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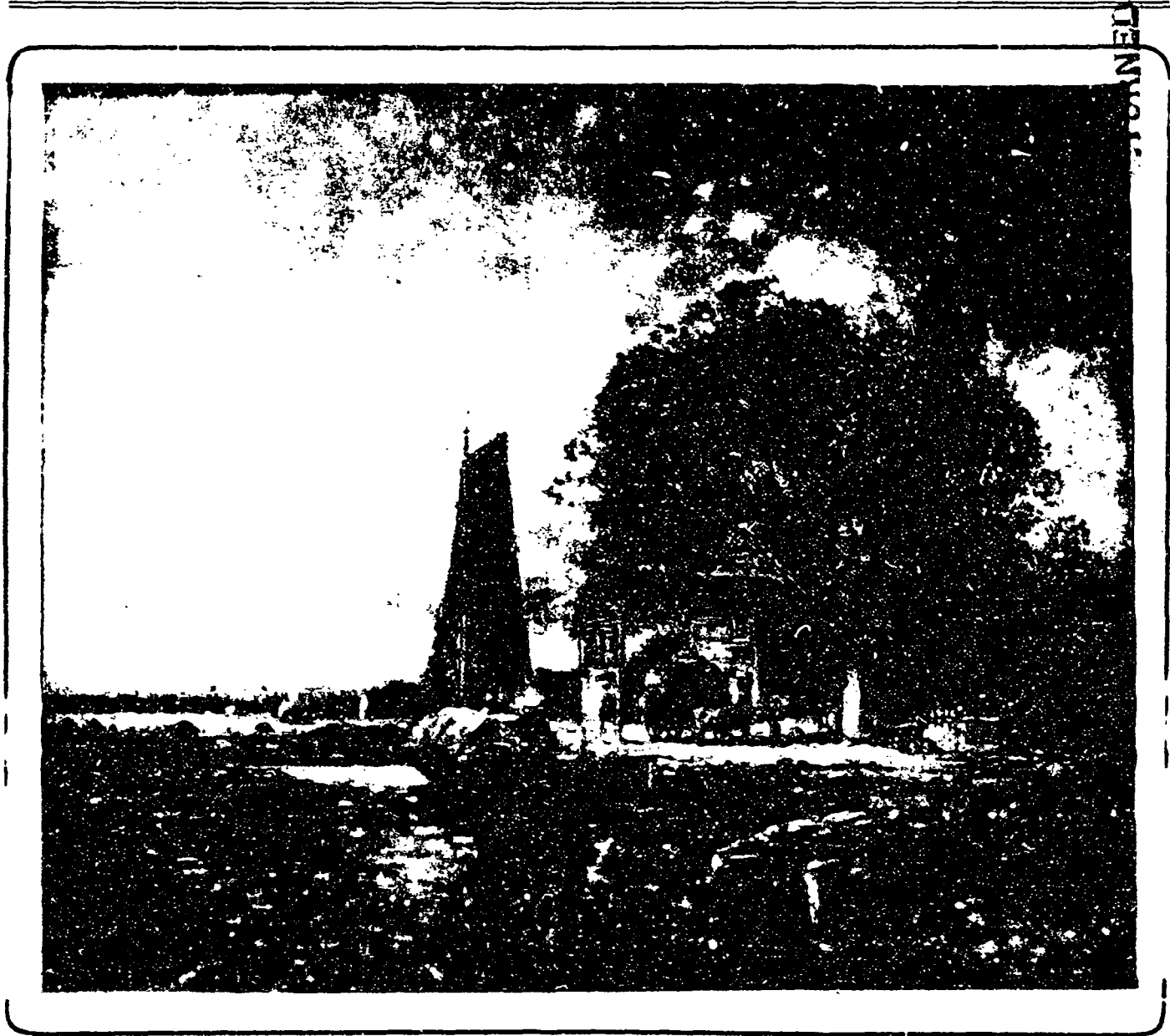
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VOL. XX, No. 11

NOVEMBER 1904

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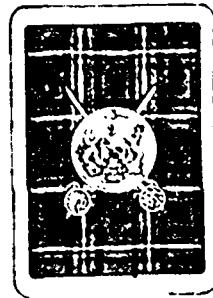
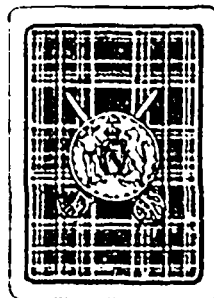
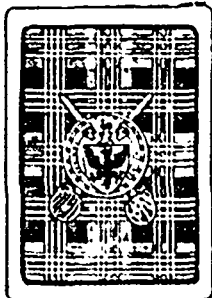
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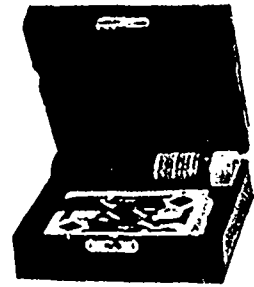


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Vol. XX.

MONTREAL AND TORONTO, CANADA, NOVEMBER, 1904.

No. 11.

## CURRENT TOPICS.

LAST month we had something to say about the man who centred all his energies on "pet" departments and neglected the other portions of his business. This month we would like to press this matter still further home and endeavor to stir up our readers to branch out and get clear of the ruts of business. How many merchants there are who will say, "Oh, we don't handle fountain pens. There is no demand for them." Why is there no demand? Simply because they don't handle them. One dealer gets the name for selling all the fountain pens in a certain town, and, of course, the other dealers are never asked for them. The stock must be there and must be advertised. Then it will be surprising to observe how the demand will spring up. The same may be said for other side lines, which can be profitably added to any business.

IT seems to be a common impression among a certain section of United States manufacturers that under the provisions of the Canadian tariff, British goods are admitted into Canada duty free. This erroneous impression doubtless arises from ignorance of the relation existing between Great Britain and Canada.

### An Erroneous Impression.

There are still many people in the United States who imagine that Canada is governed directly from Windsor Castle; that Canada is taxed to support the British army and navy, not to speak of the throne and the aristocracy, and that Canada is preserved as a market for British goods, which can enter the country without the payment of any imposts whatever. It is the duty of Canada to show that none of these things are true, and that however some people may desire it, British imports pay almost the same duty as those brought in from the United States. Add the cost of ocean carriage and it will be found that the British manufacturer in many cases pays more to place his product in Canada than the United States manufacturer.

