

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

- Coloured covers/
Couverture de couleur
- Covers damaged/
Couverture endommagée
- Covers restored and/or laminated/
Couverture restaurée et/ou pelliculée
- Cover title missing/
Le titre de couverture manque
- Coloured maps/
Cartes géographiques en couleur
- Coloured ink (i.e. other than blue or black)/
Encre de couleur (i.e. autre que bleue ou noire)
- Coloured plates and/or illustrations/
Planches et/ou illustrations en couleur
- Bound with other material/
Relié avec d'autres documents
- Tight binding may cause shadows or distortion along interior margin/
La reliure serrée peut causer de l'ombre ou de la distorsion le long de la marge intérieure
- Blank leaves added during restoration may appear within the text. Whenever possible, these have been omitted from filming/
Il se peut que certaines pages blanches ajoutées lors d'une restauration apparaissent dans le texte, mais, lorsque cela était possible, ces pages n'ont pas été filmées.
- Additional comments:
Commentaires supplémentaires:

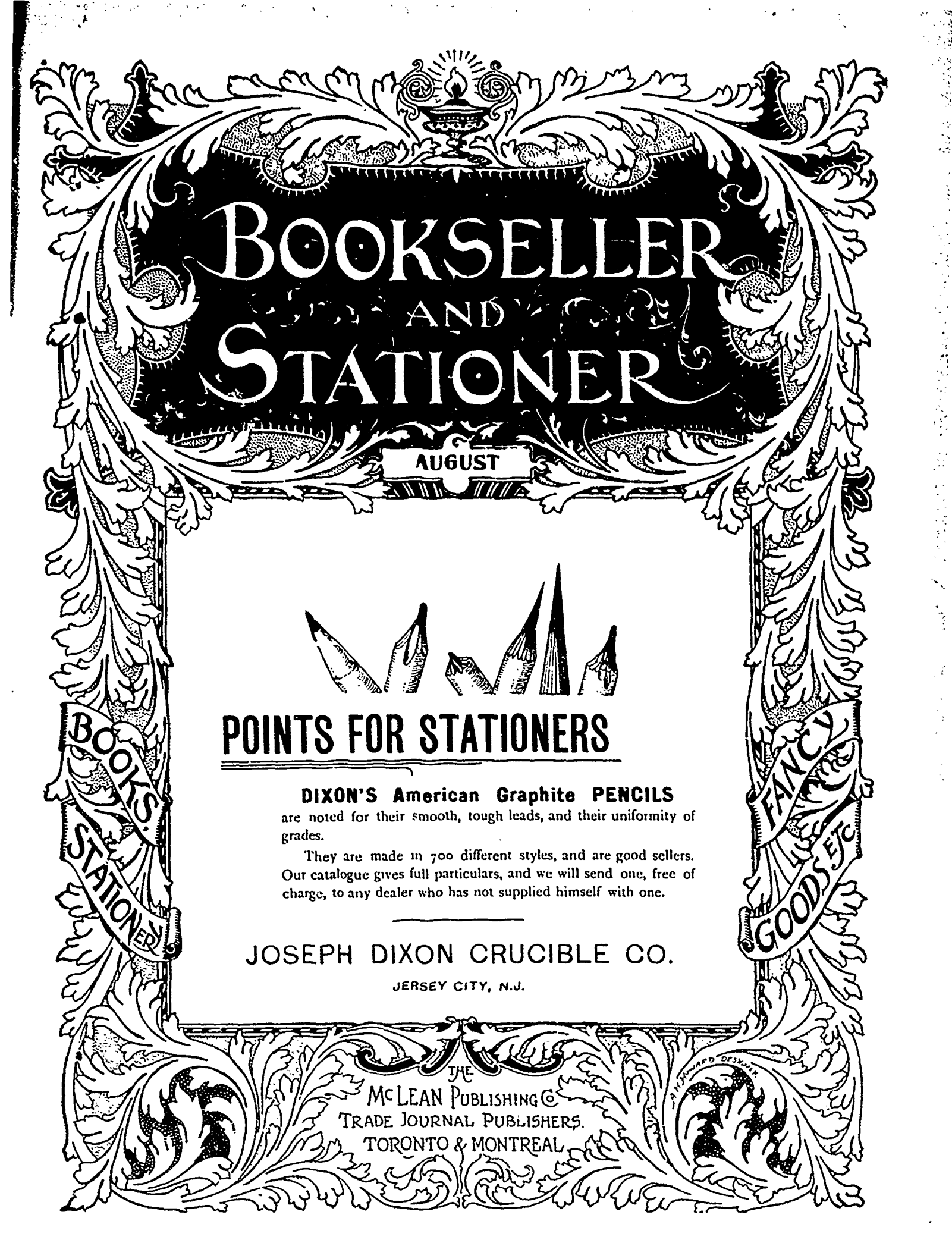
- Coloured pages/
Pages de couleur
- Pages damaged/
Pages endommagées
- Pages restored and/or laminated/
Pages restaurées et/ou pelliculées
- Pages discoloured, stained or foxed/
Pages décolorées, tachetées ou piquées
- Pages detached/
Pages détachées
- Showthrough/
Transparence
- Quality of print varies/
Qualité inégale de l'impression
- Continuous pagination/
Pagination continue
- Includes index(es)/
Comprend un (des) index

Title on header taken from:
Le titre de l'en-tête provient:

- Title page of issue/
Page de titre de la livraison
- Caption of issue/
Titre de départ de la livraison
- Masthead/
Générique (périodiques) de la livraison

This item is filmed at the reduction ratio checked below/
Ce document est filmé au taux de réduction indiqué ci-dessous.

10X	12X	14X	16X	18X	20X	22X	24X	26X	28X	30X	32X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



BOOKSELLER AND STATIONER

AUGUST



POINTS FOR STATIONERS

DIXON'S American Graphite PENCILS

are noted for their smooth, tough leads, and their uniformity of grades.

They are made in 700 different styles, and are good sellers. Our catalogue gives full particulars, and we will send one, free of charge, to any dealer who has not supplied himself with one.

JOSEPH DIXON CRUCIBLE CO.

JERSEY CITY, N.J.

THE
MCLEAN PUBLISHING CO.
TRADE JOURNAL PUBLISHERS.
TORONTO & MONTREAL

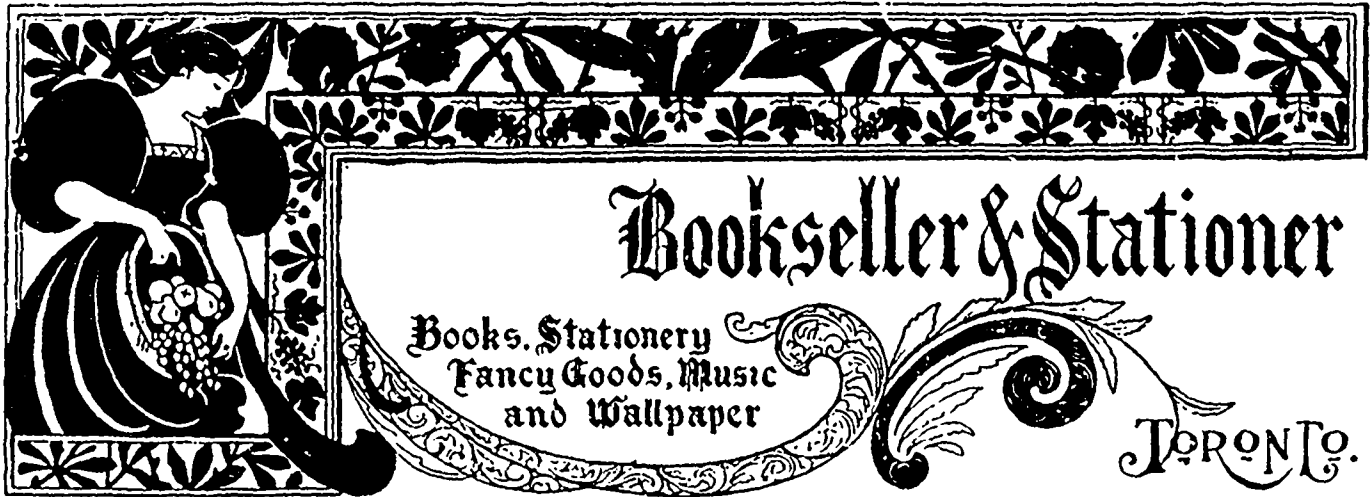
**TO
FIRST-CLASS
STATIONERS**

Does it pay to try to sell the biggest thing for the money? We think not, and therefore endeavor to produce goods of artistic design and good quality, at popular prices, with fair profits to the retailer.

You will notice what we mean by comparing our line of Writing Tablets

With other Goods on the Market.

Warwick Bros. & Rutter
TORONTO



President, JOHN BAYNE MacLEAN, Montreal.
 Treasurer, HUGH C. MacLEAN, Toronto.
THE MacLEAN PUBLISHING CO.
 Limited.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, North-West Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

offices
 MONTREAL Board of Trade Building, Telephone 1255.
 TORONTO 26 Front Street West, Telephone 2148.
 LONDON, ENG. 109 Fleet Street, E.C., J. M. McKim.
 MANCHESTER, ENG. 18 St Ann Street, H. S. Aaburner.
 NEW YORK 14 Irving Place, M. J. Henry.
 WINNIPEG Western Canada Block, J. J. Roberts.
 ST. JOHN, N. B. No. 3 Market Wharf, I. Hunter White.

Travelling Subscription Agents:
 T. Donaghy, F. S. Millard.
 Subscription, Canada, \$1 00 Great Britain, \$2 00.
 Cable Address / Adscript, London / Adscript, Canada

WHEN WRITING ADVERTISERS PLEASE MENTION THAT YOU SAW THEIR ADVERTISEMENT IN THIS PAPER

CURRENT NOTES.

A STRANGE LITERARY DOUBLE.

WHEN one speaks of the author, Winston Churchill, it will be necessary to offer some sort of explanation as to which Winston Churchill is meant, if risk of confusion is to be avoided. Because this explanation has not always been forthcoming, those not in close touch with the literary world have been a little at sea. When the cables announced that Winston Churchill, a son of the late Lord Randolph Churchill, had been defeated for a seat in the British House

of Commons, some were heard to ask if it was the author of "The Celebrity" and of "Richard Carvel." Of course, it was not, although that particular Winston Churchill is an aspirant for literary as well as for political honors, for "Affairs of State" is the production of his pen. The other Winston Churchill, the one whose latest book, "Richard Carvel," is taking so well, is an American born and bred. A literary double a John Smith might be expected to have, but for a Winston Churchill to have one is another thing altogether. But, after all, is it not the unexpected that is always happening?

STILL ANOTHER DOUBLE.

Through an exact correspondence of surnames and a similarity in Christian names, two other authors, again an Englishman and an American respectively, are being mixed up in peoples' minds. The two authors in question are Gelett Burgess and Gilbert Burgess, the latter being the Englishman and the former the American. Even the Reviews appear to have got mixed up over the two men. And so frequent has this mixing up become that the English Burgess has written *The American Bookman* in a vein, which, while facetious, exhibits a little annoyance, requesting that periodical to arrange a meeting between him and his double for the purpose of discussing a change of literary signatures, the one to adopt the name of Harold Brown and the other that of plain John Smith. Of course he is not serious about a change of names,

but he is serious about each author preserving his identity.

AFRAID OF CANADIAN PULP.

The Scandinavian wood pulp makers are slightly indisposed; and Canada is the cause of it. At present, Great Britain is Scandinavia's best customer for pulp wood, but lately the former has been buying from Canada in such largely increased quantities that Scandinavia is becoming alarmed. The Canadian pulp, it appears, is liked at the British mills, being generally uniform in quality. It is, however, the opinion of *The Paper Trade Journal* that if the Scandinavian pulp manufacturers maintain the improvement in the quality of their pulp * * * they will be able to maintain their hold upon the British paper trade." The Scandinavians are alarmed, nevertheless, and with a view to counteracting the influence of Canadian pulp, they recently invited the British paper trade to take an excursion to Norway and Sweden and enjoy their hospitality. About 60 responded to the invitation, and a highly enjoyable time they had, for they were lavishly entertained.

The Dominion trade returns for the fiscal year ending June 30 last have not yet been issued, and are not likely to be for several months to come, but during the fiscal year ending June 30, 1898, the exports of wood pulp to Great Britain aggregated in value \$676,100, out of a total of \$1,210,421 to all countries. The next best purchaser was, of course, the United States, that country taking \$534,305 worth.

MONTREAL BOOK NOTES.

THE best selling books for the month in Montreal are "David Harum," Westcott (Briggs), paper 75c., cloth \$1.25; "When Knighthood was in Flower," Caskoden (McLeod, paper 75c., cloth \$1.35; "The Fowler," Harraden (Copp, Clark Co., paper 75c., cloth \$1.25; "Bonhomme," Henry Cecil Walsh, paper 60c., cloth \$1.25; "The Market Place," Frederic, paper 75c., cloth \$1.25; "Dross," Merriman (Briggs), cloth \$1.25, paper 75c.; "Aylwin," Watts Dutton (Morang), paper 75c., cloth \$1.25; "Richard Carvel," Churchill (Copp, Clark Co.), paper 75c., cloth \$1.25; "A Double Thread," Fowler (Copp, Clark Co.), paper 75c., cloth \$1.25; "Mr. Dooley," Dunne, paper 75c., cloth \$1.25.

Sales of paper bound fiction for Summer reading have been large.

The Montreal schools are to have new geographies and new drawing books.

Tourist travel has been large this year, and general trade has much improved.

"A Double Thread," by Fowler, is proving very popular, the demand continuing to be very brisk therefor.

Montreal booksellers report very satisfactory sales of Mrs. Alloway's recent book, "Famous Presides of French Canada."

The trade are busy getting ready for the school openings in September. There are not many changes in school books this year.

"David Harum" is the best seller we have had for many a day," said a prominent dealer, "and continues to rank among the best selling books on the market."

We commend to every bookseller and bookseller's assistant, Hubbard's "Message to Garcia," which appeared in The Philistine, and has been reprinted in The Metropolitan, Montreal, for July 29.

Chapman, the St. Catherine street bookseller, says that among the newest books, "The Strong Arm," by Robert Barr, has had the best sale, closely followed by "The Market Place," by Harold Frederic.

Sir Edwin Arnold will publish immediately through Harper & Brothers, America, and Mr. Barleigh, London, a translation from the Persian in prose and verse of the "First Four Bab's or Gateways of the world famous book of Sa'di, called Ghalistan."

