, of Victoria, B.C., will be a feature.

**Century.** (September). Will be a Round-the-World number, with appropriate frontispieces. "The Flying Dutchman" and "The Wandering Jew." Special articles will embrace "Ballooning in France," "The Czar and the Russian Lourdes," "The Imperial Prisoner of Java," "Red Sea Monasteries," "Arctic Alaska," etc.

**Cosmopolitan.** (August). Leading features are "Simon Lake and his Submarine," "Railroads Above the Clouds," "Wall Street's Wild Speculation," and "The Lumbering Industry of the United States."

**Critic.** (August). A bright and readable number containing "Little Fictions of the Poor," "The Writing Public," "Some American Landscape Painters," and notes and reviews of current literature.

**Everybody's.** (August). "Frenzied Finance, the Story of Amalgamated Copper," by T. W. Lawson, begins. There is the second installment of Hall Caine's "Prodigal Son," and a liberal supply of short stories.

**Lady's Home Magazine.** (July). Is filled with a splendid array of stories, portraits and other illustrations, not only of interest to women but also to men.

**Lippincott's.** (September). The long story will be "The Deep Waters of the Proud," by Francis W. Wharton, and there will be the usual number of short stories.

**Metropolitan.** (September). Will be strong in fiction and will number among its contributors Rudyard Kipling, E. W. Townsend, W. A. Fraser, Lloyd Osbourne and G. N. and A. M. Williamson.

**Munsey's.** (August). Contains "Motor-Boating—A New Sport," "How Rulers are Guarded," "In the Public Eye," "Cartoons and their Makers," "The Sport of the Steeplechase."

**National.** (August). Contains "Honoring Patriotic Composers," "Canada's Subsidy not Extravagant," a discussion of the Dominion's grants to the G.T.P.

**Outlook.** (August 6). Is the annual educational number. It contains "The World's Fair as an Educative Force," "The Influence of the French School and Home," and other articles referring to school and college life.

**Out West.** (July). Contains "A California Frog Ranch," "Cross Saddle Riding for Women," and several stories.

**Pall Mall.** (September). Among the features may be noted "Napoleon at Elba," "Admiral Fisher," "Alfred Russell Wallace," "The Carlyle Country," and "The Duke of Buccleugh at Home."

**Pearson's.** (September). Will contain "The Story of California," by Hammon Wright, and a number of very good short stories. "Thomas Nest," by Albert Bigelow Paine, will be continued.

**Red Book.** (September). Will contain a first class collection of short stories. Among the prominent contributors are Eden Phillpotts and George Horton. Photographic art studies will as usual be a feature.

**Scribner's.** (September). Will contain "Reminiscences of Sir Henry M. Stanley," "Yacht Racing Recollections," and "The War of 1812," by Captain Mahan, as well as several short stories.

**Strand.** (August). Contains another installment of "The Memoirs of Sarah Bernhardt," "Swimming on Dry Land," "Mr. Cyril Maude's Dressing Room," "How a Woman Should Walk," as well as short and serial stories.

**Theatre.** (September). Will inaugurate some new features. Among them will be a monthly list of all new theatrical productions in the United States, with a cast of the plays. There will also be a series of full-page portraits of players.

**World To-Day.** (August). Special articles in this number include "The Situation in Colorado," "The College, East and West," "Traffic on the Great Lakes," "The Transformation of New England," "Santo Domingo," "Newfoundland and its Fishermen."

**World's Work.** (August). Is a special World's Fair edition and covers the St. Louis Exposition thoroughly. It will be the authority on this subject. The illustrations are particularly good.

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SEVEN PRIZE MEDALS.

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

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Liberal commissions will be allowed, terms of which will be made known on request. Write

### MacLean Publishing Co., MONTREAL AND TORONTO

## DENNISON'S CRÊPE PAPER

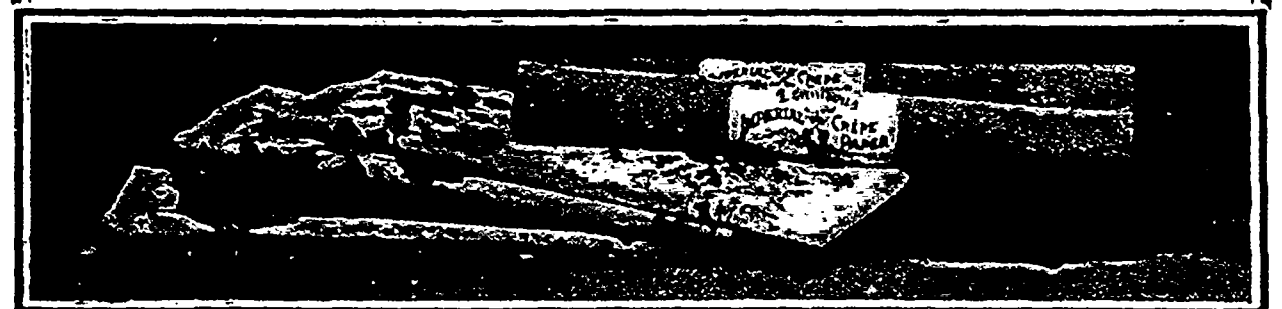
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## A CORNER FOR CLERKS