WITH a few notable exceptions, the bulk of the publishers' Fall books have appeared already, or will be issued during the course of this month. The demand has noticeably settled on a few prominent books and the tendency to spread sales over a large number of titles, evident during the Summer and early Fall months, has disappeared. The appearance of Marie Corelli's "God's Good Man" was the signal for a rush of buyers, especially women, to the bookstores. The popularity of this book will apparently exceed that of any of her previous books. With a somewhat different class of readers "Old Gotgon Graham," the sequel to the "Letters From a Self-Made Merchant to His Son," has been largely in demand. "A Ladder of Swords" and "The Princess Passes" have maintained large sales, while "Traffic and Discoveries," by Rudyard Kipling, has been selling quietly but strongly. A new candidate for public favor, which promises well, is G. B. McCutcheon's new romance, "Beverly of Graustark." Its sales have been good so far. Among last season's books a noticeable demand is still recorded for "The Pillar of Light" and "The Crossing."

### The Current Book Trade

BETWEEN now and the end of November the trade will receive their supplies of several novels which have been awaited with great interest. "The Prodigal Son," by Hall Caine, is almost ready as we go to press. "Doctor Luke of the Labrador," by Norman Duncan, will probably be in the hands of the dealers before this issue reaches them.

"The Prospector," by Ralph Connor, which by the way gives promise of being the strongest of all Fall books, is nearly ready. "Jess & Co.," by J. J. Bell, comes out in a day or two. "The Sea Wolf," by Jack London, has doubtless already been received by the trade. The Fall novels of Anthony Hope, Stanley J. Weyman, Max Pemberton, Rider Haggard, W. W. Jacobs, Frankfort Moore and Joseph Hocking, will appear at intervals from now to the beginning of December. Looking back over this list it becomes most apparent that the Fall offerings for 1904 are of a variety, an extensiveness and a strength seldom before equaled in any publishing season. Hardly ever before have so many novelists of note chanced to send out their works in the same season.

### The Outlook for November



**BOOK  
BREVITIES**

On November 15, simultaneously with its publication in the United States, Morang & Co., Limited, will bring out a Canadian edition of "The Prodigal Son," by Hall Caine

"The Sea Wolf," by Jack London, which attracted much attention during its serial run in the Century, has just appeared in a Canadian edition, published by Morang & Co., Toronto.

No better book for children could be found for this Christmas than "Red Cap Tales," by S. R. Crockett, in which that charming writer re-tells the best of Sir Walter Scott's stories in the style of Charles and Mary Lamb. The illustrations and binding of the book are extremely fine.

Morang & Co. report excellent sales for Rudyard Kipling's "Tales and Discoveries," and entirely disclaim the idea that Kipling is a dead letter.

The plates in Hamilton Wright Mabie's "Nature and Culture" are exquisite productions and are well worth inspection. They are from photographs of natural scenery and are reproduced in soft carbon tints. There are 24 of them in the book.

A small Canadian edition of Justin McCarthy's delightful reminiscences and autobiography, which he has entitled "An Irishman's Story," is in preparation by Morang & Co., Toronto, and will be issued shortly.

During November the Copp, Clark Co. are bringing out eight strong novels by well-known authors. They include "Jess & Co.," by J. J. Bell; "Double Harness," by Anthony Hope; "The Abbess of Vlaze," by Stanley J. Weyman; "Beatriceot Venice," by Max Pemberton; "The Brethren," by Rider Haggard; "Dialstone Lane," by W. W. Jacobs;

"Sir Roger's Heir," by Frankfort Moore, and "The Coming of the King," by Joseph Hocking.

The Copp, Clark Co. are featuring three boys' books of undoubted popularity. One is "By Conduct and Courage," the last work of George A. Henty. The others are stories by Herbert Strang, who gives promise of succeeding to Henty's place in boyish affections, entitled "The Boys of the Light Brigade" and "Kobo," a tale of the Russo-Japanese War. The first mentioned books are already out, the last will appear this month.

Several pretty books of poems are on the market for the Christmas trade. There are "Poems of Childhood," by Eugene Field; "Songs from a Northern Garden," by Bliss Carmen, and "Music," by Henry Van Dyke. Copp, Clark Co.

The Copp, Clark Co. published last month "The Hound of the North," by Cullum; "Hearts in Exile," by Oxenham; "At the Moorings," by Carey; "Whosoever Shall Offend," by Crawford; "The Betrayal," by Oppenheim, and "The Loves of Miss Anne," by Crockett. "The Betrayal" is the only novel to be published in a paper edition as well as a cloth edition.

A dollar edition of "The Bar Sinister," by Richard Harding Davis, with all the original illustrations, is in readiness for the holiday trade. Copp, Clark Co.

One of the daintiest of gift books is the late Paul Leicester Ford's delightful little romance "Love Finds a Way." This is being issued by the Copp, Clark Co. in

two bindings, one fancy cloth, the other white cloth with ribbon bearing a Christmas motto, boxed. The prices are \$2 and \$2 net.

One of the most important retail bookstores in the middle west evolved a novel idea for the display of "Old Gorgon Graham," the new book by George Horace Lorimer, author of "Letters from a Self-Made Merchant to His Son." A window display illustrative largely of the pork-packing industry was arranged. Hams and bacon, as well as



"HE FLUSHED AGAIN, VERY ANGRY THIS TIME, AND HE MOVED AWAY TO LEAVE HER, WITHOUT ANOTHER WORD."

Scene from "Whosoever Shall Offend," by F. Marion Crawford.

likenesses of little pigs were strung up around piles of the books. Over all hung the sign "Graham & Co., Pork Packers." The result brought not only large sales but some complications. One old Getman woman came in and insisted upon knowing the price of the hams, and actually ordered one sent to her home. After the display had been closed people came in for several days asking

The literary magazines are keen on hunting down originals. Under a portrait of Philip Armour in the November Bookman, we find "The Original of Old Gorgon Graham," while in the November Critic the Lounger contends that Norman Duncan, "the author of 'Doctor Luke of the Labrador,' is concerned lest the public should identify any actual person with the hero of his romance." Says the Lounger, "the apprehension is a natural one, as there is in reality a physician (Dr. Wilfred T. Grenfell) who is doing the same splendidly human service in that remote corner of the world that the fictitious Doctor Luke is described as doing. Mr. Duncan knows Dr. Grenfell intimately, and spent several weeks with him last Summer, and it is a fair presumption that many of the incidents in his novel are based on the actual experiences of the Labrador doctor, but the plot of the story bears no relation whatever to the life of the author's friend. And yet, however insistently this fact may be asserted, I shall be greatly surprised," the Lounger adds, "if the public does not immediately identify the actual Dr. Grenfell with the wholly fictitious hero of the romance, and persist in calling him 'the real Doctor Luke of the Labrador,' in spite of his protestations, for like men of his character he is exceptionally modest."—Revell



Alma Frances McCollum,  
Author of "Flower Legends," etc.

whether this store were not the new packing house which they had heard was established on Cleveland's main street.