The William Dwydale Company have just published for the author a new work entitled, "Christianity Without the Conscience." This work should command a large sale. The author's former book, "Mind and Matter," went through three

editions, and Mr. Tait has lost none of his power. The work treats of evolution proper in a unique and masterly way.

There is a general feeling among the trade in Canada that our paper-covered novels are too high priced; and, judging from the large and increasing demand for cheap literature, it would, it is thought by many, pay our Canadian publishers to consider how they could retain the trade and make it impossible for the cheap American reprints to not only come in, but carry off a large part of the sale. Our market at best is limited, and what "we have, we should hold." This can be done by a good 25c. line.

London Academy prize competition for a list of reading for holidays, dividing the day into six periods. (a) in bed before getting up, (b) in the middle of the morning while resting, (c) after lunch in a hammock, (d) after tea, (e) after dinner, and (f) in bed before sleep, and requiring a different book for each time. Some excellent suggestions have been received in reply. The one deemed best was from H. Head, Buckingham, Old Shoreham, Sussex, and was as follows: (a) "Jungle Book," (b) "Complément Angler," (c) "Virginitus Puenisque," (d) "Pride and Prejudice," (e) "Boswell," (f) "Martaigue."

W. Foster Brown has just received a couple of books from Harper & Brothers that are most interesting, and should meet with a good sale to those who are interested in the doings in foreign countries. They are "Enchanted India," by Prince Bojdar Karageorgevitch, being a description of a tour throughout the various provinces and cities of India, and describing the customs and habits of the people and the progress being made. The other is "Japan in Transition," by Stafford Ransome, showing the improvements and growth of Japan's trade, education, and general customs since its war with China. The books are nicely bound in cloth, and retail at \$1.75 for "Enchanted India" and \$3 for "Japan in Transition."

A SAMPLE-ROOM AT THE FAIR.

Buntin, Gillies & Co., Hamilton, are going to try and make things pleasant for the paper and stationery trade who may visit the Toronto Industrial Exhibition. They are to have a sample-room there which will be furnished with desks, chairs, etc., for the convenience of the trade. Visitors will be also be able to leave their addresses to the care of the sample-room, while not the least of the important considerations is that all the firm's travelers will be in attendance to extend the "glad hand."

HALL CAINE'S "PARALLELISM."

The letter which appeared in Literature some weeks ago, in which Mr. Hall Caine's appreciation of certain passages of Swift was plainly indicated, has aroused considerable interest in London, but not much in Canada. Here he has never been referred to as having any special "style," and no beginner in letters could possibly draw inspiration from his writings, which are morbid in the extreme, and, as has been well said, calculated to increase the prosperity of sanitariums. We are, as Emerson has written, as much informed of a writer's genius by what he selects as by what he originates: "The profoundest thought or passion sleeps as in a mine, until an equal mind and heart finds and publishes it."

Literature, which was the first to call attention to the "parallelism" between Mr. Caine and Swift has thought it just to publish the only rejoinder that has been made. Mr. Caine's friend, Mr. Kenyon, has this to say in the matter:

Mr. Hall Caine rarely breaks silence either to correct his numerous mistakes of his critics or to defend the views he has expressed in his novels. This being so, you may, perhaps, excuse my writing to inform you that a few days prior to the publication of "The Christian" in book form Mr. Caine acknowledged to his readers, through the medium of interviews, etc. that he had used freely extracts from books, newspapers, diaries, letters, and many other quite legitimate sources of information, for the purpose of making his book as true and lifelike as possible. He made no secret whatever of this, and the instance you quote is one out of several which I have myself discovered or which have been pointed out to me.

To this Literature adds. "This is very lucid and temperate under the circumstances. It is to be regretted that the 'interviews' as well as the 'etc.' did not appear in an appendix to Mr. Caine's book. It is almost too much to expect that the five hundred thousand readers that the author has in the United States should be subscribers to the journal in which Mr. Caine's interesting confessions were made.

"But, after all, if Swift does not complain, who should?"

DEVELOPMENT OF A STATIONERY BUSINESS.

There is no branch of retail trade that offers greater reward for industry and enterprise than does the stationery and fancy goods business. The variety of goods that can be carried by, and are natural stock-in-trade of, the fancy goods dealer is such that progress is the inevitable result of an industrious attempt to build up this business. An excellent illustration of this fact is given in the manner in which J. W. Hamly, Picton, Ont., has built up his business. Mr. Hamly started a stationery business in Picton six years ago. And the store in which he started was the smallest in the town. Six years' work has, however, resulted in such growth that he has been compelled to move into the largest store in the town. It is 150 x 26 feet. Mr. Hamly carries wall paper, art shades, curtain poles, toys, games, fancy goods and music; is news agent; makes a specialty of picture framing and carries on a book and job printing business.

BOOKS AND PERIODICALS.

FLEMING H. REVELL COMPANY'S NEW BOOKS.

THIS enterprising company have been adding to their already large list quite a number of new books, while their preliminary announcement of Fall books numbers nearly 50 titles. Judging from authors and titles most of these books should find ready sale, and the trade will do well to make a note of them.

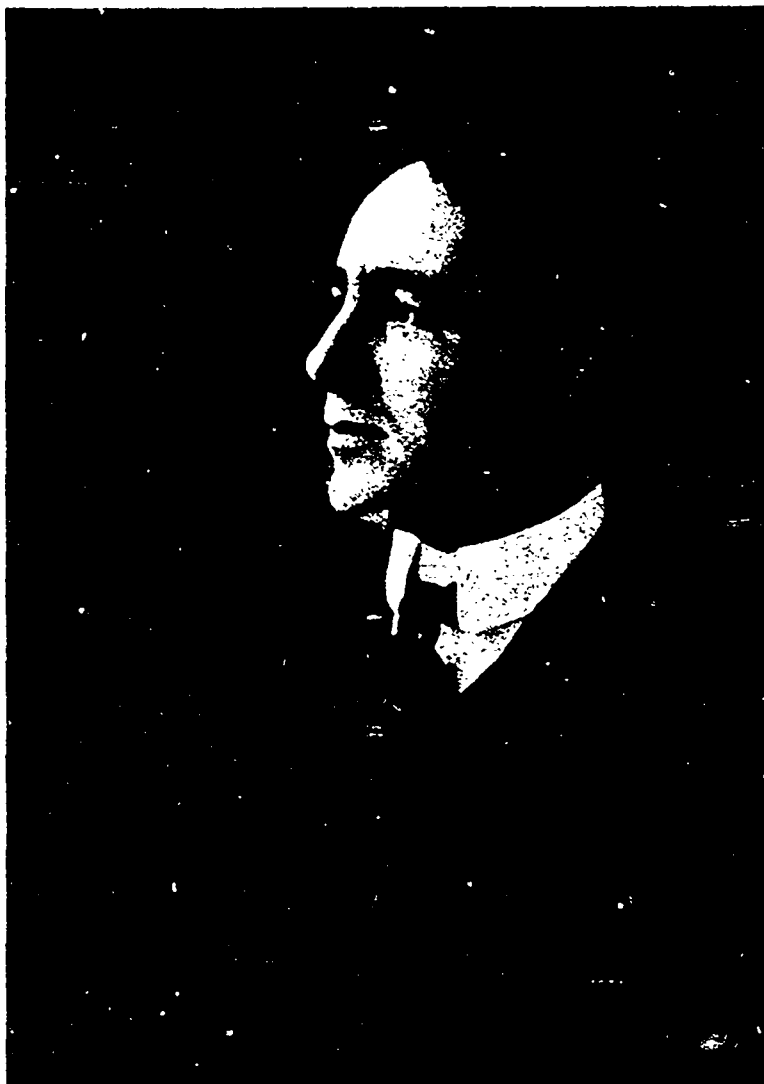
The second volume of Rev. Dr. Dennis' "Christian Mission and Social Progress" is now ready. This work is a sociological study of foreign missions, and is claimed to be the best work on the subject. This volume contains 80 full-page illustrations, is a large 8vo volume, and is bound in cloth, gilt top. The first volume is now in the fourth edition. The third and concluding volume will be published in the Spring, 1900.

"The Twentieth Century New Testament," Part I, is a translation into simple modern English, made direct from the Greek, excluding all words and phrases not used in the English of the present day. The second part will be ready in the Spring of 1900. Nicely bound in flexible cloth, price 50c. Already, 15,000 copies have been sold in England.

A new book by Newell Dwight Hillis is announced, "Great Books as Life's

Teachers." The great popularity of the same author's other books, "Man's Value to Society" and the "Investment of Influence," the sales of which ran into the thousands, assures the success of the new volume. It will be neatly bound in cloth, gilt top, price \$1.50. "Pilkington of Uganda," is a new volume of missionary biography, which is sure to have a large sale. It is fully illustrated, and is in neat cloth binding; price \$1.50. "Royal Man

hood," by James I. Vance, D.D., is a book specially for young men. The following chapter headings will give some idea of the scope of the work: "Royal Manhood," "The Majesty of Strength," "The Greatness of Gentleness," "Common Honesty," "The Peerage of Character," etc.; bound in



Winston Churchill, author of "Richard Carvel" — The Copp, Clark Co. Limited

cloth, nice cover design, \$1.25. The following three books are additions to stories of missions series, the volumes of which have had such a large sale. "In Africa's Forest and Jungle, or Six Years Among the Yorubans," by Rev. R. H. Stone. "Missions in Eden, Glimpses of Life in the Valley of the Euphrates," by Mrs. Crosby H. Wheeler, forty years missionary of American board in Eastern Turkey, and "James Evans, the Apostle of the North," by Rev.

Egerton R. Young, D.D., with 20 illustrations. "The Auld Meetin' Hoose Green," by Archibald McLroy, is a volume of Ulster sketches or idyls after the style of Ian McLaren and Jane Barlow, and is having a large sale in England. The reviews so far have been very favorable, and there is no doubt that the Canadian copyright edition, announced for September by The Revell Company, will have a large sale. The price of the English edition is \$2. The Canadian edition has been put at the popular price of \$1.25. This will certainly be one of the holiday books. In the general get up of their books (especially the later issues), in the paper, typography and binding, the firm have been maintaining a high standard

GOOD PROSPECTS FOR FALL TRADE.

Jas. J. Anderson, manager of the Canadian branch of the Fleming H. Revell Company's business, has just returned from a business trip to the trade, having covered the ground from Windsor to Halifax. He reports orders largely in excess of last year, and, from the hopeful feeling among the trade in all sections, is confident that a good Fall and holiday business is going to be done.

THE COPP, CLARK CO.'S BOOKS.

The book of the season, and so far, at any rate, the book of the year is undoubtedly "Richard Carvel." In Canada, the fourth edition is now in press, while, in the United States, it has, within two months of its publication, on June 1, run up into its 50th thousand. And this is only the beginning.

A large New York house says of Winston Churchill's new novel "We have ordered 1,000 copies of 'Richard Carvel,' which is a large order for a new book. But that will not be enough. This novel will live. It may not prove to be 'the great American novel' so long looked for, and which some reviewers think they have found in it, but there is no doubt whatever of its being both powerful and fascinating.

"It's a historical novel—differing from the

BOOKS AND PERIODICALS—Continued.

great mass of recent productions of that class in dealing with American history. You follow the hero's life, love and adventures in Maryland, London and on the sea before, during and after the Revolutionary War, and you will follow him with enthusiasm. There is enough 'go' and incident to make a dozen average stories, and you will make close acquaintance with a number of famous people whom you now know only through the histories and encyclopædias. A book of goodly length, but you will find it too short."

Nor is the press less enthusiastic. The Press, Philadelphia says: "Richard Carvel is one of the most brilliant works of the imagination of the decade." The Chicago Tribune assures us that it is "One of the novels that are not made for a day." Hamilton Mabie writes in The New York Times: "This novel is the most extensive piece of semi-historical fiction which has yet come from an American hand; and the skill with which the materials have been handled justifies the largeness of the plan." The verdict of The Evening Telegraph, Philadelphia, is that "The book altogether is a delightful one, abounding in powerful scenes." While The Buffalo Commercial characterizes it as "Strong, original and delightful * * * A charming story," and The Boston Herald as "Pure romance of the most captivating and alluring order."

Nor is it any less pleasing to the Canadian readers, for, as Saturday Night says, "There is no offensive jingoism in it, and the time-worn battles of the Revolution are not used in the story at all." So that, take it all in all, it is a book which no up-to-date bookseller can afford to be without.

The August list of The Copp, Clark Co., Limited, is an unusually long one for this time of year, a fact which is indicative of good times—in the book business, at any rate. It includes a new book by David Lyall, "The Two Miss Jeffries" (paper, 50c.; cloth, \$1.25), which will be warmly welcomed by the many admirers of this pleasing writer.

"More Cargoes," by W. W. Jacobs, a book for which the distinct success of its predecessor, "Many Cargoes," augurs an unusually large sale, especially as it is to be published at the same price, viz. 50c. for paper and \$1 for cloth.

A new authorized edition of "The Phantom Future," by H. S. Merriman, which has been not merely revised, but rewritten, by the author, and so put on a level with his most recent work.

Dr. Nikola's old friends who followed his fortunes with such interest through "A Bid for Fortune," and its sequel, "Dr. Nikola," will be pleased to know that

Mr. Guy Boothby has related the further doings of this fascinating villain under the title of "Dr. Nikola's Experiment," which volume will be published by The Copp, Clark Co., Limited, this month at 50c. for paper and \$1.25 for cloth.

The continued demand for J. A. Stewart's clever story "The Minister of State," which was out of print some months ago, has induced the publishers to bring out a second Canadian edition, which should have a ready sale. The tale has an added interest from the fact that the person called "The Minister of State" is supposed by some to be no other than Lord John Russell.

A new edition of that well-known of Canadian classics "The Seats of the Mighty," will also be issued this month, bringing the total number of copies already sold in Canada up to 10,000.

The low price (15c.) of "The Adventures of Jennie Baxter, Journalist," Robert Barr's clever newspaper story, has, as was expected, proved a great inducement to that class of people who want to read the latest story, but begrudge the standard price. Already 3,000 copies have been sold, and the end is not yet.

Mr. Crockett's new book, "The Woman of Fortune," for which the reading public have been impatiently waiting for more than a year, is to appear at last, but the name will not be "The Woman of Fortune," but, instead of that, it will be issued from the press of The Copp, Clark Co., Limited, before the end of the month, under the title of "Ione March," the price being 75c. for paper and \$1.50 for cloth. The British Weekly, in an appreciative review, says: "In a note on one of the fly-leaves, Mr. Crockett tells us that portions of this story appeared in The Woman at Home, under the title of 'The Woman of Fortune.' The book has been not only enlarged, but entirely rewritten, and connoisseurs in texts and first editions will find absorbing employment in comparing the novel in its serial form with the book as it now appears.