A CIRCULAR on "Good Salesmanship" has been issued by the United States Playing Card Company. In it numerous hints of value to the ambitious salesman are to be found. The circular reads after this fashion:

It is easy to sell a customer something he wants to buy. It does not require salesmanship—a child could do it. Yet, many clerks consider their duty done if they sell simply what is asked for.

Good salesmanship goes further. A good salesman might be defined as: One who sells at a profit not only what the customer asks for, but something the latter had no thought of buying until his attention was called to it.

We have in mind a progressive book store employing a number of salesmen. Among them a few rose rapidly, and are now holding positions of responsibility. Others are just where they were at the start. Doubtless, all these clerks, when a customer asked for a certain book, produced it instantly for his inspection. But the more progressive salesmen did not stop there. They showed also other books on the same or allied subjects. Books by other authors, treating the subject from other standpoints, etc. Was a scientific treatise asked for—supplemental or explanatory books were offered for examination. Was the book a novel—other recent books of fiction were displayed.

Not only this, but the tastes and habits of customers were carefully studied. Was the lady interested in flowers—the latest book on floriculture was shown her when she came into the store, although her request might have been for something quite different. In this way sales were frequently made which customers had no thought of buying on entering the store.

Then, in lines where different grades of goods were kept in stock, for instance, fancy leather goods, the better goods were shown first, and inferior goods at lower prices afterward. The difference in substance, appearance and quality were carefully pointed out, with the result, usually, that the better goods were purchased.

The clever salesman sells goods which a customer did not ask for, or articles of a better grade (and at a correspondingly better profit) than those the customer intended buying.

All of this should be done in a gentlemanly and straightforward way, to be effective. The approach should be made in a pleasant manner, the facts stated clearly and impartially, and without any undue urging on the part of the salesmen. A dictatorial tone or spirit should be avoided.

If the clerk has this always in mind it will surprise him how often and easily he can effect sales.

The average person is open to suggestion, especially along the line of his own habits and tastes.

But there is a subtle bit of flattery in presenting the higher priced article as being best fitted to the customer's preferences and means, which, in itself, often decides the matter to the dealer's advantage, since his profits are highest on the more costly goods, and the salesman's total of sales is swelled by them. The larger the salesman's total sales the more valuable is he to his employer.

When playing cards are wanted, offer Congress first. Call attention to their beauty, their high gloss finish, their gold edges, show how easily and smoothly they deal, and how clear cut and sharply printed are the faces and the large, legible indexes. Mention that for card party and home use they are much more appropriate than cards with conventional designs, that are intended rather for clubs and men's gatherings.

Keep new, fresh designs in stock, and do not hesitate to show them to customers whom you know entertain or use cards in their homes.

Only a few days ago a gentleman waiting for a prescription in a drug store was examining with interest a line of fancy holiday perfume sets displayed in one of the cases. A clerk approached him and asked: "Do you wish any perfume this evening?" "No, I think not," hesitatingly replied the gentleman. The clerk walked away. It was an opportunity wasted.

On the other hand, a lady had purchased some notions in a fancy store when the clerk, who knew from observation that she frequently entertained, remarked: "Mrs. Blank, if you have just a minute to spare, we would like your opinion of a new line of goods we have just opened. They are very dainty and stylish." The introduction attracted her attention and interest. A case of Congress cards was just being opened, and from it the salesman showed a number of the latest and prettiest backs. The lady did not leave until she examined the entire series, and before going remarked: "I cannot resist the temptation of being the first among my friends to show such beautiful cards," and gave the salesman an order for a variety of designs.

This is but a sample of the kind of salesmanship that leads to success. To attract the customer and convince him or her that their interests are best served by purchasing only articles which the salesman knows are absolutely first-class and reliable; to keep posted on the talking points of all goods in stock, both old and new; to present them in an interesting and convincing way—these are among the first principles of the art of selling goods.

The practical application of these principles will require study of both stock and of customer, but in the end it is sure to pay.