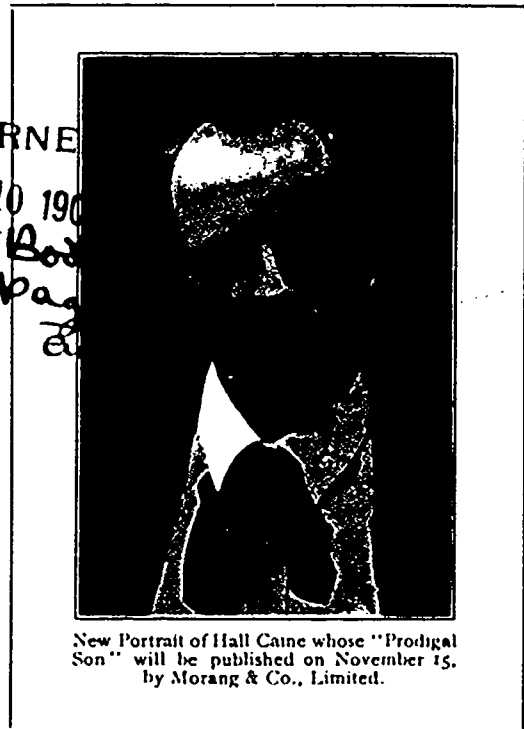
A New York publisher, William Ritchie, has brought out a book called "The Overlord," by Allan Melvor, in which the author describes the startling events of a mighty war which wrenched Canada free from British rule and gave her independence.

A book which ought to be very popular this Christmas is a new work of S. R. Crockett's, entitled "Raiderland," being stories of Grey Galloway. This book is essentially a gift book, and contains 105 illustrations by the well-known artist, Joseph Pennell. This work should appeal specially to those of Scottish descent. William Briggs has the market for Canada.

The ladies will be pleased to hear that William Briggs is placing on the market an "Ideal Cookery Book," which will be sold at the small price of 15c.

The Fleming H. Revell Co., 27 Richmond street west, Toronto, have two exceptionally strong books this fall in "Doctor Luke of The Labrador," by Norman Duncan, and "Demizens of the Deep," by Frank T. Bullen. Both are superior books and deserving of prominent positions in the best libraries. This company have also published Egerton R. Young's "Children of the Forest," and Isabel McDougall's children's book, "Little Royalties."

It is a general rule among men of affairs that personal feeling must not be allowed to influence business judgment. In Elliott Flower's new book just issued by L. C. Page & Co., Boston, under the title of "Delightful Dood," the character whose original humor and quaint optimism makes him the centre of attraction, tells what it means



New Portrait of Hall Caine whose "Prodigal Son" will be published on November 15, by Morang & Co., Limited.

to be commercially sorry for a man. "When you're commercially sorry for a man, you're just sorry enough so not to let it interfere with business. You say, 'Too bad about poor old Jones' and then you reach out for anything he happens to have that you want, and tell your lawyer to jump in ahead of the other creditors." There may be creditors who are more than "commercially sorry" for their debtors, and who make the Golden Rule

a business motto, but Dodd has surely outlined the mental attitude of the majority.

L. C. Page & Co., Boston, have published "A Woman of the World, Her Counsel to Other People's Sons and Daughters," by Ella Wheeler Wilcox. This is Mrs. Wilcox's first important book of prose, and is in the form of letters of advice on the subjects of love, marriage, and the other problems of daily life which confront all classes of people.

One of the most exquisite of Christmas gift books is the new Christy-Riley production, "Out to Old Aunt Mary's." Over forty pictures in color have been provided by Howard Chandler Christy and James Whitcomb Riley's complete poem of twenty verses appears for the first time in its entirety. The Bobbs-Merrill Co., Indianapolis, are responsible for this exquisite book. (Octavo, cloth, boxed, \$2.)

William Briggs has placed on the market a new edition of J. A. Stewart's still popular story, "The Minister of State," in paper at 75c and cloth at \$1.25. There has been a revival of interest in the book, an occurrence by no means usual with stories nowadays.

If there is any name that vies with Booker Washington's as the best known of the negro race in America, it is that of Paul Laurence Dunbar, whose quaint dialect poems, issued as they are in the highest art of the publisher, have achieved remarkable popularity. A new volume of these poems, "My Li'l Gal," appears just in time for the Christmas trade. Like "Cabin and Field" it is freely illustrated with splendid half-tone engravings from photos taken from life among the Southern colored folk. The book bears the imprint of William Briggs, and sells at \$1.50.

If you want to laugh at the antics of six girls that are veritable tomboys and constantly at war with each other, at the prim maiden lady who has social aspirations, at the father whose constant complaint is that his girls are not boys—don't fail to read "The Madigans," by Miriam Michelson, whose previous novel, "In the Bishop's Carriage," was such a success. "The Madigans" will outlive it easily. (Briggs).

Ever since that amusing novel, "Brewster's Millions," appeared, guesses have been hazarded as to its authorship, all of which went wide of the mark. It has now transpired that G. B. McCutcheon is responsible for the book. A new edition, bearing his name, is being prepared by McLeod & Allen.

The sale of the first Canadian edition of "Beverly of Graustark," by G. B. McCutcheon, has been so rapid and so extensive that a second edition has been called for by the publishers, McLeod & Allen. This book heads the list of best sellers in the United States, and will no doubt be very near the top in Canada.

The first edition of "The Princess Passes," by C. N. and A. M. Williams, has been exhausted, and a second edition is now being issued.

The November publications of McLeod & Allen will include "The Law of the Land," "The Magnetic North," "The Man on the Box," "Zelda Dameron," and "Black Friday." "The Chicago Princess," by Robert Barr, has just appeared.

Ellen Thornycroft Fowler's new book, "Kate of Kate Hall," bids fair to be more popular than even "Isabel Carnaby." Lady Kate is a most charming heroine, and the plot as ingenious and surprising as true ability can make it. Miss Fowler's dialogues are always entertaining, but her latest attempt fairly bubbles over with sparkling humor. (Briggs).

Amelia E. Barr's novels of early New York, "The Bow of Orange Ribbon" and "The Maid of Maiden Lane," have met with wide popularity. Their success is unquestioned. They reveal her ability as a charming teller of love tales, and possess a strong historical interest and a quaint attractive local flavor. "The Belle of Bowling Green" is the third of the series, and is bound to be as popular as any of its predecessors. (Briggs).

The broad humanity, the rich humor and the delicate pathos of "Deacon Lysander," Sarah McL. Green's latest story, make it one of the hits of the year. Mrs. Green's books enjoy the widest sale and rank among the American classics. This latest volume deals in a strong, sympathetic way with a New England farmer who, in his old age, journeyed with his wife to Washington to see "gaiety and happiness." It is sure to appeal to every man and woman. (Briggs).