* * * Mr. Crockett's splendid fertility as a romancer has never been more conspicuous than during the last two years.

* * * But Mr. Crockett knows other seas than the Baltic and Solway, and his literary horizon is not bounded by the hills of Galloway or the plains of central Europe. His prefatory letter to Mr. and Mrs. George L. Jewitt, of New York, proves that America has a warm place in his heart, and that he finds the American girl of to-day as charming a heroine as the Joans and Margarets and Marjories of the middle ages. As for Kearney Jay, or, rather, Kearney Judd, Mr. Crockett offers an explanation. "The mean American I had never heard of, nor

yet read of, till we three met him together under the glittering stars of the winter Engadine." * * * In The Woman at Home, Ione March delighted many thousands of readers, and this beautiful volume should find thousands of purgators. The Alpine chapters are as good as Leslie Stephen or Mr. Whympers; it is a holiday to read them."

The date for the publication of "The Great Company," by Beckles Willson, has been set for September 1, when it is the intention of the publishers to bring the book before the public in every possible way. One rather novel method of advertising has been determined upon, viz., that of exhibiting the original drawings of the nine illustrations by Arthur Heming in a leading bookstore in each of the large cities. Besides these nine original drawings, there will be numerous other illustrations of interest amounting in all to over 100. The price, as before announced, will be \$3.

MORANG & COMPANY'S BOOKS.

The new Canadian edition of Rev. Duncan Anderson's "Scottish Folk-Lore," just issued by Morang & Co., gives an attractive guise to a book which cannot fail to be interesting to those who are connected by ancestry with the "land of the heather and the flood." Dedicated by permission to the Earl and Countess of Aberdeen, it bears the Earl's graceful imprimatur on an early page, while Prof. Clark, of Trinity College, Toronto, gives a prefatory note, in which he tells us that he and the author were graduates together at Aberdeen. The professor gives the book warm praise. "The phases of Scottish life here represented," he says, "are passing away. Railways, electric telegraphs, and newspapers are obliterating local peculiarities, and the language spoken by the common people 50 years ago will soon be almost unintelligible to their grandchildren. It is of the highest importance that there should be preserved some permanent memorial of those men, and manners and ways of life which would otherwise be forgotten." The book is gotten up with a thistle design on the cover, and is issued at \$1 in cloth and 50c. in paper.

"Nothing But Names: An Inquiry into the Origin of the County and Township Names of Ontario," by Herbert F. Gardiner, the well-known editor of The Hamilton Times, makes its appearance as a handsome and sizable volume of some 560 pages. It is a most interesting and encyclopædic book. It embraces a vast extent of local and general information, and as a book of reference its value is undoubted. That the study of names is universally interesting needs no proof, but it is frequently illustrated by

GEORGE N. MORANG AND

Nothing
But
Names

BY

H. F. GARDINER

560 interesting pages of inquiry into the origin of the names of places in Ontario. Large crown, 8vo.

Cloth,

\$2.50

Rudyard
Kipling's
Works

COMPLETE

—

Authorized
Edition

15 VOLS.

—

\$15

Scottish
FOLK-
LORE

Rev. D. Anderson

With an introduction by Prof. Clark, of Trinity College. A book for Scotchmen.

—

Cloth, \$1.00
Paper, 50cts.

What
is Art?

BY

TOLSTOI

This is a truly remarkable book. With coloured portrait.
Crown, 8vo, cloth,

\$1.25

Society
Types

BY

KO-KO

The hit of the day.

—

Cloth, 75cts.

COMPANY, Limited, Toronto

newspaper discussions on the origin of local appellations. Mr. Gardiner has long made these origins the subject of careful research, and the volume now announced is a monument of his painstaking endeavors. The names of places in Ontario have, with a few exceptions, been conferred within the last 110 years. It was exceedingly important, in the interests of local history, that the particulars here recorded should be gathered into permanent form before the opportunity of securing them from old inhabitants and more or less precarious depositories had passed away. The comprehensive and satisfactory manner in which the author has performed this task will be duly appreciated by the reader, while the voluminous and exhaustive index which is appended to the work will make it still more prized by the student and the general reader. The work should be in every library in the Dominion. The book is well bound in cloth, with gilt top, and, at \$2.50, must be considered a decidedly cheap book.

"Society Types," by Ko-Ko, is one of the most attractive little books of the year. Bound in dainty cloth, with a pictorial design on the side representing a fashionable man and woman of the period, it should certainly by its exterior draw the notice of many. It consists of 14 essayettes in which

the author portrays the various individuals that make up the assemblage that goes by the name of society. Here we have the patroness, the widow, the bachelor, the club man, the parson, the beauty, and many others, and, though Ko-Ko sometimes does his characterizations with a keen pen, it cannot be said that the satire oversteps the mark, while a fine and subtle humor pervades his pages. As the ramifications of society extend to every town and village, the book should find a ready sale among those who admire bright and clever writing. Each chapter begins with a pictorial initial letter by Mr. F. Kyle.

"Through the Turf Smoke" is No. 10 of Morang's "Florin" Series. Mr. Seumas MacManus has, in this little volume, given us some humorous sketches of Irish peasant life and folk-lore legends. The cottage hearths beside which such stories are told must possess unusual fascinations. "Through the Turf Smoke" is a picturesque title to begin with, and Mr. MacManus does not disappoint the expectations that are raised by it. In his preface he says, "Tragedy and pathos go leor" (this is the origin of "galore," it seems); "there are in our lives, toilsome struggle and patient suffering; but, when we gather around the turf fire—old and young, boys

and girls—care slips like a cloak from our shoulders, the oldest is for the hour a child, gaiety crowds the cabin, and merriment fills all hearts. The wand of wit is laid upon us; the joke, the banter and the merry story pass; and the folk-tale, old as the babble of our streams, and still as fresh and sweet, is listened to by ears that hearken for the hundredth time as fondly as they did the first * * * In my remote and mountain-barred Donegal, the people, for a niggard living, strive with a surly sea and wrestle with a stubborn soil; they are as poor as paupers, and as hospitable as millionaires. But the wit, the imagination, the poetry, the virtues, the soul of the most miserable amongst them the wealth of Croesus couldn't purchase."

Another book announced by Morang & Co. is Tolstoi's much-criticized book, "What is Art?" It is not surprising that this book has created a large amount of interest since its recent publication in England.

Tolstoi is, without doubt, the Russian Grand Old Man. He is, indeed, one of the grand old men of the world. At the time of the Crimean War he was an officer in the Russian army, and probably killed a Britisher or two, or, perhaps, a few Mounseers. Now, he preaches the doctrine of

BOOKS AND PERIODICALS—Continued.

non-resistance. Leaving the army soon after the close of the Crimean War, he devoted himself to literature, and began to write his great stories. The Russians think his great masterpiece is his "War and Peace," a tale of the invasion of Russia by Napoleon in 1812. Other nations regard "Anna Karenna" as his best story. Mathew Arnold reviewed it enthusiastically. George Meredith says that Anne, the beautiful but unfaithful wife, who ends her sorrows by suicide, is the most perfectly depicted character in all fiction. But Tolstoi, for the last 20 years, has been trying to think out the meaning of things and the end of life.

During 15 of these years, he has been working at the last work, "What is Art?" It has been translated recently by Mr. Aylmer Maude, an English Quaker, who is a friend of Tolstoi's, and, on its publication in London, was received by a discordant chorus of criticism. Well it might be; Tolstoi is not bound by tradition. He follows his thought straight on. His strong, rugged nature is not much swayed by the softer passions. He is the reverse of a "grosvenor, gallery, greenery, yallery, foot-in-the-grave young man." He can't bear stained-glass attitudes.

Nor is Tolstoi less uncompromising when he speaks of novels—especially French ones. "From Boccaccio to Marcel Prevost, all the novels, poems and verses invariably transmit the feeling of sexual love in different forms. Adultery is not only the favorite, but almost the only, theme of all the novels. * * * They are all the productions of persons suffering from erotic mania, and these people are evidently convinced that, as their whole life, in consequence of their diseased condition, is concentrated on amplifying various sexual abominations, therefore the life of the world is similarly concentrated. And these people, suffering from erotic mania, are imitated throughout the whole artistic world of Europe and America." Of music, he has to say: "To what an extent people of our circle and time have lost the capacity to receive real art, and have become accustomed to accept as art things that have nothing in common with it, is best seen from the works of Richard Wagner, which have latterly come to be more and more esteemed." He scores the decadent French poets without mercy. But he says: "If I were asked to give examples of the highest art in literature, I should name 'The Robbers,' by Schiller, Victor Hugo's 'Les Pauvres Gens' and 'Les Miserables', the novels and stories of Dickens—'The Tale of Two Cities,' 'The Christmas Carol,' 'The Chimes,' and others, 'Uncle Tom's Cabin,' Dostoievsky's works,

especially his 'Memoirs from the House of Death,' and 'Adam Bede,' by George Eliot." It may be said that, throughout, the book is a well-reasoned indictment of modern theory of "Art for Art's Sake."

The Canadian edition will be issued in cloth at the price of \$1.25. It contains a fine colored portrait of its distinguished author.

THE W. J. GAGE CO.'S BOOKS

"Ragged Lady," by William Dean Howells. The Academy says of Mr. Howells and his "Ragged Lady," the Canadian edition of which, from the press of The W. J. Gage Co., Limited, has had such a wide sale: "Mr. Howells is a master, and the master, no matter what his medium, always commands respect or admiration. In selection of material and in



William Dean Howells, author of "Ragged Lady."

arrangement thereof, Mr. Howells never falters. * * * The book before us is superb * * * To us "Ragged Lady" has more attraction than any of Mr. Howells' books. It contains the portrait most dexterously and delicately painted, of a New England girl, Clementina Cloxon. The book shows her triumphant emergence from relations with selfish and worldly persons, both at home and abroad. This is almost all there is to say; and to quote is impossible, for Mr. Howells' stories are not a matter of individual pages and purple patches."

READERS AND COPY BOOKS IN NEW BRUNSWICK

The Royal Gazette, the official organ of the Government in the Province of New Brunswick, announces in its last issue the adoption by the Government for exclusive use in that Province of a new series of readers and vertical copy books.

The former is an adaptation of that excellent series, "The Canadian Readers,"

published by The W. J. Gage Company, Limited, Toronto. The vertical copies adopted are also those published by The W. J. Gage Company, Limited. They are issued for New Brunswick as "McMillan's Vertical Copy Books," and are now authorized in every Province of the Dominion, while an American edition has been adopted for exclusive use by one of the largest States in the Union, and is at present in use in some of the leading cities of the United States.

MR. SHELDON'S NEW BOOK.

Seasonable books which are good sellers are the bookseller's favorites.

When "In His Steps" made its appearance, although its popularity was not very great at first, it awakened more than ordinary interest, until at length the people began to talk about it, and, according to the latest statistics, over 3,000,000 copies have been sold in England and America. This is a book which the dealers did not have to push. It was put on their tables and it sold itself.

The announcement of a new book by Mr. Sheldon is hailed with delight by all who have read his previous works.

The W. J. Gage Co., Limited, have been so fortunate as to secure the Canadian rights of Mr. Sheldon's latest book, and, on August 15, they will place upon the market "John King's Question Class," which bids fair to be the most popular of all his books. No living writer has united in an equal degree popular interest with moral and religious lessons for the conduct of practical life. "John King's Question Class" is an advance on the author's previous works inasmuch as it is less open to any unfavorable criticism, and competent critics pronounce it in many respects superior to "In His Steps."

The W. J. Gage Co., Limited, are placing this book on the market in a Canadian copyright edition, and there will be simultaneous publications in England and the United States. It is a compact volume of 290 pages, with a decidedly striking cover design. It will not be a cheaply put-together book, but one printed on good paper, neatly bound, and in every way attractive. It sells for 75c. in cloth and 30c. in paper.

GAGE'S VERTICAL WRITING SYSTEM FOR ONTARIO.

The Minister of Education for Ontario has authorized, for use in the schools of that Province, "Gage's Vertical System of Writing."

This system is already authorized in all the other Provinces, and, because of its superiority over other systems, the Minister has determined that the schools of Ontario shall also use the book.

The new series will be called "The

Good for the Booksellers!

The issue in Canada alone of **19,000 COPIES** of "**DAVID HARUM**" shows that our Booksellers are alive to the fact that it pays to push a good book. An aggregate of 19,000 in less than six months means enterprise and push behind the counter.

Another splendid seller is Miss Fowler's "**A DOUBLE THREAD**," which many of the reviewers declare even better than her wonderfully good and clever "**Concerning Isabel Carnaby**." It is a book you can urge upon your customers

Few new writers have had their ears tingle with the congratulations that have showered on Frank T. Bullen whose "**THE ORUISE OF THE OACHALOT**" has been one of the great successes of the year. Have you been getting your share of the popular sale of this remarkable book?

THERE ARE OTHERS!

The above named books are favorites with the trade, so also are:

- Harold Frederic's
"THE MARKET PLACE."
- Robert Barr's
"THE STRONG ARM."
- R. N. Stephens'
"A GENTLEMAN PLAYER."
- E. F. Benson's
"THE MONEY MARKET."
- W. A. Fraser's
"THE EYE OF A GOD."
- C. M. Sheldon's
"THE MIRACLE AT MARKHAM."
- Florence M. Kingsley's
"THE CROSS TRIUMPHANT."

And we must not forget to mention two English Canadian books:

- H. C. Walsh's
"BONHOMME,"
and
Lottie McAllister's
"CLIPPED WINGS."

WE HAVE SOME "SELLERS" COMING.

Watch out for S. H. Crockett's great masterpiece—

"KIT KENNEDY"

and Stephen Crane's fine novel,

"ACTIVE SERVICE"

and we will have ready very soon a Canadian edition of **TWIN MARKHAM**'s famous

"THE MAN WITH THE HOE, AND OTHER POEMS."

WILLIAM BRIGGS

PUBLISHER

29-33 Richmond Street West TORONTO

Public School Vertical Copy Books," by A. C. Casselman, in seven numbers, Nos. 1 to 6, inclusive, retailing at 7c., and No. 7, which is a book of business forms, at 10c.

"Gage's Practical Speller" has also been put on the authorized list, and its use will be for all pupils preparing for public school leaving examinations.