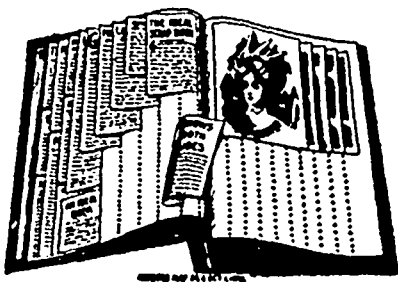
On July 27, the first envelopes were turned out at the new Barber & Ellis Company's factory at Brantford.

LETTER-HEADS AS ADVERTISEMENTS.

A BUSINESS can scarcely be too small to make use of special writing paper with a letter head that states the name, business, and address. The firm that carries on its correspondence on ordinary writing paper only stamps itself as small and unambitious. The carefully prepared correspondence sheets show distinctly that an effort is made for trade.

A rather ridiculous over-confidence or over-sight is sometimes displayed in letter heads by the omission of the style of business carried on. The printed matter contains nothing but "John Smith, 135 King St.," and the reader is left to discover in some other way whether Smith is a butcher or a men's furnisher. Conceit in the extent of his fame is no doubt often responsible for this, but what can be gained by it is difficult to discover.

The readers of the letter are naturally interested in knowing just what John Smith offers to the public, but if he will not take the trouble to inform them, they are not going to hunt up his business.



**IDEAL SCRAP BOOK**

Expansion Back Leaves Removable Triple Capacity Clipping can be read both sides. Has no equal. No paste pot. No sticky fingers.

HIGH SELLER. MANUFACTURED BY IDEAL SPECIALTY CO. RIGHT PRICE.

**THE BROWN BROTHERS, Limited**  
Agents. - - TORONTO.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word first insertion, 1c. a word each subsequent insertion. Contractions count as one word, but five figures (as \$1,000) are allowed as one word. Cash remittance to cover cost must accompany all advertisements in no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged. Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

FOR SALE

We offer for sale, under chattel mortgage, the business of Thos. Morley & Co., of Nelson, B.C., stock, fixtures and lease. After Vancouver and Victoria, Nelson is the largest city in British Columbia. It is the commercial and transportation centre of the Kootenay district. The climate is delightful. This is the best Stationery and Book Business in the city. It has a good connection. The stock is in good condition. For further particulars apply to "The Thomson Stationery Co., Ltd.," Nelson, B.C.

ARTICLES WANTED.

GENERAL GEORGE WASHINGTON, first President of the United States. Wanted, old engravings, prints, etc., of, or relating to, George Washington. State full particulars to Box 106, BOOKSELLER AND STATIONER, Toronto.

WANTED.—Second-hand copy of "The Canadian Contingents," by Sanford Evans. State price, postage paid, to Box 167, BOOKSELLER AND STATIONER, Toronto.

WANTED.

A FIRM of wholesale stationers to take charge of the sales in Canada of a first-class line of fountain pens. Write Box 154, BOOKSELLER & STATIONER, Toronto.

A WORD TO THE WISE

EVERY STATIONER and BOOKSELLER SHOULD HAVE OUR SPECIAL TRADE PRICE LIST FOR VISITING, WEDDING, AT-HOME CARDS, CRESTS, Etc.

LEGALLEE BROS., ENGRAVERS AND DIE PRESS PRINTERS, 19 Bleury Street, Montreal



**ROB ROY PENS**  
"The Good Points of Rob Roy Make writing a joy."  
Sold by all Stationers. Assorted Sample Box, 7d., Post free.  
Hinks Wells & Co., Birmingham & London.

**'ROB ROY' PENS**

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

TURNED-UP POINTED and other PENS,

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

1s. 6d and Gross Boxes Sold by all STATIONERS

When answering advertisements please state that you saw the advertisement in Bookseller and Stationer.

DO NOT TAKE ANY substitution, imitation or variation OF THE **WAVERLEY PEN**

Now of Unexcelled Quality.

They come as a lion and a blessing to men, The Pickwick, the trial, and the Waverley Pen

SOLO BY ALL STATIONERS.

MACNIVEN & CAMERON, Limited EDINBURGH AND BIRMINGHAM

**The Topaz Pencil**

As good as any at any price Better than any at the same price.

HB -- H -- HH -- HHH -- B  
— AND —

Indelible Copying.

Write for Samples to **Warwick Bros. & Rutter, Limited** Wholesale Stationers, TORONTO.

PAYSON'S INDELIBLE INK



Trade supplied by all Leading Wholesale Drug Houses in the Dominion.

Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

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**AN OPEN-SHELF SYSTEM.**

By H. L. Elmendorf, Buffalo Public Library

**T**HE Buffalo Public Library, which was formed in 1897 out of the Buffalo Library, was born with a large collection of books and a building. The books had been gathered during a period of sixty years. Some of them were too valueless, by reason of age and consequent lack of interest, to be put in the way of unskilled readers, and, on the other hand, some of them were of value to the few, the students merely, and of so great value that it would be the height of extravagance to allow them to be worn out by the aimless handling of the many, to whom they are without interest. The building was arranged to store the books in what is called a "stack,"—that is, in this case at least, a long, rather narrow room, with two stories of bookcases throughout, separated by aisles less than three feet wide, the whole rather poorly lighted. It was evidently quite impossible to admit people in any numbers into such a room and expect them to find what they wished, and keep even reasonably out of one another's way. It seemed a foregone conclusion that the public could not have free access to the mass of the books, and a compromise was in order.

**The Open-Shelf System.**

In the course of some alterations in the building, to make it more fit to accommodate large numbers of people, by the removal of partitions and the cutting of new openings, an attractive, well-lighted, easily accessible room, 75x38 feet in dimensions, was provided. This room was shelved with oak bookcases seven shelves high, around the walls only, leaving the centre of the room free for tables and hospitable chairs. Shelving was thus at hand where about eight thousand books could be comfortably displayed to a large number of people. Upon these shelves was placed a select library representing all classes of literature, with the exception of books for reference only, not omitting a generous supply of the best novels.

The plan was to throw open the best popular books of every description,—not books for scholarly research, or even for careful study, but the best of everything to attract and interest that large class called "general readers." Besides the permanent collection, a section is reserved in this room where new books are shelved for three months after they are added to the library. Everyone is welcome to this room to read and to examine the books as he will, and such as have library cards may borrow the books in the usual way. These books serve best those who come to the library not knowing precisely what they want, but needing to be reminded of something that they have long desired to see but have momentarily forgotten, or to be pleased with something that attracts them by its appearance. Those who prefer to ask directly for what they want can be best served in the outer room, where assistants hand them books over the counter from the stack. The books in the open shelves, except the comparatively small number of new books, are all duplicated in the stack, and do not interfere with presenting lists in the time-honored way.

**Advantages of the System.**

The purpose of the open shelves is to recommend the best books by placing each book where it can recommend itself by being seen and handled. Large numbers of duplicates are provided, so that favorites may always be represented on the shelves. Twenty thousand volumes are necessary to keep the eight thousand places on the shelves reasonably well filled. The list is constantly revised, and no book that proves unattractive is allowed to cumber the shelves, but is retired to the stack, to give place to something more desirable. No book is shelved here that has not something attractive in itself, which will make the book more likely to be read because it can be seen and examined.

Experience shows that no book which is well made,—that is, well printed and bound, and has a real, vital message for mankind,—fails to find appreciation. Many of the best and greatest books are borrowed from the open shelves four or five times as often, during the year, as copies of the same book are lent from the stack. To show that the collection is really liked, it is only necessary to say that, during 1903, these 20,000 volumes gave a circulation of 215,000,—that is, each book of the entire number was taken home and, presumably, read twelve times during the year. This is, of course, an average; some did not go out twelve times, but others went oftener. The ordinary library methods are used to attract attention to the books, such as special lists and special displays of books on current topics of interest, critical notices posted near the new books, book-posters and bulletin displays.

**Scope of the System.**

The open shelf collection,—a library for the general reader, carefully selected, tested by experience, and constantly revised,—cannot and does not strive to keep pace with the skilled novel reader. It does attempt to put most of the old, great books, the authorities on special subjects, the pleasant, lovable authors, and the best new books, be they delightful, useful or instructive, before its readers, and the steady and, in many cases, growing use of these books is a constant source of encouragement and delight.

The question is always asked, and may as well be answered, "Do you not lose books under this system?" We certainly do, but very few,—less than 1 to 5,000 of circulation. The board of directors and library authorities have long ago lost the fetish idea in regard to books. This collection represents current books, easily replaceable and worth just the money it will cost to replace them. The money loss is many times made up by the saving in attendants' salaries, as it costs about one-third as much to circulate books in this way as under the old system. Neither the loss nor the saving is to be taken into account as compared with the pleasure and profit of the many who enjoy these privileges, and who, collectively, pay the pittance of loss.

The open shelf department may be considered the most distinctive feature of the library's work, so much so that among librarians it is often referred to as the "Buffalo plan"—Review of Reviews.

**NOTES.**

A movement is on foot in Woodstock to secure a grant from Mr. Carnegie for the erection of a library building.

The new library at Brantford is now open. It is centrally situated and of an attractive appearance. The stack room has a capacity for 10,000 volumes. Brantford will supply \$3,500 per year for maintenance.

**EQUAL TO THE EMERGENCY.**

THE well known publisher, Herbert S. Stone, described at a dinner in Washington the amusing and ingenious methods of a newspaper writer, who used to furnish articles at a special rate per column, says the New York Tribune.