"The Stowmarket Mystery," by Louis Tracy, is a detective story so mysterious, so absorbing and so wonderfully ingenious, that Sherlock Holmes will lose his laurels unless he bestirs himself. It is full of sensation so unheard of as to leave mystery-solvers in a quandary. (Briggs).

"Sea Puritans" abounds in the vivid picturesque descriptions of the sea and the life of those who love it and live by it, which Mr. Frank T. Bullen has fully mastered. His genius for telling sea tales is ever present and the reader feels himself one of the characters taking part in all the excitements and dangers described. (Briggs).

Ralph Connor's books from "Black Rock" down to "The Prospector," the latest production of this gifted author's pen, continue to find a steady sale, and new editions are called for this Autumn. The advance sales of "The Prospector," which will be ready on the 25th of this month, exceed that of any other book heretofore published in Canada. Special mention may be made of two handsome editions which are particularly well suited for Christmas presents. One of these is an edition of that delightful little sketch "Beyond the Marshes," bound in boards and printed in ornamental style. The other is "Gwen, An Idyll of the Canyon." This consists of the "Gwen" chapters from the "Sky Pilot," considered by many the finest part of all Ralph Connor's writing. This book is very handsomely bound with a picture-cover and marginal decoration on every page. The Westminster Co., publishers.

The Bobbs-Merrill Co., Indianapolis, have had a remarkably successful career in the publishing business. They have been particularly fortunate in their selection of manuscripts and they have produced their books in a highly attractive manner. As witness of this, consider two or three of their Fall productions, such as "The Law of the Land," by Emerson Hough, who made such a success with "The Mississippi Bubble," "Zelda Dameron," by Meredith Nicholson, and "The Man on the Box," by Harold MacGrath. These books are all charmingly illustrated and designed, well bound and well printed.

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- Bell, Lillian.** "At Home With the Jardines." Boston: L. C. Page & Co. Price, \$1.50. The story of a newly-married couple's experiences in a flat, told in the author's brightest style and introducing some of the characters of "Abroad with the Jimmies." Anyone contemplating moving into a flat might read with advantage this amusing account of apartment life.
- Conrad, Stephen.** "The Second Mrs. Jim." Boston: L. C. Page & Co. \$1.00. There is nothing Jesuitical in the wise sayings and every-day philosophy of the Second Mrs. Jim, for though wise as a serpent she is also harmless as a dove in the management of mankind. Some of the situations are very droll and the book is bright, breezy and wholesome throughout.
- Corelli, Marie.** "God's Good Man." Toronto: Wm. Briggs. \$1.25 and 75 cents. The demand for this latest of Miss Corelli's novels bids fair to exceed that of any of her former productions. There is a brilliancy in the style quite her own. The lash of sarcasm is freely applied to the vices and follies of society, while human nature actuated by its highest principles and impulses finds expression in the characters of John Walden, the Lady of the Manor and some of the simple village folk.
- Crawford, F. Marion.** "Whosoever Shall Offend." Toronto: The Copp, Clark Co. Cloth, \$1.50. As would be expected Italy is the scene of this latest of Mr. Crawford's novels. This time it is modern Italy and the novel relates, in the author's finished style, an attempt to make the heir of a large estate a degenerate.
- Crockett, S. B.** "The Loves of Miss Anne." Toronto: Copp, Clark Co. Cloth, \$1.50. Miss Anne is the daughter of a Scottish laird and she grows up to be a playful and fascinating young woman, with whom many men fall in love. The book tells with delightful humor the various amorous adventures of Miss Anne.
- Cullom, Ridgwell.** "The Hound From the North." Toronto: The Copp, Clark Co. \$1.50. A robbery in the Yukon, the return of the robber to his home in Manitoba accompanied by a hound which in the sequel proves his Nemesis—the love story of Prudence Malling and George Tredale together with minor incidents and characters in a well sustained plot make a very readable story of western life.
- Duncan, Norman.** "Doctor Luke of the Labrador." New York, Chicago, Toronto: Fleming H. Revell Co. Cloth, \$1.50. A new book by a new Canadian author which will be read with pleasure during the coming Winter. It is a story dealing with the fisher people of the Labrador coast, written with such a delightful
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- Eggleston, George Cary.** "A Captain in the Ranks." New York: A. S. Barnes & Co. \$1.20. That heroism born of a lofty patriotism did not die out when the war between the North and South ended is finely shown in the character of Guilford Dumau. Purposeful, brainy, upright, he is the representative of the best young manhood of the newly consolidated union. Barbara Verne stands for all that is sweet and true in womanhood. The book is healthful in tone, inspiring in sentiment and will well repay a reading.
- Hough, Emerson.** "The Law of the Land." Indianapolis: The Bobbs-Merrill Co. \$1.50. The race problem in the South is well handled in this book. Lynchings and other evasions of the law are shown to be the logical outcomes of defects in the constitution. Some of the characters are well drawn. We part with Col. Calvin Blount as with a personal friend. The writer is a master of Southern dialect.
- Johnson, J. Wesley.** "The Mystery of Miriam." Toronto: Wm. Briggs. Cloth, \$1.25. A novel of absorbing interest in which the characters move along the conventional lines of society life in New York and Chicago. Finance, love, intrigue, all play their part, while a touch of the occult lends a special interest to the characters of Miriam Saxby and Miriam Holbrook, two beautiful girls who are apparently possessed of but one identity.
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- Lawrence, George A.** "Brakespeare" or "The Fortunes of a Free Lance." Toronto: McLeod & Allen. \$1. A romance of the Middle Ages in which a soldier of fortune wins for himself name and fame in many a well fought battle. The story of his adventures both in love and in war is told with rare power of diction and much learning, the language being that of the period portrayed. The above book has been issued under its second title from the press of the Saalfield Publishing Co., Akron, Ohio.
- Lorimer, George Horace.** "Old Gorgon Graham." Toronto: William Briggs. Cloth, \$1.25. This is the second series of letters from "A Self-Made Merchant to His Son," in which the father gives his son advice in matrimonial matters in particular and business matters in general, with frequent references to the Chicago stockyard. The characteristic hard-headed philosophy of the old merchant is as conspicuous in this as in the previous volume. Illustrations are copious and well done.
- MacGrath, Harold.** "The Man on the Box." Illustrated. The Bobbs-Merrill Co., Indianapolis. Cloth, \$1.50. To those who enjoy a racy yarn, full of adventure and fun, we recommend this tale of the young man who for love of a girl, masqueraded for a time as her groom. How he escaped detection and finally

won the fair lady, is like all of Mr. MacGrath's former stories, both interesting and exciting.