A DESCRIPTIVE HANDBOOK.

A valuable handbook descriptive of the New York Metropolitan Museum of Art and the treasures contained therein, is now in press, and will soon be issued under the title of "The Treasures of the Metropolitan Museum of Art of New York." The book will be profusely illustrated by beautiful full page half-tone pictures, many of which are of subjects never before reproduced, from photographs taken by the official photographer of the museum. The text is ably written by Arthur Hoeber, the art critic of The New York Commercial Advertiser, and his description covers all of the collections now contained in the museum—architectural casts, ancient and modern sculpture and plaster casts; Greek, Roman and Egyptian antiquities; painting; and drawings of all ages, porcelains, arms, laces, embroideries and tapestries, musical instruments, American antiquities, coins, gold and silver ornaments, etc. Size, 6 x 9 inches; cloth; 60 illustrations; price, \$1.50. It will also be issued a little later in a popular edition in paper covers at a much lower price. R. H. Russell, 3 West 29th street, New York, is the publisher.

The W. J. Gage Co., Limited, are being pushed to their utmost with orders for books for the reopening of the schools.

WILLIAM BRIGGS' NEW BOOKS.

Rev. Herbert Symonds, M.A., an Anglican clergyman of Peterboro', has arranged with William Briggs for the publication of a series of lectures on Christian unity. This is a topic that is looming up largely with the passing years before the Christian world, and thoughtful contributions to the discussion, such as we would expect this to be, are bound to have attention.

Mrs. Sheard, whose bright little story, "Trevelyan's Little Daughters," published last December, had a favorable reception, has a first instalment of a new story, entitled "A Lily of London Bridge," in the August number of The Canadian Magazine. We understand this story has also been accepted by The New England Magazine, with a request for another from the author.

William Briggs is about to issue a volume of essays on "The Old Faith and the New Philosophy," by Rev. G. J. Low, D.D., Canon of Christ Church Cathedral, O tawa.

DON'T FORGET

The List of the Month.

Good results are obtained only from good books, such as:

John King's Question Class.

BY CHARLES M. SHELDON
Author of "In His Steps."
WITH PORTRAIT OF AUTHOR.
READY AUG. 15th.

In some respects JOHN KING'S QUESTION CLASS is an advance on the author's previous works. The questions are the practical problems that all have sought to solve. The answers are not the theories of a Bible-thrust but sound common sense based on true Christian ethics. Book-sellers will find that this book will need no forcing on public attention. All who have read Mr. Sheldon's other books, and many others beside, will be found waiting and looking for this.

Cloth, 75c. Paper, 50c.

A Pauper Millionaire.

BY AUSTIN FRYERS.
Repeat orders indicate its wide sale.

The most amusing book of the season, telling the experiences of an American millionaire lost in the city of London. The book appeals to the humorous side of every reader, and a good hearty laugh is found on every page.

Cloth, \$1. Paper, 50c.

'Postle Farm.

BY GEORGE LORD.
Author of "The Laramys."

A quaint and pleasing tale of West of England life. "A beautiful piece of rural fiction." *The Academy*

Cloth, \$1. Paper, 50c.

The Lunatic at Large.

BY J. STORER CLOUSTON.
INTERESTING AND AMUSING.

The many capers and cleverly-worked schemes of THIS LUNATIC AT LARGE will be found extremely amusing to the reader, whose interest is retained to the very end.

Cloth, \$1. Paper, 50c.

Samuel Boyd of Catchpole Square—A Mystery

BY B. L. FARJEON.
Author of "Great Porter Square" "Aaron the Jew," etc.

Those who enjoy reading a good, cleverly written detective story will not fail to secure and read SAMUEL BOYD OF CATCHPOLE SQUARE. The interest is well sustained from the first, and Mr. Farjeon's style is never dull or prolix.

Cloth, \$1. Paper, 50c.

LIBERAL DISCOUNT TO THE TRADE.

The W. J. Gage Co.

Publishers TORONTO. Limited

BOOKS AND PERIODICALS—Continued.

Canon Low has the reputation of being an advanced thinker, a ripe scholar, and a vigorous, incisive writer. This topic is a timely one, and we expect his treatment of it will make interesting reading.

A very gratifying honor has been conferred upon a young Toronto student, W. Y. Allison, of Knox College. Mr. Allison has just been apprised that a scholarship has been bestowed upon him gratuitously by Yale University. This gives him free tuition at the university, with living expenses paid. It is the practice of this wealthy institution to give such scholarships to students who have distinguished themselves in other universities. Mr. Allison is a young man of more than ordinary literary ability. His verse will have made his name familiar to most readers of the current periodicals. While we feel sorry to lose to Canada young men of such brilliant promise, we cannot withhold congratulation upon their entrance upon the broader arena, with its greater prizes, that is offered by our big neighbor to the south.

"THE MAN WITH THE HOE"

William Briggs has secured the Canadian market for Edwin Markham's "The Man With the Hoe, and Other Poems," and will have an edition ready early in August. The writing of that one poem, "The Man With the Hoe," made its author famous. Seldom has a single poem attained such wide and speedy celebrity or occasioned so much comment and discussion. It is amusing to find some of the American critics declaiming against the poem as an insult to American farm laborers—and apparently, in all seriousness, too. The July number of *The Bookman* has an interesting article on the author of "The Man With the Hoe," from which we learn that the poem was first published in *The San Francisco Examiner* for January 5, of this year. Mr. Markham thus tells the story of how he came to write the poem:

"It was a visit I made to a loan exhibition in San Francisco, some 10 years ago, where I saw for the first time Millet's great painting, 'The Man with the Hoe,' perhaps the most impressive product of any painter's genius in modern times. This picture is more terrible to me than anything in Dante. It is just as hopeless, and its scene is more real, more human. I sat for an hour before the painting, and all the time the tenor and power of the picture were growing upon me. I saw that this creation of the painter was no mere peasant, no chance man of the fields, but he was rather a type, a symbol of the toiler brutalized through long ages of industrial oppression. I saw, in this peasant, the slow but awful degradation of man

through endless, hopeless joyless labor. I saw, in this peasant, strayed humanity, for, Cain to the contrary notwithstanding, we are all more or less our brother's keeper.

"This picture lived in my memory for 10 years, until, during my last Christmas vacation, I wrote out the impression of it that had been springing up through my soul all those years. Then, I happened to be present at a literary event in San Francisco, just after I had received a typewritten copy of the poem, and, on being pressed to read it to help out the evening, I did so. A proposal to publish the poem in San Francisco was shortly afterwards made to me, which I accepted, as I was glad of the opportunity to make the truth that I stand for better known to my own people."

Edwin Markham was born in Oregon City, Oregon, nearly a half century ago. His ancestry, both on his father's and mother's side, carries back to a period long before the Revolutionary War. His boyhood was spent on a cattle range in Central California. For a time he studied law, though he never practised. Then, after a period spent in blacksmithing, he went into educational work. At present he is principal of the observation school of the University of California. He is an insatiable reader, an eloquent speaker and a writer of strong, vigorous prose as well as poetry.

One who has met him thus describes his appearance: "His fine aristocratic head, with hair prematurely grey, and dark, keen eyes that light up suddenly with fire and brilliancy in conversation, does not disappoint our conception of the poet. His manner is dignified, cordial and sincere, and his speech simple and unaffected. He looks like a man who has done with vanity."

We give, herewith, the remarkable poem that has produced such a sensation:

Bowed by the weight of centuries he leans
Upon his hoe and gazes on the ground,
The emptiness of ages in his face,
And on his back the burden of the world.
Who made him dead to rapture and despair,
A thing that grieves not and that never hopes,
Stolid and stunned, a brother to the ox?
Who loosened and let down this brutal jaw?
Whose was the hand that slanted back this brow?
Whose breath blew out the light within this brain?
Is this the Thing the Lord God made and gave
To have dominion over sea and land,
To trace the stars and search the heavens for power,
To feel the passion of Eternity?
Is this the Dream He dreamed who shaped the suns
And pillared the blue firmament with light?
Down all the stretch of Hell to its last gulf
There is no shape more terrible than this—
More langued with censure of the world's blind
greed—
More filled with signs and portents for the soul—
More fraught with menace to the universe.

What gulfs between him and the seraphim!
Slave of the wheel of labor, what to him
Are Plato, and the swing of Pleiades?
What the long reaches of the peaks of song,
The rift of dawn, the reddening of the rose?
Through this dread shape the suffering ages look,
Time's tragedy is in that aching stoop,
Through this dread shape humanity betrayed,
Plundered, profaned and disinherited,
Cries protest to the Judges of the World—
A protest that is also prophecy.

O masters, lords and rulers in all lands,
Is this the handiwork you give to God,
This monstrous thing distorted and soul-quenched?
How will you ever straighten up this shape;
Give back the upward looking and the light;
Rebuild in it the music and the dream,
Touch it again with immortality;
Make right the immemorial infamies,
Perfidious wrongs, immedicable woes?

O masters, lords and rulers in all lands,
How will the future reckon with this man?
How answer his brute question in that hour
When whirlwinds of rebellion shake the world?
How will it be with kingdoms and with kings—
With those who shaped him to the thing he is—
When this dumb terror shall reply to God,
After the silence of the centuries?

ANOTHER EDITION OF "CONCERNING
ISABEL CARNABY."

Another edition of that interesting work of fiction, by Ellen Thorneycroft Fowler, "Concerning Isabel Carnaby," is shortly to be published by *The Toronto News Co., Limited*. This will be the sixth edition. The fifth edition is already nearly exhausted. This new edition will sell at the same prices as the preceding ones, namely, cloth, \$1, and paper, 50c. The sale of "Concerning Isabel Carnaby" has been enormous in Great Britain and the United States, particularly in the paper edition, and the success of the book in Canada has been equally marked.

A UNIQUE BROCHURE.

"On the Making of Blank Books" is the title of a pretty brochure just issued by *Warwick Bros. & Rutter*. The cover, which is in black and red, has on its front an illustration showing the interior of a bookbindery in mediæval times, while, as a contrast to this, on one of the inside pages, is given a view of the interior of a modern bookbindery—that of *Warwick Bros. & Rutter*. Other illustrations show exterior and interior views of this firm's premises and various descriptions and styles of blank books. The brochure, which is decidedly unique, can be obtained free on application.

TO MANUFACTURE TRADE BOOKS.

J. F. Taylor & Co., 66 Fifth Avenue, New York, publishers of subscription books and general agents for the subscription publications of Little, Brown & Co., Boston; J. B. Lippincott Co., Philadelphia; J. M. Dent & Co., London, and others, announce that

they have opened, under the management of Rutger B. Jewett, a department for the manufacture of trade books.

They will publish shortly "Trinity Bells," a story of old New York, by Amelia E. Barr; "Little Leather Breeches," by Francis P. Wightman, a collection of Southern rhymes, illustrated by the author, and printed in colors; new illustrated editions of "The Potentate," by Frances Forbes-Robertson, and "Ezekiel's Sin," by J. H. Pearce.

They have also added to their list of trade books "Canadian Folk-Life and Folk-Lore," by W. P. Grenough, formerly published by Geo. A. Richmans & Co., and "Leonard's Hand-Book of Wrestling," formerly published by E. R. Pelton.

1000 CATCH PHRASES & IDEAS.
A little book worth its weight in gold. To All who Write Ads, Show Cards, Circulars or other Business Literature. The price is 50c, but you can get it by simply filling out one of our blanks, which will be sent you promptly on request. Address The Advertising World, Columbus, Ohio.

FREE

A. P. LITTLE'S Carbon Papers. Cobweb and Satin Finish

Brilliant... Copying Ribbons

Long Lasting. Non-Filling. The only ribbon with serrated edge.

For all makes of Typewriters. Prices to the trade.

APPLY CANADIAN OFFICE: Typewriter and Copying Supplies a Specialty.

Card Index Systems.



STANDARD COMMERCIAL WORKS

Interest Tables.—At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum. By Napoleon Matto 5th edition. Price \$1.00
Three Per Cent. Interest Tables.—By the same author. On fine toned paper and strongly bound. Price \$7.00

Interest Tables and Book of Days Combined.—At 4, 5, 6, 7 and 8 per cent. per annum. By Charles M. C. Hughes. Price \$4.00

Supplementary Interest Tables.—Comprising comparative interest tables for obtaining interest at any rate from 1/2 to 10 per cent. per annum, and other tables. Price \$2.00 net

Savings Bank Interest Tables.—At 4, 5 (each on separate card) calculated on the basis of one month, being 1/12th part of a year. By Charles M. C. Hughes. Price \$1.50

Buchan's Sterling Exchange Tables.—Advancing by 1/16th and 1/32nd, with other useful tables, 2nd edition. Price \$4.00

Buchan's Sterling Equivalent and Exchange Tables. Price \$1.00

Oates' Sterling Exchange Tables. From 1/2 of 1 per cent., advancing by 1/16th. Price \$2.00

Stock Investors' Handy-Book of Rates.—Showing what rate of income is derivable from investments in stock paying any rate of dividend, from 1 to 10 per cent., when bought at any prices from 50 to 100. Price 50c.

Equivalent Quotations.—New York in to Canada, advancing by 1/2 cents less brokerage, and other tables. Price \$1.50

The Importers' Guide.—A hand book of advances on sterling coins in decimal currency from one penny to one thousand pounds, with a standard table. By R. Campbell and J. W. Little. Cloth 75c; leather \$1.00

The Customs and Excise Tariff.—With list of warehousing ports in the Dominion, the Franco-Canadian Treaty, etc., and also a table of the value of francs in English money, harbor dues, etc., and many other useful items. Cap. 2vo., cloth, 50c.

Published by **MORTON, PHILLIPS & CO.** Stationers, Blank Book Makers and Printers, 1755 and 1757 Notre Dame St., MONTREAL. A full line of our publications is in stock with **THE BROWN BROS. LIMITED, Toronto.**

2nd Edition Ready September 1st.

NEW MAP OF THE DOMINION OF CANADA

With latest corrections up to date.

Contains many new features not usually found in other maps.

Size 84 x 60, extending from 40' to 83' north latitude. **Price, \$6.00.**

PUBLISHED BY

The COPP, CLARK CO., Limited, Toronto.

IMPORTANT ANNOUNCEMENT!

New Book by a New Author.

READY ABOUT SEPT. 1st.

"The Auld Meetin Hoose Green"

Character sketches of rural Ulster.

BY ARCHIBALD McILROY.

12mo. cloth. neat design, \$1.25.