He was once commissioned to do a serial story for a Chicago paper. The story, as it proceeded from week to week, was interesting, but it contained many passages like the following:

- “Did you hear him?”
- “I did.”
- “Truly?”
- “Truly.”
- “Where?”
- “By the well.”
- “When?”
- “To-day.”
- “Then he lives?”
- “He does.”
- “Ah!”

The editor, sending for the man, said:

“Hereafter we will pay you by the letters in your serial. We will pay you so much a thousand letters.”

The young man, looking crestfallen, went away, but in the very next instalment of his story he introduced a character who stuttered, and all through the chapter were scattered passages like this:

“B-b-b-believe, me, s-s-s-sir. I am n-n-not g-g-g-guilty. M-m-m-my m-m-m-mother e-e-committed this e-e-crime.”

**SOME NEW MAPS.**

Five paper-mache maps of Rocky Mountain regions have been completed by Mr. Bell-Smith, the Canadian artist, and have been sent to the Canadian Pacific hotels in the Rockies. They show the principal mountains, passes, rivers, etc., and will be for the use of guests in mapping out trips.

**A SOUVENIR.**

An interesting old catalogue has just been acquired by Mr. C. H. Gould, librarian of the Redpath Library, McGill University. It is the catalogue of the old Montreal library and bears the date March 7, 1796, and gives an idea of what Montrealers were accomplishing 108 years ago in the way of libraries, and it would seem that the city more than a century ago possessed what Andrew Carnegie offered to give it recently. The old book at McGill is printed both in French and English and the type is of the old style. The title page reads as follows: Catalogue of English and French books in the Montreal Library, with rules for the same made and agreed in the general meetings of the proprietors. Montreal. Printed by E. Edwards, No. 135 St. Paul street. 1796.

**AGENTS WANTED**

by an English Manufacturer for the New Diamond Gold Pen everywhere.

**A Good Income Can Be Secured**

Whole or spare time. Male or female. Good wages and constant employment can be earned by intelligent agents. The new Diamond Gold Pen, superior to the best Gold Nibs, cost ONE TENTH only. Points finished like Diamond Shape. One nib will last for many months. Advantages of the new Diamond Pen:—Beautiful touch—glide smoothly over the paper—make writing a pleasure—improve in use—durable—non-corrodible—one nib will last longer than grosses of steel nibs.

Every man, woman, or child should use the new Diamond Pen. To start at once send 40 cents (stamps will do) for Agents' Sample Box, or One Dollar for large size Sample Box, post free by return, to all parts of the world, with particulars of the best paying agency.

**STANDARD CORPORATION, DIAMOND PEN WORKS,**

49 Newgate Street, London, E. C. ENGLAND.

**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., FACTORY, 240-244 Eighth St., } BROOKLYN, N.Y. U. S. A.

# BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

## BRANTFORD

- 1 "In the Bishop's Carriage," by M. Michelson McLeod & Allen
- 2 "The Crossing," by Winston Churchill Copp, Clark Co.
- 3 "Letters from a Son to His Self-Made Father," by Merriman Briggs.
- 4 "Adventures of Elizabeth in Rugen," Morang.
- 5 "Rebecca," by Kate Douglas Wiggin Briggs.
- 6 "The Singular Miss Smith," by A. M. Kingsley Morang

## CHARLOTTETOWN.

- 1 "Sir Mortimer," by Mary Johnston Book Supply Co
- 2 "The Silent Places," by S. E. White Morang.
- 3 "Strong Mac," by S. R. Crockett Copp, Clark Co.
- 4 "The Crossing," by Winston Churchill Copp, Clark Co
- 5 "Denis Dent" by E. W. Hornung Copp, Clark Co
- 6 "The Darrow Enigma," by M. L. Severy Copp, Clark Co

## HALIFAX.

- 1 "The Crossing," by Winston Churchill Copp, Clark Co
- 2 "Rulers of Kings," by Gertrude Atherton.
- 3 "The Silent Places," by S. E. White Morang.
- 4 "My Friend Prospero," by Henry Harland Briggs.
- 5 "Adventures of Elizabeth in Rugen," Morang.
- 6 "Heart of Rome," by F. M. Crawford Copp, Clark Co.

## HAMILTON.

- 1 "The Pillar of Light," by Louis Tracy McLeod & Allen.
- 2 "The Cost," by D. G. Phillips McLeod & Allen
- 3 "Sir Mortimer," by Mary Johnston Book Supply Co.
- 4 "Queen's Quair," by Maurice Hewlett Morang.
- 5 "The Crossing," by Winston Churchill Copp, Clark Co.