**Marchmont, Arthur W.** "The Queen's Advocate." Toronto: McLeod & Allen. Cloth, illustrated, \$1.25. Another of those dashing novels which only a Marchmont could write. The story tells about the love affair of a young American and a Servian princess. He assists in her escape from a political prison and guides her through many adventurous circumstances.

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**McCutcheon, George Barr.** "Beverly of Graustark." Toronto: McLeod & Allen. \$1.25. Certain petty principalities in the Balkans in a chronic condition of feud furnish the arena on which a pretty love story is played out, among the dramatic personae being a society belle from Washington, a princess and her American husband and a prince in the disguise of a picturesque goat hunter of the mountains.

**Morehead, George.** "The Sorceress." New York: J. S. Ogilvie Publishing Company. Paper, 25 cents. A romantic story based upon Sardou's famous play "The Sorceress," which Mrs. Patrick Campbell is now playing in New York. The plot is dramatically interpreted.

**Nicholson, Meredith.** "Zelda Dameton." Indianapolis. The Bobbs-Merrill Co. Cloth, illustrated, \$1.50. A novel with its incidents played out in the Middle West. Zelda is a young girl, whom the author has portrayed as a mixture of pride, wilfulness, courage and sweetness. She is confronted with a strange problem and the story tells of her deliverance from it.

**Oppenheim, E. Phillips.** "The Betrayal." Toronto. The Copp, Clark Co. Illustrated, cloth. A tale of the betrayal of English defence schemes to France, told by the secretary of the Committee of Defence. The author cunningly conceals the real betrayer until the very end and leaves the reader to speculate as to who is the villain. Quite a mystery is also built up about the secretary himself.

**Oxenham, John.** "Hearts in Exile." Toronto: Copp, Clark Co. Cloth, \$1.50. A powerful novel depicting Russian life in its grimmest form. Two men and a woman are its chief characters and the story tells the interwoven fates of the three.

**Young, Egerton B.** "Children of the Forest." New York, Chicago, Toronto: The Fleming H. Revell Co. Cloth, illustrated, \$1.25 net. The primeval forest forms the background for this quaint tale of the loves and adventures of the young Indians, who figure in this story. There is rivalry, opposition and difficulty in the way of the lovers just as with white people today. But then there is the magic and aroma of the forest and the reader is drawn very close to the heart of nature.

#### HISTORY AND BIOGRAPHY.

"Careers for the Coming Men." Akron, Ohio: The Saalfeld Publishing Co. Cloth, \$1.50. Advice to young

men on entering the army, the navy, the church, medicine, the railroad and numerous other callings, by men who have been successful in each. Portraits accompany each article.

**Gilmour, Robert.** "Samuel Rutherford." Edinburgh and London: Oliphant, Anderson & Ferrier. 2s 6d. A tribute to a great Scottish divine of the seventeenth century. The writer has portrayed Rutherford as preacher, controversialist and defender of the purity of the church and the free institutions of his country at a time when the Star Chamber trampled upon the liberties of the people. But it is in his "Letters" that he finds his lasting monument.

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**Rolfe, William J.** "A Life of Shakespeare." Boston: Dana Estes & Co. One volume, cloth 8vo., illustrated, \$3, half morocco, \$5. This monumental work includes all the known facts and reasonable conjectures regarding the life and works of Shakespeare. The notes, index and bibliography are remarkably full. The volume also contains full critical discussions of the various plays. The book is a triumph of book-making, containing over 550 pages printed from new type on heavy paper and with wide margins. It is uniform with Dana Estes' edition of Dyce's Glossary.

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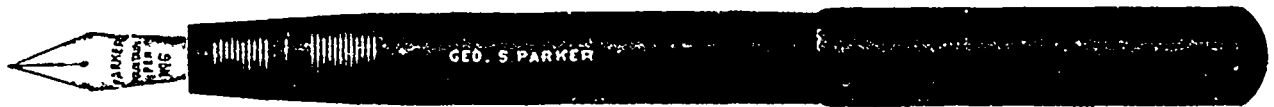
**Bonehill, Captain Ralph.** "The Island Camp." New York: A. S. Barnes & Co. Cloth, illustrated, \$1.25. The first volume in a series of adventure stories for boys. Camp life in the forest during winter, hunting adventures and athletic sports are depicted with a vivid pen. The scene is laid some years ago in the Eastern States when game was plentiful.

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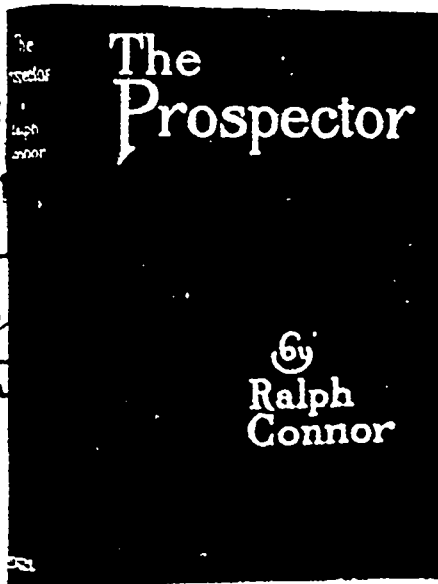
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**McDougall, Isabel.** "Little Royalties." Stories of the child rulers of Europe. New York, Chicago, Toronto: Fleming H. Revell Co. Cloth, \$1.25. An ideal Christmas book for children, instructive at once and interesting and well illustrated. The writer is in full sympathy with both subject and audience and tells the stories of Edward VI, the children of Charles I, Henry of Navarre, the Princes in the Tower, etc., in charming style.

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**Montgomery, Frances T.** "On a Lark to the Planets." Akron, Ohio: The Saalfield Publishing Co. Cloth, \$1.50. A sequel to the "Wonderful Electric Elephant" and even more fantastic in its conception. Harold Lone, the Prince and the Princess of the earlier book, travel to the planets in their mechanical elephant and see many strange scenes under the guidance of Mercury.

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**Richards, Laura E.** "The Merryweathers." Boston: Dana Estes & Co. Cloth, \$1.25. Young people of all ages and characters live in the pages of this jovial book. All sorts of out-door sports are indulged in and the girls and the boys have a very happy time of it.

**Shelton, W. H.** "The Three Prisoners." New York: A. S. Barnes & Co. Cloth, illustrated, \$1.25. Here is a story which every true boy will revel in. It gives us another aspect of the great Civil War. This time a schoolmaster and his boys become involved in it and an exciting tale of adventure is worked out.

#### RELIGIOUS.

**Horton, Robert A., M.A., D.D.** "The Bible, a Missionary Book." Edinburgh and London: Oliphant, Anderson & Ferrier. 2s 6d. A book designed to show that there is nothing in the spirit and methods of modern scholarship that militates against the mission cause, but rather that the Bible as understood by science and criticism is much more of a missionary book than ever before. This little volume is highly commended to the student of missions.