"PRESS NOTICE:"

"Mr. McIlroy has an eye for the oddities, the humour, the homely wisdom, and the pathos of his rustic subjects, and he depicts them in a way that calls the reader's sympathy. When he raises a laugh at their expense, it is good-natured amusement; when he shows the pathetic side of the picture, he invests it with a dignity of its own; when humour and pathos are mingled, as they sometimes are oddly enough, he preserves that delicate balance which commands itself to appreciative readers. His characters are simple sketches, but they are very human."—North British Daily Mail

FLEMING H. REVELL COMPANY

154 YONGE STREET

Also at Chicago and New York.

TORONTO.

August Books.

One March.

(Previously announced under the title of "A Woman of Fortune.")

By S. H. CROCKETT, author of "The Men of the Moss Hags," "The Red Axe," etc. Paper, 75 cents. Cloth, \$1.50.

Dr. Nikola's Experiment.

By GUY BOOTHBY, author of "A Bid for Fortune," "Dr. Nikola," etc. Paper, 50 cents. Cloth, \$1.25.

The Minister of State.

By J. A. STEWART. 2nd Canadian edition. Paper, 50 cents. Cloth, \$1.25.

Richard Carvel.

By WINSTON CHURCHILL, author of "The Celebrity," 4th Canadian edition. With a full page illustration. Paper, 75 cents. Cloth, \$1.25.

The Two Miss Jeffries.

By DAVID LYALL, author of "The Land of the Levi," "Neil Macleod," etc. Paper, 50 cents. Cloth, \$1.25.

More Cargoes.

By W. W. JACOBS, author of "Many Cargoes." Paper 50 cents. Cloth, \$1.00.

The Phantom Future.

By H. S. MERRIMAN, author of "The Powers," "Boden's Corner," etc. New authorized edition, rewritten by the author. Paper, 75 cents. Cloth, \$1.25.

The Adventures of Jennie Baxter, Journalist.

By HENRY HARR, author of "The Mutable Many," "Tekla," etc. Paper 75 cents.

THE **COPP, CLARK CO., LIMITED** Publishers, **TORONTO.**

WALL PAPER AND DECORATIONS.

THE WALL PAPER TRADE.

THE wholesale wall paper season has opened up with a rush, and manufacturers report very favorably for a good year's business. The patterns and colorings issued are certainly of unusual merit and will compare favorably with any foreign manufacture, whilst for requirements of Canadian trade they cannot be equalled.

The Watson, Foster Company, Limited, express themselves as especially gratified with the favorable impression which their interesting and extensive line has made wherever shown; and they report orders far in advance of previous seasons, although prices obtained are much more satisfactory than usual, which speaks eloquently for the ever-increasing popularity of their papers. It also demonstrates clearly that their efforts to supply the dealers with really good goods—that find a ready sale—have been responded to by the trade with their usual appreciation for novelties and up to date productions. Dealers, in general, are awakening to the necessity of being well supplied with all classes of paperhangings so as to be prepared to meet all comers in these days of diversity of taste and criticism.

If the axiom that nothing succeeds like success is to be applied in this instance, The Watson, Foster Company, Limited, will certainly have reasons to feel satisfied at the end of the season with the results obtained. The dealers who are studying their interests will, no doubt, not fail to see this company's aggregation of the most elaborate and neat designs and colorings which it has been given us to look at for many years. There is a good harvest in store this season for wall paper dealers who make a liberal and judicious choice of goods.

TO VISITORS AT THE TORONTO FAIR.

J. H. Gallagher, W. H. Tyndale, R. N. Boxer, and T. Wilson, all representing The Watson, Foster Co., Limited, wall paper manufacturers, of Montreal, will be at the Queen's hotel, Toronto, during the Fair, and dealers who visit the Fair are cordially invited to call on them and inspect their interesting and profitable line of goods.

SUGGESTIONS TO WALL PAPER DEALERS.

The special attention of our readers this month is called to an open letter from The Watson, Foster Co., Limited, of Montreal. This is one of a series of letters which they

have kindly offered to insert in the columns of BOOKSELLER AND STATIONER. They will embody various ideas and suggestions which cannot fail to be of interest and great utility to readers of this department. Owing to The Watson, Foster Co., Limited's long and wide experience in this line of business, the information they can furnish through our columns will undoubtedly be of invaluable help to the trade.

LETTER NO. 1.

To Wall Paper Dealers and Decorators.—BOOKSELLER AND STATIONER has treated us lately to some highly interesting and educating articles relating to the wall paper industry, and we are all grateful for the valuable data furnished us. The history of wall paper has been given on several occasions, and the process of manufacture from ancient up to modern times has been described in a very concise and comprehensive manner. We, as manufacturers, have been able to appreciate this to its full extent, and a large number of the wall paper dealers have undoubtedly done likewise, but "the test of selfishness is not to forget ourselves—it is to remember others." A motto which we have always applied to our business. As THE BOOKSELLER AND STATIONER is largely circulated among wall paper dealers and decorators, and we know now how to make wall paper, we should think that a few suggestions and ideas that will help to handle it profitably are next in order. We are always willing to contribute our quota of useful knowledge when called upon to take the initiative—hence our offer to write up our ideas from time to time. This month we will confine ourselves to the utility of the travelers. As they are now swarming the country we think this is an opportune time to speak of them. We know that some dealers labor under delusive ideas regarding this class of humanity. Some think they are degenerating as a class. Others are of the opinion that they should be annihilated. No doubt there are being added to the ranks a vast number of inferior men, who not only lower the prestige of the "road," but the status of the firms they represent. They have too much assurance and too little knowledge of the goods they sell. Generally, to the customer they are formal, cold and unreal, and invariably fall flat, and towards their fellow travelers they are greater delinquents still. But, for all that, there never was a time in the history of the "profession" when

there were abler, keener and more courteous men on the road than to-day. The very keenness of competition necessitates the elevation of the standard to a very high point. For our part we keep our travelers at home during sampling time, and in this way they get acquainted with the line of goods we give them to sell, so that when they get out in the country they know whereof they talk.

As to their utility, this is how one of them puts it: "It is the drummer who makes the world go round." Suppose that the men who get out and persuade people to buy your goods did not go out. Your energetic efforts to produce good goods would be like the dews of the morning after the sun of 10 o'clock has been at work. The drummer sells the stuff. He sells it whether the man who buys it thinks he wants it or not. You hear men say that a good thing will sell itself. If that is the case, there never was a good thing. There never was a thing that did not need a drummer to sell it, and you know that the drummer is the typical business man of the country. Now, let a man get out a new thing. He has to start his man out to visit the jobbers, and put it in their hands to introduce it. It does not matter whether he puts it in the custody of his drummers or whether he visits the trade himself and gets it acquainted. It has to be done by carrying sample and showing it. And, when you have shown a merchant a good thing, you have to set to work and sell him a lot of the stuff, whether he wants it or not. You sell a merchant a lot of stuff that he never heard of, and fill him up with the idea of how to sell it to his customers, who never heard of it. The factory has something to do with the success of the business, of course. But *the factory can only pile the stuff together*: it is of no use to you, because you have a lot more like it. That's where the drummer comes in. He takes the thing out and turns it into money. He does not go and hand it over to the folks who want it. If he is selling locks, he hunts up a man who has been talking about putting a new lock on the barn door, and, before he is done, he sells the man hardware enough to build a new barn, and he has given to that neighborhood an example of improvement that leads others to follow the procession of progress.

If the drummer only sold the things people wanted he would be selling homespun clothes and wooden latches for the oak doors. He comes around with some new thing that he says is better than the old things, and he argues the retailer into loading up with it. That jogs humanity along a notch. You wear rubber suspenders because some drummer persuaded the merchant

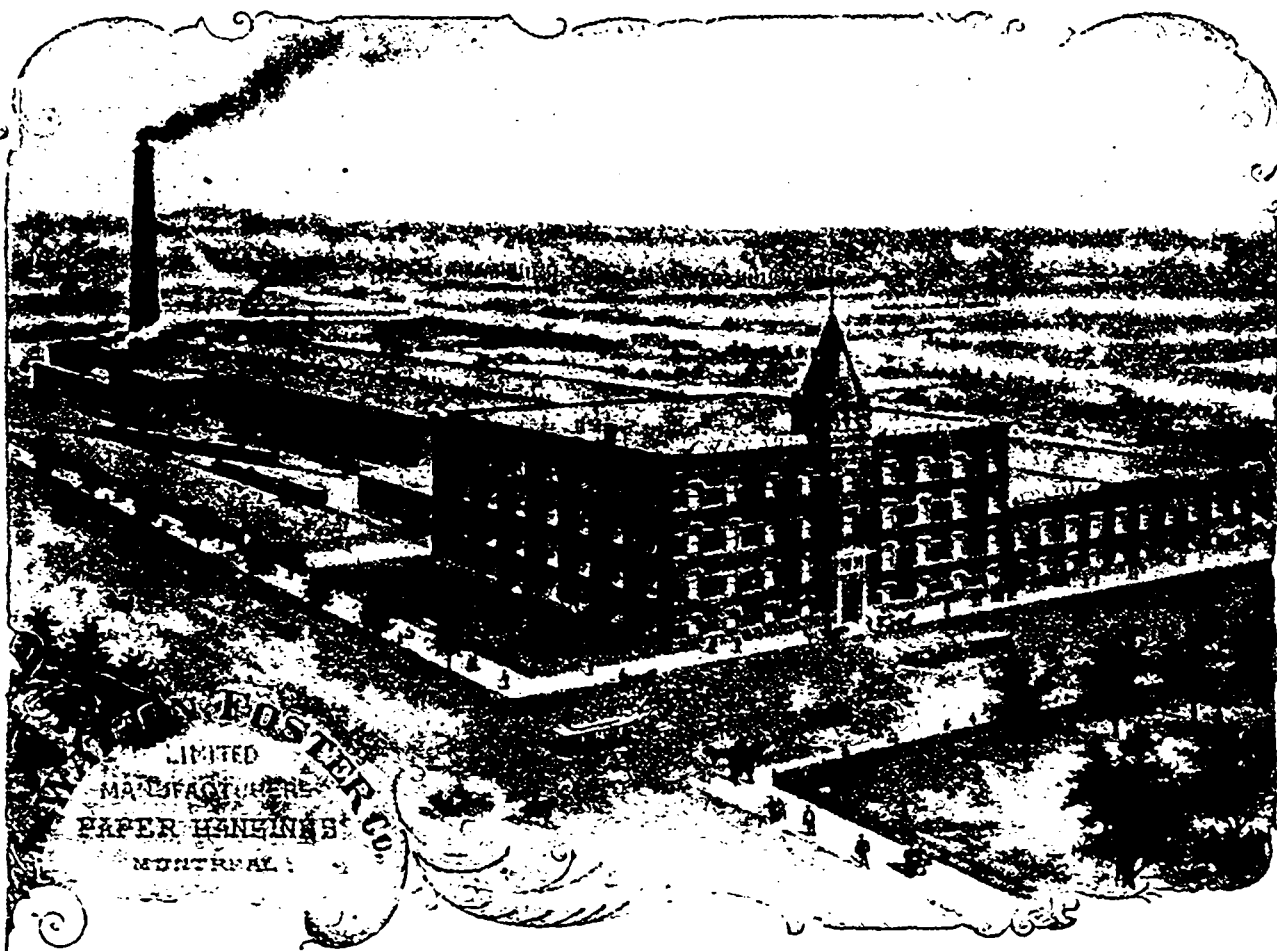
The Watson, Foster Co.

Limited

Montreal, Canada

Manufacturers of every
grade of

WALL PAPERS



Among the Special Features may be mentioned:

To the Trade:

We will soon offer our line for 1899-1900. We believe it will far surpass any of our previous productions in design, coloring and general attractiveness, since it is the product of better skill and wider experience than prior lines.

INGRAINS—Most complete assortment of shades with the largest number of match Flitter Friezes in blended effects ever shown in Canada.

21-INCH PAPERS

In flats, Plain Varnish Golds, Embossed Varnish Golds, on 14, 16 and 24-oz. stock.

Embossed Pulp Effects—A neat novelty specially adapted for dining-rooms, halls and libraries.

Note.—In order to put all our Ontario customers on an equal footing as to freight, we have decided to equalize freight with Toronto for towns West of Belleville, and West and North of Toronto.

WALL PAPER AND DECORATIONS—Cont'd.
to buy them, instead of leaving your mother to knit you a pair of yarn galluses. The drummer is the schoolmaster of the age, for he is the prophet of progress. A drummer goes to a town and he strikes a merchant. He loads a man up with what he ought to have, and just a little more. He does not put in too much, for that would make the merchant fill his shelves and have more goods than he could work off, and he would get leary of the man who oversold. But the drummer fills him up just about right. Then the merchant has to flax around to sell what he has bought. He tackles every man he knows, and begins to print advertisements in the papers. First thing you know he has wheedled every farmer in the township into buying something, and is ready for another dose when the drummer comes again. The fellows who bought the stuff got good things for their money, they are better equipped, and the merchant has nerve to hit the wholesale house again. The drummer loads him up some more and passes along. The drummer knows what the people ought to have and he just persuades them into getting it.

That's why we are all living in so much more comfort than our daddies did. He is the biggest thing nowadays in developing, and the railroad and the steamship merely follow him to carry what he sells. He breaks the path for the freight train and makes the wharves necessary.

After all, we think "one of them" is right when he says that the drummer makes the world go around.

Always at your command,

THE WATSON, FOSTER CO., LIMITED.

PS. For our part we know that, although we have a leading line, we could not sell as much wall paper as we do if we had not the salesmen to show our samples around and get the dealers interested in them. For this reason, and for the convenience of country merchants who are desirous of combining business with pleasure, we will have a staff of four of our best salesmen at the Queen's hotel, during the Fair in Toronto, to show our popular line of papers to visitors.

STAUNTON'S 1900 SEASON WALL PAPER.

M. Staunton & Co. report that, although their travelers are not more than well started

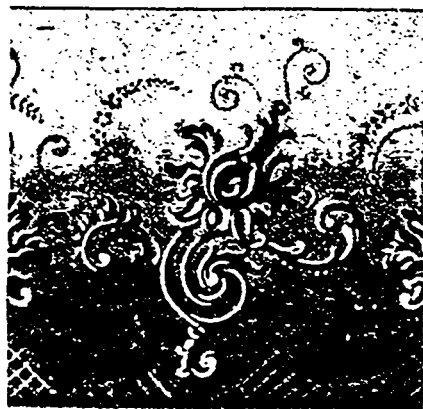
covering ground with their new line of wall papers for the 1900 season, orders are being booked generously, and the general verdict of the trade is that Staunton's are, without a doubt, popular and good sellers at a fair profit. The line is so uniformly good all through that to specify numbers would be idle. One fact is noticable, though, and that is the call for the better-quality goods. The Stauntons never placed a line on the market with more confidence in it as a winner than that for 1900, and readers of THE BOOKSELLER AND STATIONER in the trade will only be doing themselves a money-making turn in waiting until a representative of the house has had an opportunity of showing the Staunton line.