## KINGSTON.

- 1 "The Crossing," by Winston Churchill Copp, Clark Co.
- 2 "The Barrier," by Allen French Briggs.
- 3 "Strong Mac," by S. R. Crockett Copp, Clark Co.
- 4 "The Virginian," by Owen Wister Morang.
- 5 "Sir Mortimer," by Mary Johnston Book Supply Co
- 6 "Denis Dent," by E. W. Hornung Copp, Clark Co

## LONDON.

- 1 "The Crossing," by Winston Churchill Copp, Clark Co.
- 2 "The Virginian," by Owen Wister Morang.
- 3 "Heart of Rome," by F. M. Crawford Copp, Clark Co.
- 4 "Sir Mortimer," by Mary Johnston Book Supply Co.
- 5 "John Bull," by F. N. Adams.
- 6 "Strong Mac," by S. R. Crockett Copp, Clark Co.

## MONCTON.

- 1 "The Crossing," by Winston Churchill Copp, Clark Co.
- 2 "Brave Hearts," by W. A. Fraser Morang.
- 3 "In the Bishop's Carriage," by M. Michelson McLeod & Allen.
- 4 "By Snare of Love," by A. W. Marchmont McLeod & Allen.
- 5 "Sir Mortimer," by Mary Johnston Book Supply Co.
- 6 "Wings of the Morning," by Louis Tracy McLeod & Allen.

## MONTREAL.

- 1 "The Crossing," by Winston Churchill Copp, Clark Co.
- 2 "Little Joan," by John Strange Winter.
- 3 "The Lightning Conductor," by Williamson McLeod & Allen.
- 4 "The Motor Pirate"
- 5 "Anna the Adventuress," by E. P. Oppenheim Copp, Clark Co.
- 6 "Dorothea," by Maarten Maartens Copp, Clark Co.

## PETERBORO'.

- 1 "A Forest Hearth," by Charles Major Morang.
- 2 "The Pillar of Light," by Louis Tracy McLeod & Allen.
- 3 "Letters from a Son to His Self-Made Father," by Merriman Briggs
- 4 "The Crossing," by Winston Churchill Copp, Clark Co.
- 5 "The Barrier," by Allen French Briggs
- 6 "The Yoke," by Elizabeth Miller McLeod & Allen.

## ST. CATHARINES

- 1 "The Crossing," by Winston Churchill Copp, Clark Co.
- 2 "The Imperialist," by Mrs. Cotes Copp, Clark Co.
- 3 "The Pillar of Light," by Louis Tracy McLeod & Allen.
- 4 "The Graters," by Francis Lynde McLeod & Allen
- 5 "The Crisis," by Winston Churchill Copp, Clark Co.

## SAKZIA.

- 1 "The Pillar of Light," by Louis Tracy McLeod & Allen.
- 2 "The Crossing," by Winston Churchill Copp, Clark Co.
- 3 "Deliverance," by Ellen Glasgow Musson.
- 4 "Rebecca," by Kate D. Wiggin Briggs
- 5 "Singular Miss Smith," by F. M. Kingsley Morang.
- 6 "Sir Mortimer," by Mary Johnston Book Supply Co

## STRAITFORD.

- 1 "On the Road to Arcady."
- 2 "The Pillar of Light," by Louis Tracy McLeod & Allen
- 3 "The Crossing," by Winston Churchill Copp, Clark Co.
- 4 "Dorothea," by Maarten Maartens Copp, Clark Co.

- 5 "The Heart of Rome," by F. M. Crawford Copp, Clark Co.
- 6 "Strong Mac," by S. R. Crockett Copp, Clark Co.

## TORONTO.

- 1 "The Pillar of Light," by Louis Tracy McLeod & Allen.
- 2 "The Lightning Conductor," by Williamson McLeod & Allen.
- 3 "He That Eateth Bread With Me," by Keays Musson.
- 4 "The Crossing," by Winston Churchill Copp, Clark Co.
- 5 "The Barrier," by Allen French Briggs.
- 6 "The Viking's Skull," by John R. Carling Langton & Hall

## VANCOUVER.

- 1 "The Crossing," by Winston Churchill Copp, Clark Co.
- 2 "The Silent Places," by S. E. White Morang.
- 3 "The Imperialist," by Mrs. Cotes Copp, Clark Co.
- 4 "Sir Mortimer," by Mary Johnston Book Supply Co.
- 5 "The Cost," by D. G. Phillips McLeod & Allen.
- 6 "When Wilderness was King," by R. Parrish McLeod & Allen.

## VICTORIA.

- 1 "Deliverance," by Ellen Glasgow Musson.
- 2 "The Vineyard,"
- 3 "Sir Mortimer," by Mary Johnston Book Supply Co.
- 4 "My Friend Prospero," by Henry Harland Briggs.
- 5 "An Irish Cousin,"
- 6 "Strong Mac," by S. R. Crockett Copp, Clark Co.