**Morrison, George H.** "Life's Nobler Penalties." Edinburgh: Oliphant, Anderson & Ferrier. Cloth 1s net. A small volume of sermons on a little-touched theme, exhibiting considerable original thought. These sermons can be read with encouragement by anyone.

#### POETRY.

**Browning, Elizabeth Barrett.** "Sonnets From the Portuguese." New York: H. M. Caldwell Co. A beautiful edition de luxe of Mrs. Browning's famous sonnets. The book is choicely bound in white with gold lettering and is elegantly printed. The edition is limited.

**Knowles, Frederick Lawrence.** "Love Triumphant." A Book of Poems. Boston: Dana Estes & Co. Cloth, small 12-mo. net \$1. Postage 10 cents. A notable collection of original verse, containing about ninety poems, mainly lyrical in character and concerned for the most part with love, religion, patriotism and problems of human experience.

**MacKay, Isabel Ecclestone.** "Between the Lights." Toronto: William Briggs. Cloth, .... This dainty little volume of verse, with its oddly trimmed leaves, breathes the true poetic spirit. The poems are quite short, the verses are perfectly composed and the themes are pleasantly varied. There is no straining for effect. The verses charm with their purity and simplicity.

#### MISCELLANEOUS.

**Brooks, Geraldine.** "Dames and Daughters of the French Court." New York: Thomas Y. Crowell & Co. Illustrated. Cloth, \$1.50 net. Postage 15 cents. The French court of the eighteenth century numbered many women whose names are still familiar to us. But they are as names only that they are remembered and it has remained for Miss Brooks to resurrect their personalities and delight us with the stories of their lives. Madame Roland, Mademoiselle de Lespinasse, Madame de Stael, Madame Le Brun and many others live again in this most interesting book.

**Garman, Bliss.** "The Friendship of Art." Toronto: The Copp. Clark Co. \$1.50. A collection of essays on more or less related subjects treated from an art standpoint. The gifted author has finely elaborated the art-principle in a wide variety of themes as the manifestation of the human spirit in forms which exhibit in equipoise the characteristics of truth, spirituality and love.

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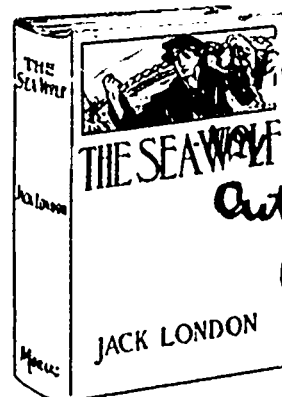
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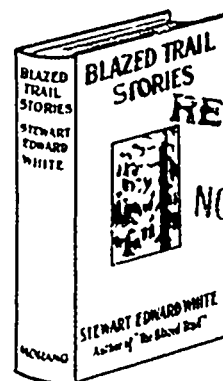
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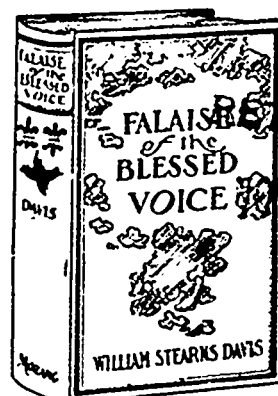
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"The Finest Baby in the World." By The Adorer. New York, Chicago, Toronto: The Fleming H. Revell Co. This little volume contains a series of fanciful letters, written by a man to himself about his little girl baby and is a beautifully conceived piece of work.

Nicolls, William Jasper. "A Dreamer in Paris." Philadelphia: George W. Jacobs & Co. Illustrated. Cloth, \$1 net. A restful little volume, as its title would indicate, filled with bright descriptions of Parisian life and scenes, past and present. The paragraphs are separated by small fleur-de-lys, and each one is appro-

priately illustrated with a clever line drawing. For the prospective visitor to Paris, who wishes to become imbued with the Parisian atmosphere beforehand, this book is just the thing.

Tozier, Josephine. "Among English Inns." Boston: L. C. Page & Co. Cloth, illustrated, \$1.60 net. An extremely readable and entertaining account of a pilgrimage to characteristic spots in rural England. Not only are historic spots sympathetically described but the habits and customs of modern England are pleasantly touched off. The illustrations and general make-up are of exceptional merit, rendering the book a choice one for gift purposes.

"Twenty-Five Ghost Stories." Compiled and edited by W. B. Holland. Illustrated. New York: J. S. Ogilvie Publishing Co. Cloth, 50 cents; paper, 25 cents. Issued to the trade in paper at 121-2 cents per copy: A collection of all the very best ghost stories by Edgar Allen Poe, de Maupassant, etc. Each story is guaranteed to make the reader shiver.

## THE MONTREAL BOOK TRADE.

STEADILY but surely trade in Montreal book circles is assuming large proportions. Current trade is but a reflection of the general conditions existing throughout Canada. No new novel can be said to have dominated the entire market during the past month, but rather are many sorts of books being asked for by many sorts of people. This sensible state of affairs is really the most profitable for booksellers, as it means safe methods of merchandising and consequently safe profits. Novels, and what might be classed as novelty books, comprise a good share of the trade, and with the approach of the holiday season this seems even more apparent. However, it is noticeable how a steady clientele is arising for classics, theological, scientific and educational works. Booksellers here look with every confidence towards a good trade throughout November. People are buying books and nothing is left undone to foster any latent desire.

Already active preparations have been made for holiday trade, and displays are of a unique and varied order. Every class is widely catered to, as well as every disposition and age. Beautiful cards are always used to enhance and explain the purpose of every display. A table carded "Presentation Books" contained some books intended for ultra trade, mostly old favorites in new bindings. Many were elaborately decorated and extra illustrated. The leather bindings were generally neat, and no frantic decorations prevalent. Red, dull greys, green and brown, were the favorite colorings. Photographic illustrations were unusually good. Among these outside of poetical works was a large collection of devotional books. However, a good selection of standard sets of popular authors was to be had.

Perhaps never before has such a collection of books suitable for children been on display. Toy books, board books, linen books, illustrated gift books, were in a variety hard to equal. Each store had a few distinguishing, exclusive titles, and every indication points to a very successful trade. An unique card on one of these displays showed a good caricature of a boy and a girl, which was amply sufficient to show the style of books. Good

arrangement is half the secret of success in this line, and many stores showed separate tables with the collections arranged according to prices, which varied from 5c to \$5. "Why and Other Whys" and "Ducky Didos" were noticeable among a host of new titles.