INQUIRIES AND ANSWERS.

SLOT MACHINES WANTED.

A well-known firm in Canada write: "Can you, or any of your readers, tell us where in Canada we can get slot machines made. We know where they can be bought of foreign make, but we prefer those made in Canada?"

[Can any of our readers supply the desired information?—The EDITOR.]



Staunton

WALL PAPERS

Spring trade of 1900! Our travellers are on the road with the most complete line of Samples we've ever shown. The assortment is the largest, the designs and colorings most advanced. We emphasize Brown Blanks, White Blanks, Glimmers, Bronzes, Embossed Bronzes, Ingrains and Flitter Friezes and Ceilings, Blended Borders, Tapestries, etc.

Every line a good one, and if you're after popular, quick sellers at a good profit stock up with the Staunton line. You can meet any competition.

M. STAUNTON & CO., Toronto.
MANUFACTURERS

MONTREAL WALL PAPER FACTORY



SEASON 1899-1900.

Our new line is now complete and our travellers are on the road.

It will be to the interest of every wall paper dealer in Canada to see our samples, as they are the most attractive we have ever produced.

They are exceptionally strong in popular designs and in harmony with the prevailing colors in house decoration.

The range of ingrain colors with friezes from 9 to 22 inches wide will be found specially pleasing.



Colin McArthur & Co.

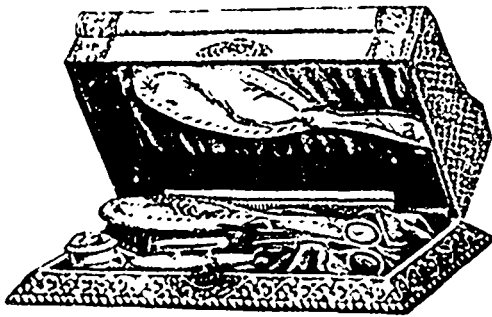
1030 Notre Dame Street

MONTREAL.

FANCY GOODS AND STATIONERY.

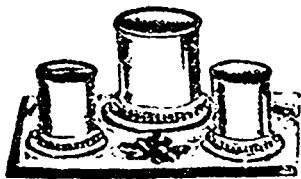
FRED & E. W. KEEL'S NOVELTIES.

FRED & E. W. KEEL report they are now getting nicely settled in their recently renovated warehouse, which gives



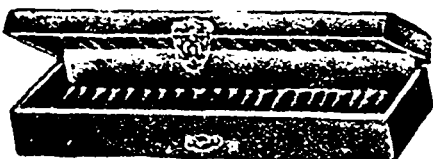
Fred & E. W. Keel

them more room to show samples. They have just opened out a range of celluloid cases, which are among the finest and cheapest ever seen, comprising glove and handkerchief, necktie, comb and brush, jewel, manicure and other cases. Another beautiful line recently added is pearl dessert knives and forks; fish, poultry and dinner carvers, all in pearl and buckhorn handles, all hardwood polished cases, high class goods. In leather school bags they have been fortunate to pick a big lot from a factory, which wished to clear, at a very



Fred & E. W. Keel

reduced price. Although leather has advanced, their bags will be still a little cheaper. In footballs, it will do you no harm to ask for prices, as they think they can sell them cheaper than you have been buying them. They have a very fine line in doll cabs and doll "go" casts, which cannot be beaten. They have also some great novelties in magic lanterns and steam engines. Among their purchases last week were 216 dozen of 2 inch amber mouthpiece pipes, which can be retailed for 25c. These are beauties. Send for a sample. It is safe to say that whoever calls on them will be pleased with their



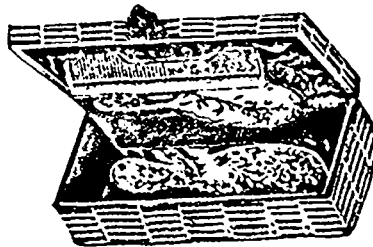
Fred & E. W. Keel

goods. Their stock will be found very complete, with prices to suit.

A NICE LINE OF ENGLISH PAPETERIES.

Warwick Bros. & Rutter have received a consignment of English papeteries and paper, which they claim is the biggest shipment that has ever been made to Ontario.

The most prominent line in the series is the "Flaxman." This is made in the most popular tint in fine stationery of the season, Wedgewood blue. It is shown in four sizes, and is put up 24 sheets and 24 envelopes in beautiful boxes. It retails at 25c. per box. As this line has made the hit of the year in London and Paris, and is the

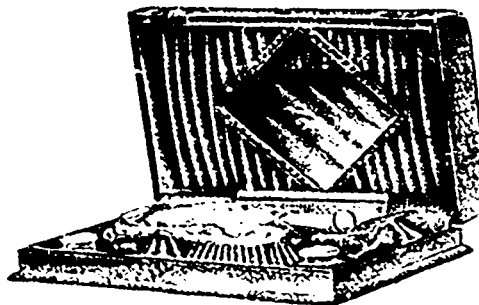


Fred & E. W. Keel

rage in Great Britain and the United States, a big sale of it in Canada is looked for.

Another series, including the "Viola," the "Azalea" and the "Marguerite," is bound to attract attention, and it is put up in as handsome boxes as have ever been shown to the Canadian trade with 25c. stationery.

A juvenile series is called "Little Bo-Peep." This is put up in house shaped



Fred & E. W. Keel

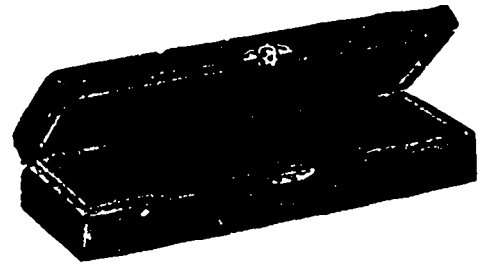
boxes containing 24 envelopes and 24 sheets of paper, especially manufactured for young peoples' use.

A similar idea in boxes is carried out in the "Toreador" and the "Badminton." These are made in cream and assorted tints.

There was also included in this shipment a new line of high-class notepaper and envelopes called the "Duchess." This stock is an antique parchment, made in four sizes, and is put up in very dainty boxes, five quires of paper and 125 envelopes to the box.

IN SHAPE FOR FALL TRADE.

The Toronto warerooms of Nerlich & Co. are now fitted up with complete lines of

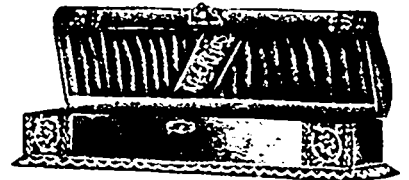


Fred & E. W. Keel

samples of all Fall and holiday fancy goods and toys. This firm are making special arrangements to provide for visits from their many patrons during the Exhibition. They extend an invitation to the trade to have a look through their warerooms. At present they are busy getting out their Fall catalogue.

LEAD PENCILS

Once upon a time sticks of lead were used for making marks on paper and wood, and the name has survived, though now-a days all the pencils are filled with graphite or



Fred & E. W. Keel

plumbago, which is simply a form of pure charcoal, remarks an exchange. This mineral is found in only a few places in the world—in Cumberland, England; along the Laurentian ranges in the Province of Quebec, and at Ticonderoga, in Vermont.

The graphite is taken in lump from the mines and carried to the reducing mill, where it is ground or pulverized in stamp mills under water. The fine particles of graphite float away with the water through a number of tanks, collecting at the bottom of these reservoirs. The pulverized graphite is so fine that it really is a dust, dingy in color and smooth and



Fred & E. W. Keel

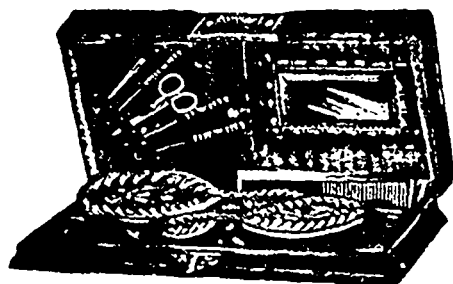
Ad. volume 1, p. 600.

Leather S. Bags, Footballs, Sporting Goods, Fans.

Dolls Toys Cup and Saucer
China Figures
Vases Albums Leather Cases
Celluloid Cases Games Musical Goods
Holiday Goods Pipes
etc., etc.

F. & E. W. KELK, 76 York St., TORONTO

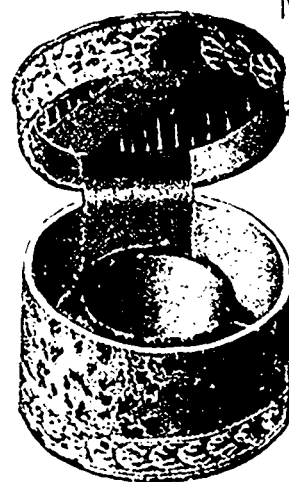
Opp. S. F. McKinnon's New Warehouse.



WE DO NOT SEND OUT TRAVELLERS.

All our business is done by personal visits, and through the mail.

All our samples are now ready. It will pay you to come just before the Exhibition and avoid the rush. Customers can buy better when not hurried. Be sure and see our samples and save money.



Magic Lanterns, Sleighs, Crokinole, Doll Cabs, Doll Go-Carts, etc.

CALL ON US

when you come to the Exhibition. Whether you want to buy or not, we will be pleased to have you. If you are open to buy your Fall and Holiday stock of

**Fancy Goods, Dolls, Toys, Games,
Fancy China, Glassware, etc.,**

a look through our house sample room will please you. Ask to see some of our special lines at job prices. They will save you money.

Nerlich & Co.

35 Front Street West

TORONTO.

*Both volumes
Nov 13 1899*

FANCY GOODS AND STATIONERY--(Continued)
oily to the touch. It is divided into various grades of fineness by floating it on water from one tank to another.

In another series of tanks the German pipe clay, which is mixed with graphite to secure the different grades of pencils from very soft to extra hard, is graded in the same way by floating. The finest clay is mixed with the finest graphite, being ground together between stones, and the hardness of the pencil is secured by increasing the proportion of clay in the mixture.

FINE LEATHER GOODS.

The Brown Brothers, Limited, are showing a fine line of fancy leather goods, all their own manufacture. They say that their whole line greatly surpasses any former attempt; and, certainly, judging from samples shown, their lines will be hard to beat. They are showing all the newest ideas in leather, such as Texas steer, koo-doo genuine monkey, buffalo etc., as well as the regular standard leathers, such as real seal, alligator, lizard, morocco, etc. They make up a great variety of goods, both useful and ornamental, specially suitable for the Fall trade. Ladies' purses and card cases, bill wallets and purses, letter and card cases for gentlemen, music cases and rolls, writing portfolios, photograph cases, playing card cases, cigar cases, toilet cases, blotting pads, etc., are in endless variety. All these goods are stamped



The Brown Brothers, Limited

with the quality of leather, such as "genuine seal," so that dealers may have every



The Brown Brothers, Limited

confidence, in handling this firm's goods, that they are getting just what is represented. All these goods may be mounted in fine sterling silver mounts if so desired. Mountings finished in bright, oxidized grey, satin or gold finish. The patterns of mountings shown are very handsome indeed, in fact, their whole line would well repay a careful inspection.

Literature says "We believe it is intended to turn Punch into gold paper, of which humor will be a special feature, though serious criticism of life will continue to be included in its pages."

THE AUGUST MAGAZINES.

THE August number of The Canadian Magazine is the midsummer number, and one is forcibly and pleasantly reminded of this by the cover, which is one of the prettiest and most appropriate The Ontario Publishing Co., Limited, has issued with its previous specials. A cover of a magazine or book influences the sale as well as the letterpress and the cover of The Canadian Magazine ought to certainly influence its sale. So ought the letterpress. There is fiction by W. A. Fraser, author of "The Eye of a God"; Virna Sheard, author of "Trevelyan's Little Daughters," and Joanna E. Wood and Erle Cromer. A sketch by Charles Lewis Shaw, "The People of Parliament Hill," being the first of a series of descriptive articles, is most interesting. "Hospital Life in a Canadian City," by John McCrae, M.D.; "Canadian Celebrities" (Sir W. Dawson), by Frank Yeigh, and "The Attractions of Halifax," by E. Sherburne Tupper, are other exclusively Canadian articles. "Francis Parkman and His Works," being personal reminiscences and biographical information, by George Stewart, D.C.L., is one of the most valuable articles in the number.

Outing, for August, is an exceedingly interesting and seasonable number, with the usual fine illustrations. The contents include "Golf in Gotham," by Charles Turner, the literary father of golf in America; "Big Game in the Rockies," by J. N. Ostrom; "Lawn Tennis on the European Continent," by J. P. Paret; "An August Outing," by Ed. W. Sandys; "Canoeing Down the West Branch of the Penobscot," by W. A. Brooks; "The Best

out of Three," by M. Gertrude Cundill; "Camp Cuisine," by H. C. Daniels; "A Stroll in the Black Forest," by Mary E. Blake; "Holiday Work with the Camera," by Dr. John Nicol; "The August Cruise of the New York Yacht Club," by A. J. Kenealy, and the usual poems, editorials and records, which include a full and expert account of the golf championship contest at Chicago by Willie Tucker, of St. Andrews.

The complete novel in Lippincott's New Magazine for August is "Fortune's Vassals," by Sarah Barmwell Elliott, and is accounted the strongest novel to date from the pen of that talented authoress. "Noah's Ark," by I. Zangwill is a short story unique in its conception and evidently satirical in its purpose. "The Court of Judge Lynch," by Maurice Thompson, is an article of peculiar interest at the moment when "Judge Lynch's" court is so much before the public eye.

A STATIONER'S ILL HEALTH.

Mr. R. S. Cormack, Whitby, who has been so long and favorably known to the book and stationery trade, has, on account of ill health, been compelled to dispose of his business. The wholesale trade generally will regret to learn this, as Mr. Cormack has been held in the highest esteem. All who have the pleasure of his acquaintance will, no doubt, sincerely wish him a speedy return to health now that he is released from the cares of business.