## WINNIPEG.

- 1 "The Effendi," by F. B. Whitehouse Musson.
- 2 "The Barrier," by Allen French Briggs.
- 3 "The Pillar of Light," by Louis Tracy McLeod & Allen.
- 4 "The Crossing," by Winston Churchill Copp, Clark Co.
- 5 "Deliverance," by Ellen Glasgow Musson.
- 6 "The Cost," by D. G. Phillips McLeod & Allen.

## CANADIAN SUMMARY.

Points.

1. "The Crossing," by Winston Churchill.....	122
2. "The Pillar of Light," by Louis Tracy.....	60
3. "Sir Mortimer," by Mary Johnston.....	50
4. "The Barrier," by Allen French.....	27
5. "Strong Mac," by S. R. Crockett.....	26
6. "The Silent Places," by S. E. White.....	23

## PERSONAL AND TRADE NOTES.

Mrs. Weston, of Fort William, has sold her stationery and fancy goods business to C. O. Eusmore & Co.

Fire did \$5,000 damage to the warehouses of Warwick Bros. & Rutter at 5 to 11 Queen street east, Toronto, on July 29.

Mr. W. J. F. Mallagh was the successful tenderer for the printing and supplies of the Brantford Public Schools for the ensuing year.

Mr. E. M. Renouf, whose new store on St. Catherine street, Montreal, is attracting a good deal of attention, is holidaying at St. John's, Newfoundland.

Mr. A. O. Hurst, of Toronto, is back from a three weeks' fishing trip in the Honey Lakes district and has a new line of good fishing yarns as well as fifteen new lines of Goodall's playing cards. Mr. Hurst shortly starts on his United States trip and will visit Philadelphia, Pittsburg, Boston and New York as well as some other cities.

The death of Mr. Robert J. Gibson, junior partner of the firm of Morton, Phillips & Co., will be regretted by many friends. Mr. Gibson was born in Montreal just forty-six years ago. He was a member of the Crescent street Presbyterian Church, and had been a member of the the Good Templars. He entered the employ of Morton, Phillips & Co. in 1871, and after having risen to be foreman, was admitted as junior partner in 1891. A widow, three sons, and two daughters survive.