Many stores are deservedly keen in obtaining the very newest books, realizing that there is an ever increasing clientele who appreciate such up-to-dateness. Many are the window displays along this line. Rather an ingenious yet practical idea was noticed in one store having an upright green cloth-covered board about 4 feet high at the back of the window, the board arranged with cleats to hold a large quantity of books. The idea might well be extended and utilized in smaller stores by showing various sets and kinds of literature so displayed. A happy idea for a display card was headed "Just Out." The card showed a good illustration of a chick breaking through the shell. Among some of the new works of fiction "A Ladder of Swords," "Traffies and Discoveries," "Whosoever Shall Offend," "The House of Fulfillment," "The Mystic Spring," etc., were spoken of as going well.

The long Winter evenings often induce many to study "Out of Door Books," which are really never out of season. Good displays were noticed in this line. "The Magic Forest," "Fowls of the Air," "The Outcasts," etc., were some good titles. Such authors as W. A. Fraser, W. J. Long, Ernest Thompson Seton, C. G. D. Roberts and Stewart Edward White were prominent.

Successful magazine selling is evidently the ambition of many stores, and many strenuous efforts are made to capture this fairly lucrative trade. Not only the windows are extensively utilized, but outside the door as well. Boards announcing the latest arrivals are useful, and this might well be extended by announcing prominent titles. "Frenzied Finance," Lawson's story running in Everybody's, is an instance which would certainly attract. The supplements and colored pictures furnished by publishers are always well utilized. Small dealers should see what is lacking in their magazine trade.

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**CHRISTMAS NUMBERS.**

In a few weeks now the Christmas numbers of the leading English and American periodicals will be published. A glance at the following table of contents will show that the bills of fare provided by the various editors are of a most satisfactory nature, and that the 1904 Christmas numbers will be far ahead of their predecessors.

**Atlantic.** (December). Will contain "The Millionaire's Peril," "Grotius," "Warfare of Humanity against Ecclesiasticism," "The Infinite Presence," with two or three pieces of fiction and a number of essays and literary studies.

**Bookman.** (English, October). Is a double number devoted to the Brontës and contains a great many valuable portraits and illustrations connected with the lives of these famous authoresses.

**Book Monthly.** (October). Has as its main feature an interview with Mr. Justin McCarthy. There is also an article on the cult of Dickens and the usual departments.

**Canadian.** (December). Will contain contributions from the Duke of Argyll, Sir Gilbert Parker, G. Mercer Adam, G. B. Burgin, A. G. Bradley, W. A. Fraser and W. Albert Hickman. A special colored cover and colored illustrations will beautify this Christmas number.

**Century.** (December). Will be a superb production, containing eight illustrations in full color and thirty-two pages of pictures in tint. Mrs. Alice Hegan Rice's new serial "Sandy" will begin and there will be five genuine Christmas stories by noted writers.

**Critic.** (November). Contains as usual a profusion of excellent portraits of literary men and such instructive articles as "The Cost of Living in Italy," "Famous Bolognese Women," "The Growing Distaste for Higher Forms of Poetry," and a number of book reviews.

**Everybody's** (December). An "extra good" number is promised. The contributors include Booth Tarkenton, Dr. Henry Vandyke, Hall Caine and Thomas W. Lawson. The latter's story of "Frenzied Finance," which everybody is reading, will reach its climax.

**Gunton's.** (November). Contains "The French Socialists," "Organization of Sugar-Cane Growers," "England and Tibet," "Barbarity of Naval Warfare," etc.

**Lippincott's.** (December). The publishers announce as their novelette, "A Darling Traitor," by Alden March. Short stories suitable to the Christmas season will make up the greater portion of the balance of the magazine.

**McClure's.** (November). Grover Cleveland and Henry Cabot Lodge write respectively of Parker and Roosevelt. Stewart Edward White contributes the first installment of a new serial "The Rawhide." The attitude of the presidential candidates on labor is discussed by Ray Stannard Baker and there are several good stories.

**Metropolitan.** (Christmas). For its array of brilliant contributions by distinguished writers and its superb and

profuse color illustrations, will this number command wide attention.

**Pall Mall.** (December). Will contain "Dr. Johnson and his Dictionary," "The Jap at Home and His Everyday Life," "Two Famous Women, Marie Corelli and Madame Rejane," "Is London Growing More Beautiful?" and stories by noted writers.

**Pearson's.** (American, December). Will contain "The American House of Lords," "International Athletics," "The Bloodless Revolution of China," "Louis Fleischmann, Friend of the Hungry," and a good collection of short stories.

**Quarterly Review.** (October). Discusses "The Panama Canal and Maritime Commerce," "The Polish Nation," "The Influence of Kant on Modern Thought," "The Animals of Africa," "The Presidential Election in the U. S.," "British Rule in Egypt," "Fatigue," "French Painting in the Middle Ages," "Higher Education in Wales," "The Case of the Scottish Churches."

**Review of Reviews.** (November). Has three articles of interest to Canadians: "The Canadian Northwest," by T. M. Knappen. "The New Governor-General," by W. T. Stead, and "The General Elections," by Agnes C. Laut. There are many other articles worth reading.

**Royal.** (November). A bright number containing "Animals on the Stage," "Animals as Weather Prophets," "The World Through the Soldier's Eyes," and many stories.

**Scribner's.** (December). This will be a number noteworthy for variety and beauty. Fiction in the shape of seasonable short stories will predominate. Some of the authors will be Maarten Maartens, Edith Wharton, Guy Wetmore Carryl, Sydney Preston and Octave Thanet.

**Strand.** (November). Contains "The Memoirs of Sarah Bernhardt," "In a Salt Mine," "Wonderful Escapes on the Battlefield," "Stage Sounds," "Keene and DuMaurier," and "The Fireman and His Work."

**World To-Day.** (December). In this number will appear a summary of the "Great Achievements of the Year." There will also be an indictment of "Pool Selling and Book-making" and articles on "How a City Amuses Itself," "The Growth of Population in the Mississippi Valley," "The Present Status of International Arbitration," and "The Industrial Crisis in New England."

**World's Work.** (November). Is notable for several full-page portraits, among which are Sir Wm. Ramsay, Dr. Osler, Swinburne, G. H. Lorimer and Maurice Hewlett. A profusely illustrated article on "Harvesting the Wheat" merits attention.

**Craftsman.** (November). Is a Charles Wagner number, containing "M. Wagner as a Working Force in Young France," "M. Wagner's Lectures," and "Two Days with M. Wagner," besides other contributions.

**Macmillan's.** (November). Contains "Recollections of a St. Andrew's Man," "The Case for a Redistribution Bill," "The Reformation of Criminals," "Rome Before 1870," and two serial stories.

**Chambers' Journal.** (November). This standard periodical loses none of its strength with advancing years and is always in the forefront in science, art, fiction and general information. "The Canadian Live-Saving Service of Sable Island" is of interest to Canadians and there is also a good contribution on "Color Problems in America."