His successor, Mr. W. J. H. Richardson, is a young resident of the town, and he possesses all the qualifications for a prosperous business career.

THE ORIGINAL

"English Wedgewood"

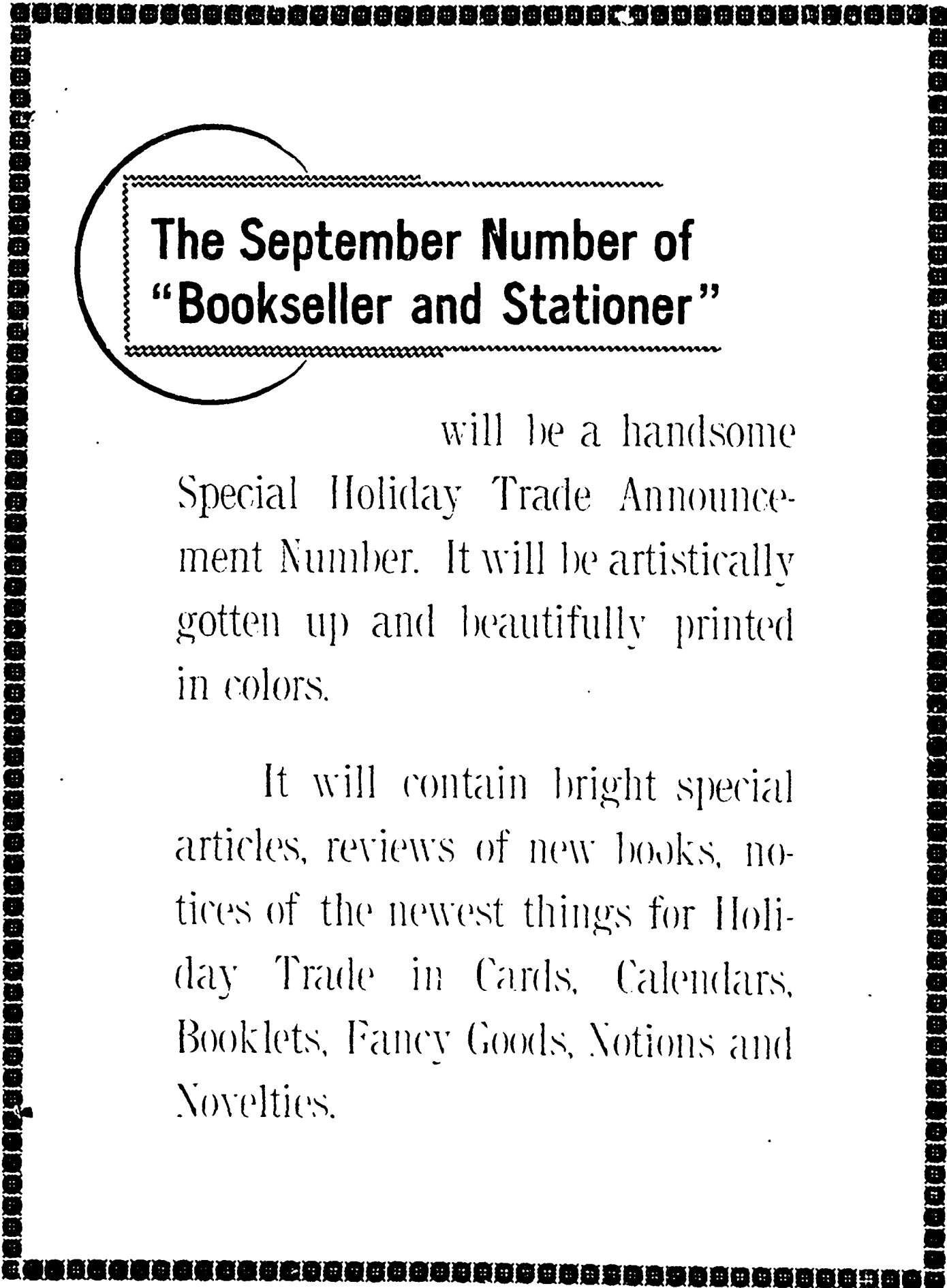
(Our very latest manufacture in Society Stationery, is a line which is correct in color and quality.)

MORE STYLISH THAN THE IMPORTED YET MUCH LOWER IN PRICE

Therefore a ready seller to discriminating purchasers. No Canadian Stationer or Bookseller can afford to ignore this tradewinner.

Travellers are now upon the road with the "Wedgewood," which will win you.





The September Number of "Bookseller and Stationer"

will be a handsome Special Holiday Trade Announcement Number. It will be artistically gotten up and beautifully printed in colors.

It will contain bright special articles, reviews of new books, notices of the newest things for Holiday Trade in Cards, Calendars, Booklets, Fancy Goods, Notions and Novelties.

NEW BOOKS REVIEWED.

The next best thing to the reading of a good book is, perhaps, the perusal of an intelligent review of it to me it is always a source of lively satisfaction Gladstone.

THE STRONG ARM.—By Robert Barr. Cloth, \$1.25, paper, 75c. William Briggs, Toronto. This story has a mediæval setting, and is intensely interesting. It is full of stirring incidents and striking climaxes. Unlike too many books of the present day, there is no attempt at "padding." Consequently, there is not a dull page in the book. The story opens in Syria during the days of the Crusaders, with encounters between the Crusaders, led by Count Herbert Von Schonburg, and the Saracens, in which the latter, through the crafty leadership of Emir Soldan, finally destroy all the Christians except the leader, who is taken prisoner, subsequently to be released. On his return to the Rhine he sends a servant forward to his father's castle to notify him of his homecoming. His servant, however, falls into the hands of the young Countess Von Falkenstein, who is besieging the Schonburg castle, almost on the immediate opposite side of the Rhine. The returning Crusader, not being aware of the affair at arms between the two families, is persuaded to enter Castle Gudenfels, the stronghold of the Countess Von Falkenstein, where he is made a prisoner. The Countess, in the guise of a serving maid, waits upon him, and the result is love, peace and marriage. But their cup of joy is not long unalloyed. A boy that is born to the happy parents is, when three or four years of age, abducted by an outlaw named Von Wiethoff, whose castle had been destroyed by Von Schonburg. In the search for the boy the retainers came upon what they deemed to be evidences of his death. Seventeen years later the Schonburg castle is attacked by the outlaws, who are led by a youth of 20 years. This youth, who, by-the-bye, was Schonburg's long lost son, was made a prisoner, through, it afterwards turns out, the treachery of Von Wiethoff, who desires, as a means of revenge, that he shall be executed by order of the boy's own father, who is unaware that the prisoner is his offspring. This, however, is defeated partly through the heroism of the outlaw's own niece. This leads to another marriage and even still more thrilling incident and adventure, all of which, however, only tend to greater honor and happier results for the de-acting characters in the book.

A PAUPER MILLIONAIRE. By Austin Fryers. Cloth, 50c. The W. J. Gage Co., Limited, Toronto. This interesting story is

built up on the experiences of a New York millionaire, who visits London incognito. Shortly after landing, he has his flowing whiskers transformed into close mutton-chops, and has his hair dyed. This greatly alters his appearance, so that, when on a railway trip, by mistake he gets separated from his luggage. He is reported as lost by the authorities, who do not recognize him, because of the description they have received of him. As his money is with his luggage, the millionaire finds himself penniless in London, and learns from experience, the bitterness of poverty. The tale is full of interesting and humorous incidents, and, at the same time, portrays one side of London life very well.

'POSTLE FARM.—By George Ford. Cloth, \$1; paper, 50c. The W. J. Gage Co., Limited, Toronto. There is much dramatic power in this work. The central figure is introduced as Cathie, a Devonshire farmer's grandchild, ignorant and uneducated, yet beautiful of face and figure. She has within her an ambition for something out of and beyond her sphere, a desire for knowledge, and meets with the son of Lord Temple, and from him receives her first lessons, learning among other things what love is. The story of the persistency with which Cathie carries out her desire for culture is well told, portraying a fine character. Temple, though loving and having professed his love for Cathie, became engaged to another who was born in his own station of life. It develops, however, on the death of Lord Temple, that Cathie, instead of being the granddaughter of the farmer of 'Postle Farm, is the daughter of an older brother of Lord Temple's, and the heiress of his lands. The ending of the story is a fitting climax to the dramatic incidents of the book.

A GENTLEMAN PLAYER.—By Robert Neilson Stephens. Paper, 75c., cloth, \$1.25. William Briggs, Toronto. It is not surprising that Stephens has scored a success in this work. Harry Marryott, the gentleman player, lived in stirring times, and, naturally, amid stirring scenes. The story opens with him as a member of "Will" Shakespeare's company of players in London. Like most of the youth of his day, he is given to carousing. After a rollicking time one night, he loses himself and is taken up by two carpenters at work in Queen Elizabeth's garden. He is found here by

the Queen, and, with her quick perception, she sees in him a trustworthy youth and commissions him to warn privately a friend of hers whose execution warrant she had publicly signed. The dramatic chapters in the book are those in which the shrewdness and skill of Marryott are pitted against the skill of the "Queen's officer," who has been sent to serve the warrant and arrest Sir Valentine Fleetwood, whom Marryott has warned. Matters are further complicated by a beautiful neighbor of Sir Valentine, whose brother the latter had killed in a duel. She, in revenge, lends all the assistance she can to the officer, but, through mistaking Marryott, who disguises himself for Sir Valentine, she helps rather than hinders the escape of the latter. Marryott meanwhile falls in love with his beautiful "enemy" and not only succeeds in worsting the officer, but eventually wins the love of Miss Hazlehurst. The introduction of such characters as Elizabeth, Shakespeare, and Johnson add interest to a fascinating tale.

NATHAN HALE, THE MARTYR SPY.—By Chas. W. Brown. Paper, 25c. J. S. Ogilvie Publishing Co., New York. Every citizen of the United States, and not a few Canadians, have heard of the life-work of Nathan Hale, and gave him credit for his great loyalty to the cause he gave his life for. His history is given and his good qualities presented in a most favorable light by the author of this work. The book contains eulogiums of Hale from such orators as Chauncy M. Depew, Washington Irving, and others.

ONTARIO PRINTING CONTRACT.

Warwick Bros. & Rutter have again secured the Ontario Government printing contract. The tenderers and the figures at which they tendered were as follows: Warwick Bros. & Rutter, \$53,393.32; Methodist Publishing House, \$57,546.61; Hunter, Rose & Co., \$63,098.15; Murray & Co., \$63,706.31. In late years the printing has cost from \$60,000 to \$75,000, and it is estimated at the Department that the new contract will reduce the cost by from 15 to 20 per cent.

The tenders which closed in December last, and which eventually proved abortive, called for tenders for each class of work. For instance, so much for the printing, so much for the press work, so much for the binding, etc. The conditions under which the present tenders were called were on, however, an entirely different basis. They called for a price on the complete book. In other words, the contractors were compelled to state in a lump sum the figures at which they were ready to print, fold, bind, etc., the books required by the Government of the Province. This is the basis upon which the Government of the State of New York calls for its printing tenders. Another difference in the tender which the Government threw over and that which has just been awarded is, that the life of the contract is three years instead of five, with the privilege of its being extended for a further term of three years by the vote of the Legislature.

NEW CANADIAN COPYRIGHTS.

Registered at Ottawa between July 4 and
July 11, 1900

10665. A Gentleman Player: His Adventures on a Secret Mission for Queen Elizabeth. By Robert Neilson Stephens. William Briggs, Toronto.
10666. The Empire Series Primer. Part I. A. & W. McKinley, Halifax.
10667. The Georgian Bay Canal Waltzes. By Louise S. McDonald, Lancaster, Ont.
10668. While There's a Thread in the Old British Rag. Words and music by E. B. Sutton, Dudley, Ont.
10669. New Canadian Geography. The W. J. Gage Co., Limited, Toronto.
10670. The Strong Arm. By Robert Barr. William Briggs, Toronto.
10671. When Ephraim Plays His Solo on the Drum. By John H. Kerr. Arranged by Theo. H. Northrup. Chas. K. Harris, Milwaukee, Wisconsin.
10672. Molly, Come Drive the Cows Home. By J. A. Wallace. Arranged by Theo. H. Northrup. Chas. K. Harris, Milwaukee, Wisconsin.
10673. The Light That Failed. By Rudyard Kipling. London, England.
10674. The Ottawa City Directory, 1899. The Might Directory Co., of Toronto, Limited.
10675. Educational Review Supplementary Readings, Canadian History, Number Six, June, 1899. George U. Hay, St. John, N.B.
10676. Out on the Pampas; or The Young Settlers. By G. A. Henty. Griffith, Farran, Brown & Co., Limited, London, England.
10677. Muskoka Through a Camera. Frederic Smily, Toronto.
10678. The Circuit Guide. Autumn issues, 1899. George Allan Kingston, Toronto.
10679. Departmental Ditties and Other Verses. By Rudyard Kipling. London, England.
10680. The Stenographer's Companion. Vol. 1, No. 4, July, 1899. Robert Goldman, Montreal.
10681. No. 2001 C.P.R. S.S. Empress of Japan. Photo. Edward Brothers, Vancouver.
10682. Map of Quebec. Being a plan of the city of Quebec. Edward Thomas Davies Chambers, Quebec.
10683. McAlpine's Halifax Directory, 1899. Hezekiah M. McAlpine, Halifax.
10684. Toronto Public School Cadets' Trip to Tampa. Photo. Farmer Bros., Toronto.
10685. Life of the Right Honorable Sir John A. Macdonald, G.C.B., etc. The Goodwin Method Chart. Eli Nash Moyer, Toronto.
10686. Barrack Room Ballads. By Rudyard Kipling, London, England.
10687. Report on the Goldfields of the Klondyke. By A. N. C. Treadgold, M.A.

George N. Morang & Co., Limited, Toronto.