## NEW CANADIAN COPYRIGHTS

Registered at Ottawa during July 1904

- The Day is Dark and Dreary. Poem by H. W. Longfellow. Music by Clarence Lucas. The John Church Co., Cincinnati, Ohio.
- Take Hands, Touch Lips. Words by A. C. Swinburne. Music by Clarence Lucas. The John Church Co., Cincinnati, Ohio.
- Eldorado. Words by E. A. Poe. Music by Clarence Lucas. The John Church Co., Cincinnati, Ohio.
- Cinderella. Words and Music by Reginald De Koven. Op. 179, No. 2. The John Church Co., Cincinnati, Ohio.
- Queen of the Surf. March. By John Klohr. The John Church Co., Cincinnati, Ohio.
- Indian Love Song. Words by Mrs. John Philip Sousa. Music by Estelle Liebling. The John Church Co., Cincinnati, Ohio.
- The Pillar of Light. By Louis Tracy. McLeod & Allen, Toronto.
- St. Catharines, 1901. Souvenir. Booklet. Edw. Poole, St. Catharines.
- Shamrock Lacrosse Club, Champions of the World, 1901. Photo. Patrick John Gordon, Montreal.
- A History of the Ottawa Collegiate Institute, 1813-1903. The Mortimer Co., Limited, Ottawa.
- Welch System of Bookkeeping. Check Day-book, Day-book, Ledger. Lyman A. Welch, Mount Brydges, Ont.
- Canadian Summer Resort Guide, 1901. Frederick Smily, Toronto.
- A Correspondence Course in Boyd's Syllabic Short-hand. Parts III and IV. Robert Boyd, Chicago.
- Marche Nationale. Pour Piano. Par J. B. Lafreniere. J. E. Belair.
- Inventor's Guide. Third Edition, 1901. Ridout & Maybee, Toronto.
- Seminole. March Two-Step. By Robert A. Van Alstyne. Shapiro, Remick & Co., Detroit.
- Mermaid Waltzes. By Mose Gumble. Shapiro, Remick & Co., Detroit.
- Diagram to Find the Quantities in Trestles by Inspection knowing the heights of Bents from the Profile. Henry Purdon Bell, Victoria, B. C.
- My Louisiana Anna. Song. Words by Edward Madden. Music by Gus. Edwards. Cobb & Edwards, New York.
- The Girl Who Cares for Me. Song. Words by Will. D. Cobb. Music by Gus Edwards. Cobb & Edwards, New York.
- Ottawa City Directory, 1901. Including Hull, Quebec and Suburban Directories. Night Directories, Limited, Toronto.
- Phrenological Chart Head. George Cozens, Hamilton.
- Bible Symbols; or, The Bible in Pictures. By Frank Beard and others. Text prepared and arranged by Martha Van Marter. Book. David E. Hughes, Toronto.
- A Stormy Sunset, Muskoka Bay. Photo. Herbert W. Gallichan, Gravenhurst.
- Grammaire du Dessin. Cours Elementaire. Soeurs de la Congregation de Notre-Dame de Montreal, Montreal.
- Parry Sound Hunting Scene. Photo. William H. Gold, Parry Sound.
- For St. Patrick's Day. Words by Henry Arthur Manix. Music by Rev. L. Cochin. Whaley, Royce & Co., Limited, Toronto.
- Memos and Plain Practical Pointers on Patents, Canada. Frederic Barnard Fetherstonhaugh, Toronto.
- Essentials of Phonography. Alexander McPherson Kennedy, Toronto.
- Swing Song. Words and Music by Bert Wainwright. Bert Wainwright, Toronto.
- How I'd Like to See My Dear Old Home. Song. Words and Music by Bert Wainwright. Bert Wainwright, Toronto.
- There's Where My Heart Is. Song. Words and Music by Bert Wainwright. Bert Wainwright, Toronto.
- An Arithmetic for High Schools and Collegiate Institutes. By Alfred T. DeLury, M. A. The Canada Publishing Co., Limited, Toronto.
- Select Poems. Being the Literature prescribed for the the Junior Matriculation and Junior Leaving Examinations. 1905. Edited with Introduction, Notes and an Appendix by J. Marshall, M. A., and O. J. Stevenson, M. A., D. Paed. The Copp-Clark Co., Limited, Toronto.
- Lapres & Lavergne, Photographs, 360 rue St. Denis, Montreal, Canada. Papier annonce. J. N. Lapres, Montreal.
- Exposition Waltzes. By H. Fosey. A. Cox & Co., Toronto.
- Exposition March. By Dyke Kellar. A. Cox & Co., Toronto.
- The Christy Girl. Intermezzo. By H. H. Sawyer. A. Cox & Co., Toronto.
- The New Reversible Dominion of Canada Map. The Scarborough Co., Hamilton.
- The Cruise o' Cupid. Story published in Saturday Night, Toronto. Charles Gordon Rogers, Ottawa.
- A Series of 28 Pictures of Champion Dogs of different breeds. Robert Samuel Tyus, Toronto.
- Thunder Cape or Great Sleeping Giant, 1,370 feet high, as seen from Port Arthur, 18 miles. Photo, 108. J. F. Cooke, Port Arthur.
- L'Incorporation des Compagnies a Fonds Social et des Corporations Commerciales et des Compagnies a Fonds Social Etrangeres. Quebec. Avec les Formules en usage et le Tarif. 1901. Par Joseph Boivin, Avocat. Joseph E. Vincent, Quebec.
- The 20th Century Pocket Guide Book on Gents' Cutting is a Liberty to Cutters' Worry. By A. De Nigris. A. De Nigris, Halifax.
- Asthma and Hay-Fever Cured to Stay Cured. Book. P. Harold Hayes, Bridgeburg.
- House of Lieut. James Montro—Court House for London District 1800-1802. Painting. William Edgar Cantelon, Township of Woodhouse, County of Norfolk, Ont.
- Drainage Tax Roll, Province of Manitoba. Book. Richardson & Bishop, Winnipeg.
- Judges de Paix—Judges of the Peace, District Montreal, 1901. Lapres & Lavergne, Montreal.
- Jolly Fellows. Waltz. By Robert Vollstedt. Whaley, Royce & Co., Limited, Toronto.
- Under the Double Eagle March By J. F. Wagner, Op. 151. Whaley, Royce & Co., Limited, Toronto.
- Etude Mignonne. By Eduard Schutt, Op. 16. No. 1. Whaley, Royce & Co., Limited, Toronto.
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- Songs Without Words. Eighth Book. By F. Mendelssohn Bartholdy. Op. 162. Novello & Co., London, England.

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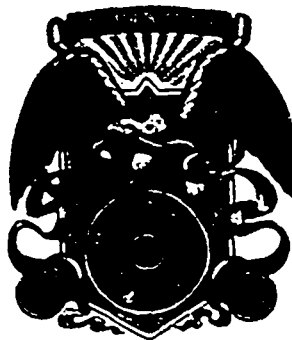
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