10688. Education Act of the Province of Quebec. By Robert Stanley Weir, D.C.L. Camille Theoret, Montreal.
10689. Le Droit Civil Canadien. Par P. B. Mignault, C.R. Tome IV. Camille Theoret, Montreal.
10690. Everett Waltz. By J. B. Gionna. Whaley, Royce & Co., Toronto.
10691. The Canadian Magazine. July, 1899. The Ontario Publishing Co., Limited, Toronto.
10692. Code Scolaire de la Province de Quebec. Prepare par Paul de Cazes. Paul de Cazes, Quebec, Que., et Camille Theoret, Montreal.
10693. A Dream, Deserted and The Frolicsome Snow. By I. R. Branson. William Briggs, Toronto.
10694. Happy, or, The Holy Spirit in the Heart. By Melville A. Shaver, Cobourg, Ont.
10695. The Life Agent's Manual. R. Wilson Smith, Montreal.
10696. Lovell's Order Entry and Checking Book. Robert Lovell, Toronto.
10697. A Digest of Cases Determined by the Supreme Court of Canada. Compiled by Louis William Coutlee. The Carswell Company, Limited, Toronto.
10698. Life in the Far Northwest. Published in The Globe, Toronto, Ont. C. Mair, Toronto.
10699. Ma Baby Girl. Words and Music by Howard and Emerson. Arranged by Max Hoffman. Chas. K. Harris, Milwaukee, Wisconsin.
10700. Soldiers Three. The Story of the Gadsbys, in Black and White. By Rudyard Kipling, London, England.
10701. Under the Deodars, The Phanton Rickshaw, Wee Willie Winkie. By Rudyard Kipling, London, England.
10702. Merchants' Diary. John S. Magee, Moncton, N.B.
10703. Woman's Resolve; or, Me, Woman, versus Me, Man. By Hartley Baxter Gates, Stanstead.
10704. Is Marriage a Failure: Lost and Many Gems of Verse. By Clara H. Mountcastle, Clinton, Ont.
10705. Canadian Catholic Readers: First Book, Part I. The Copp, Clark Company, Limited, Toronto.
10706. Canadian Catholic Readers: Third Book. The Copp, Clark Company, Limited, Toronto.
10707. The Canadian Militiaman. A Supplement to the Militia List. The G. M. Rose & Company, Limited, Toronto.
10708. Nothing but Names. An inquiry into the origin of the names of the counties and townships of Ontario. By Herbert Fairbairn Gardiner, M.A. George N. Morang & Company, Limited, Toronto.
10709. The Montgomery. March and Two Step. By Will J. Rickaby, Toronto.
10710. Collections of the Nova Scotia Historical Society for the years 1896-1898. Volume X. The Slave in Canada. By T. Watson Smith, D.D., Halifax.

INTERIM COPYRIGHTS.

591. Selah. A collection of sacred songs. James Wesley Wilkinson, Markham, Ont.
592. Departmental Ditties. Revised version. By Rudyard Kipling, London, England.
593. Soldiers Three. Revised version. By Rudyard Kipling, London, England.
594. Under the Deodars. Revised version. By Rudyard Kipling, London, England.
595. Ballads and Barrack Room Ballads. Revised version. By Rudyard Kipling, London, England.
596. Playing Cards Illustrative of Different Parts of British Columbia. The Province Publishing Company, Limited Liability, Vancouver.

WORDS OF APPRECIATION.

The Book and Trade Gazette, of July 8, says: "Canada has, in The MacLean Publishing Co., Limited, a concern which devotes itself successfully to trade journalism. Of their lengthy list THE BOOKSELLER AND STATIONER is the most interesting to us, but the interest it arouses is very nearly equalled by another monthly, The Printer and Publisher. Before noticing more fully these Toronto contemporaries of ours, we may briefly state that, of other journals, MacLean's Dry Goods Review is a smart, up-to-date, rapery publication, with an excellent advertising support. The Canadian Grocer is a well conducted weekly, which is creditable even to its phenomenally prosperous English namesake, while Canadian Hardware and Metal is equally representative of its special line. THE BOOKSELLER AND STATIONER for June tells us what books are selling best in Montreal. S. R. Crockett being the only familiar name. In view of the celebration referred to elsewhere, it is odd to notice that the great bulk of the 'stationery' department in this issue is devoted to a notice of the productions of Raphael Tuck & Sons, Limited. It will strike most English stationers as odd to find this organ strong on wall paper, which in Canada appears to be a department of the stationery warehouse. And why not, after all, some enterprising English dealer may be disposed to consider 'The Printer and Publisher opens with a cut at the too obtrusive advertiser. This is in the 'weekly press' department. The best features of this journal are, we think, in its advertising department, which is very well conducted."

CANADIAN ADVERTISING is best done by THE
E. DESBARATS ADVERTISING AGENCY,
MONTREAL.

MUSIC.

Our stock of Sheet Music and Music Books is the largest and most complete in Canada. If you have any difficulty in obtaining your supplies at present give us a trial and we will convince you.

Catalogues free on application

ANGLO-CANADIAN MUSIC
PUBLISHERS ASSOC'N, Limited

Asst-down's Music Store.

88 YONGE STREET,
TORONTO.

THE ART OF COLLECTING AND DISTRIBUTING NEWS.

BEFORE the art of printing was invented, the ink horn and quill pen were the only means of preserving and handing down to posterity records of the times. All books and statements were copied by professional clerks, and a few sentences an hour was considered good progress. With these drawbacks, education was materially handicapped, and we even hear of kings and queens who could not write their own names. Books were expensive—ruinously so, and only the great and rich could afford them. Even one volume was a treasure, and though sometimes the owner could not read, he was happy in possession.

But with the art of printing came, also, a freer distribution of knowledge. With the advance of time and continuous improvement in the art, books became more widely circulated. To be able to read and write was no longer a profession. Improvement after improvement was introduced. News spread much more quickly, and, as decade after decade rolled on, new thoughts and ideas replaced the old ones. The difference of a few centuries is astounding. Caxton, in his wildest enthusiasm, never dreamed of a newspaper. When Victoria came to the throne, the steam engine was unknown. Yet, we have the railway, the steamer, the telegraph, and telephone, and these are quite commonplace. Our daily paper tells us what happens in England, in China, in India, in the uttermost parts of the earth, the very day it happened. What more can the mind of man conceive? Truly, the printer's art has reached perfection! He has all these means at his disposal, and he uses them. From a lack of news, a man is overwhelmed—buried—with so much, he cannot possibly read it all.

How, then, is this mass of news collected and distributed? How does a man receive every item of news bearing on his business? There are 1,200 papers published in Canada—he cannot read all these. Yet, he must know the news. Men in every business used to have this problem to solve. They cannot subscribe to every paper—it would cost a fortune—and, even if they did, the task of reading them and finding what they wanted would prove too great. How, then, can a man receive all the news relating to his particular business without reading all the papers? How can a contractor, broker, banker or wholesaler receive daily every item of news in the Canadian press relating to his own particular business without reading all the Canadian papers—without wading through thousands of pages and tens of thousands of columns of printed matter?

Here is the solution. He subscribes to The Canadian Press Clipping Bureau, Montreal.

His reading is all done for him. He tells what particular class of news he wants, what he must receive, what it is necessary for him to have, reports from all over the country on the condition of crops, of cattle, of mines, or of anything his business is interested in. Every paper in Canada is searched. Dailies, weeklies, every publication, and the items clipped, mounted and set before him daily. He escapes the herculean task of doing this for himself at a paltry cost. It is not his business to read papers, but it is the business of The Press Clipping Bureau. They do absolutely nothing else. Skilled sharp eyed readers systematically search the columns of the press and clip the items he wants; they rarely miss one, so great is their experience.

Brokers receive every notice of the sale of bonds, debentures and money transactions, the chief of police everything relating to crimes and criminals, descriptions of bank-robbers, murderers and thieves; contractors, all advertisements of tenders for the erection of buildings, bridges, etc.; the politician every scrap of political news, and material for speeches, the alderman, complete reports of city council meetings in any other or every city in the country, the author, notices of his books and material for new works; private parties, material for scrap books and personal notices. Even the undertaker receives all death notices. Anybody interested in anything for business or private use requires the services of this perfect system of the art of collecting and distributing news.

CANADA'S GREATEST FAIR.

This year will mark the coming of age of Canada's Great Fair and Industrial Exposition, which will be held in Toronto from August 28 to September 9. It is just 21 years since Toronto Exhibition was established as an annual institution under the present management. During that time it has increased five fold in every direction, and to-day can fairly lay claim to have assumed a national character. Last year upwards of 300,000 people attended, and this year such arrangements are being made as will warrant the expectation of a still larger attendance. Many entirely new features will be presented, while the exhibits, with an increased amount given in prizes (totaling \$35,000, will undoubtedly crowd the 600,000 dollars' worth of buildings to their utmost. The usual brilliant military spectacles will be given, illustrating recent famous feats of arms on land and sea by both England and America, and arrangements have been made for an illustration of wireless telegraphy, wireless telephoning and the improved X rays. In short, the Exhibition will be more than ever up-to date.

THE HEADQUARTERS FOR

Account Books
Leather Goods
Stationery
Paper—all kinds
Office Supplies
Typewriter Supplies
Diaries—Office and Pocket
Bookbinding
Esterbrook's Pens
Stationery
Novelties
Binders' Material
Printers' Supplies
Fountain Pens
Crepe Tissue

COMPLETE STOCKS
 CLOSE PRICES
 50 YEARS' EXPERIENCE

We aim to have the most "up-to-date"
 Stationery establishment in the
 Dominion.

The **BROWN BROS.**

Importing and Manufacturing
 Stationers.

64-68 King
 St. East

Toronto

This is one of thirty new cover designs brought out by us this year.
See over for complete list of new covers.

THE W. J. GAGE CO. LIMITED



OUR SERIES OF _____

SCHOOL BLANKS

THIS SEASON

ARE TRADE WINNERS

They are the Best in the Market.

They are the Best Ever Shown Anywhere.

.....
WE HAVE _____

THIRTY

New, Choice, Artistic Cover Designs.

A specimen of one appears on the other side of this sheet.

The following are the titles of our new covers for Scribblers, Exercise and Note Books:

The Hunter.	Royal Standard.
The Melody.	Canada First.
The Criterion.	The Victory.
The Gold Medal.	The King Fisher.
The Laurel.	The Universal.
The Army and Navy.	The Campfire.
The National.	The Heroes.
In the Garden.	Record, Review, Remember.
Good Friends.	Read, Mark, Learn.
The Racers.	Practice Produces Perfection.
The Studio.	The Great 5 Cent.
The Flower Girl.	Wonder Value 5 Cent.
The Young Cavalier.	Special 5 Cent.
Sweet Sixteen.	Enormous 5 Cent.
Sans Pareil.	Big 5 Cent.

Besides the above lines we have retained all the best of those used last season, making our series _____

THE GREATEST. BEST. STRONGEST.
MOST VARIED. MOST COMPLETE. AND MOST ATTRACTIVE.
EVER OFFERED HERE OR ANYWHERE.

You will avoid regrets by placing no orders until you have seen them. We know you will be more than pleased with them and with the prices. Samples are now in the hands of our travellers, who will see you in due course.

THE W. J. GAGE CO. LIMITED
TORONTO.

BOOKSELLER AND STATIONER

WM. BARBER & BROS.
Paper Makers,
GEORGETOWN, - ONTARIO
BOOK, NEWS AND COLORED PAPERS.
W. R. BARBER.

Alex. Pirie & Sons
Limited
ABERDEEN, SCOTLAND.

MANUFACTURERS OF

PAPERS

Envelopes, Cards,
Gummed and
Enamel Box Papers.

FINE PAPERS A SPECIALTY

To be had of all Wholesale Stationers.
Ask for these goods.

WESTERN Incorporated
1851.
ASSURANCE COMPANY

Fire and Marine

Capital, subscribed \$2,000,000.00
Capital - - - 1,000,000.00
Assets, over - - 2,340,000.00
Annual Income - 2,290,000.00

Head Office: TORONTO, ONT.

Hon. Geo. A. Cox, President. J. J. Kenny, Vice-President.
C. C. Foster, Secretary.

TURKISH STEEL PEN CO.,
DAMASCUS,
SYRIA.



Graded for all kinds of Writing.

Sole Agents: Warwick Bros. & Rutter
TORONTO

PAYSON'S INDELIBLE INK



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

KINDERGARTEN AND School Supplies

SELBY & CO., 23 Richmond St. W., TORONTO.

A GOOD BOOK should be well bound. Why spend money
in having first-class paper and printing and
then kill the effect by inferior binding?

You know first impressions, if good, mean success. Have your Books or
Catalogues well bound.

Our Facilities enable us to do the finest work at moderate prices. Try us.

Wilson, Munroe & Cassidy, 28 Front St. West
... TORONTO.

Gold Medals, Paris, 1878:1889.

JOSEPH GILLOTT'S

Of Highest Quality, and Having
Greatest Durability are Therefore
CHEAPEST.

PENS

WE ARE ...

HEADQUARTERS

for all kinds of

**News, Print, Book,
Cover, Poster,
Envelope,
and
Manila**

PAPERS

And

Woodboard

The ...

**E. B. Eddy
Co., Limited**

HULL, MONTREAL,
TORONTO

Quebec, Hamilton, London,
Kingston, St. John, N.B., Halifax,
Winnipeg, Victoria, Vancouver,
St. John's, Nfld.

School Supplies

WILL HAVE TO BE CONSIDERED VERY SOON.

Royal English
 Royal Irish
 Royal Scottish } Scribblers
 AND
 Exercise Books

SHOULD BE IN EVERY STOCK.

Buntin, Gillies & Co. - Hamilton

Text Books and all School Requisites.

We sell to the Trade Only.

*recommen
 Apr 25/19*

The Metropolitan

(Under New Management)

is rapidly advancing.

Its regular weekly features include

An Original Short Story,

By a famous author.

An exciting serial,

"A Whirlwind Harvest,"

By S. FRANKFORT MOORE.

Dramatic, Art and Musical Chat,

Society News.

Special articles by well-known Canadian litterateurs. The Metropolitan's contributors include Dr. W. H. Drummond, Sir John Bounnot, Sir James Lemome, and others equally well known.

Price 5c. per copy. To the trade 3c. net.
 Subscription \$2 per year.

The Metropolitan Publishing Co.

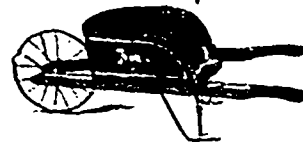
ESTD 1861

18-19 Board of Trade Building.

--- MONTREAL

Nelson's Surprise Parties

NO. 5



This wheelbarrow, No. 1, \$6.60 per doz.

No. 2 No. 3 No. 7 No. 8 No. 9
 Other wheelbarrows at \$9.05, \$10.50, \$7.90, \$9.05, \$10.50 per doz.

DON'T FORGET

The H. A. Nelson & Sons Co.

MONTREAL

Limited

is The Fancy Goods and Toy House
 of Canada.

Sample Rooms in

TORONTO,

Front St. West.

QUEBEC,

72 St. Joseph St.

OTTAWA,

Grand Union Hotel.