## NOTABLE SETS AND SERIES

### THE BRITISH ARTISTS' SERIES.

ONE of the things for which the public of to-day have to thank the publishers is the placing within their reach of the works of the world's greatest thinkers and artists. Not so long since it would have been impossible for the poor seeker after knowledge to have become acquainted with the great masters of music, art and sculpture. To-day, thanks to the publishers who have undertaken to reproduce the great works of these men of genius in cheap and serviceable form, all may drink at the fountain of knowledge.

The series under consideration aims at doing this service in the case of the more famous British artists, including Gainsborough, Reynolds, Burne-Jones, Millais, Leighton and Rossetti. Each volume (which by the way is large post octavo and bound in decorated green cloth) contains a biographical sketch of the subject and an estimate of his work, prepared by well-known artists of the present day. The text is in each case illustrated from 90 to 100 plates, beautifully engraved and reproducing the most important work of the artist.

To the London house of George Bell & Sons belongs the credit for the production of this excellent series, which at the low price of 7s 6d is certainly well within the purchasing power of every true lover of art.

### THE "EDINA" POETS.

A PLAIN, serviceable edition of the great English poets has long been a want. Hitherto the poetical works of such poets as Tennyson, Longfellow, Whittier and Burns, have either appeared in elaborate, highly ornamented volumes, suitable only for show, or they have been published in cheap and flimsy style, as unpleasant to handle as to behold. The happy medium between these two extremes seems to have been struck in the "Edina" series, now in course of publication by Nimmo, Hay & Mitchell, of Edinburgh. These books are severely plain in their outward appearance. At the same time they are sturdily bound and give indications of an ability to withstand long and hard usage. On opening one of the volumes it is found that the paper used is of excellent quality and color, that the type employed is new and large in size, and that the appearance of the page is pleasing to the eye. Moreover, a fine photogravure of the author appears as a frontispiece to each volume, and there is also a biographical sketch supplied.

The poets included in the series are Tennyson, Browning, Elizabeth Barrett Browning, Whittier, Longfellow, Burns and Shakespeare. With the exception of the last named, the volumes are quoted at 3s 6d, 8s 6d and 10s, according to binding. Shakespeare, in the binding described, is 4s.

### FAMOUS CHILDREN OF LITERATURE SERIES.

THE sooner a child can be introduced to the works of Scott, Dickens, Thackeray, George Eliot, and such acknowledged masters of literature, the better. A taste acquired in early youth for the best works of fiction in the English language will never be regretted by parents or by the children themselves. The projectors of the Famous Children of Literature Series had this in mind when they set to work to put the greatest books of the greatest novelists in a form adapted to the minds of young children. The services of Frederic Lawrence

knowles, author of several successful juveniles, were secured and the work began. The series now comprises "Little Paul," taken from "Dombey & Son," by Dickens, "Little Peter," from "Peter Simple," by Matiyat, "Little Tom and Maggie," from "The Mill on the Floss," by George Eliot, "Little David," from "David Copperfield," by Dickens, "Little Nell," from the "Old Curiosity Shop," by Dickens; and "Little Eva," from "Uncle Tom's Cabin," by H. B. Stowe.

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### NEWNES' THIN PAPER CLASSICS.

A WORLD-WIDE and well deserved fame attaches to this choice series of books. Their scope is large, their compass small, and herein lies their charm. To have Boswell's "Life of Johnson," for instance, in two small volumes, which could be completely added away in two pockets of a coat, and which yet could be read with the greatest ease, even in a dim light, is certainly a boon to the average man. And this is but one instance of what the publishers have accomplished. There are Milton's and Burns' poems, "Don Quixote," "Pepys' Diary," "Poe's Tales," "The Vision of Dante," and many others, all in compact form. A photogravure frontispiece and title page, printed on Japanese vellum, and in exquisitely decorated cover, lend an added charm to each book in the series. In limp cloth the volumes sell at 3s each, and in limp lambskin at 3s 6d. They are well worth examining and should find a place in every bookstore.

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at all Branches.

ACCOUNTS SOLICITED

Drafts Bought and Sold.  
Letters of Credit Issued.

# FINANCE AND INSURANCE

**A** GOVERNMENT blue book containing official figures relating to the life insurance business in Canada has recently been issued. The report affords reliable evidence of the growth of prosperity and the systematic thrift and carefulness of our population. In 1883 the total amount of life insurance effected in Canada was only \$21,572,960 and the total in force totalled \$124,196,875; the return just issued shows that \$91,567,805 of new policies were effected last year and that the record amount of \$548,443,000 was in force.

In 1875 American companies held over one-half of the total life insurance in force in Canada, British companies nearly twenty millions and Canadian companies only \$21,957,296. For the year 1903, this situation shows a remarkable change. Canadian companies held \$335,638,940, American companies, \$170,676,800, and British companies, \$42,127,260.

Satisfactory evidences of the stability of the Canadian companies are afforded by the blue book. To-day several of them are finding a remunerative field for their operations outside Canada.

• • •

**A**T the forty-ninth annual meeting of the Molsons Bank, which took place on October 17, the directors had the pleasure to announce another prosperous year. A notable feature of the annual statement was the addition of \$150,000 to the reserve fund, which brings that account up to a level with the paid-up capital, or \$3,000,000. That is a very strong position. The net profits amounted to \$457,290, or about fifteen and a quarter per cent. Two half-yearly dividends have been paid at the rate of nine per cent. per annum, and another year it is extremely probable that the bank will be in the ten per cent. dividend class. A few years ago the directors were asked to increase the dividend to ten per cent., but they preferred instead to increase the reserve fund until such time as it equalled the capital, and they were wise. The reserve of three million dollars having now been obtained, and the whole of it invested so as to be promptly realizable and available to meet any demands, the prospects for a ten per cent. dividend next year are very bright indeed, especially now that the assured good harvest and high prices promise another year of expansion.

• • •

**F**AILURES in Canada for the nine months ending September 30th, were 910. Liabilities aggregated \$8,988,140, compared with 721 last year for \$5,332,611. It must be remembered, however, that 1903 was a phenomenally prosperous year in Canada. Manufacturing failures were 225 in number and \$3,642,161 in amount, against 167 for \$2,090,744 in 1903; trading insolvencies numbered 665, and involved \$5,060,986, which compare with 538 failures and \$3,090,986 liabilities a year ago, other failures were unimportant in both years, except for a few large banks in 1903. Losses in Ontario were slightly larger than

in Quebec, while British Columbia and Nova Scotia were unusually close together in this respect.

For the quarter ending 30th September a slight increase in both number and liabilities of manufacturing insolvencies was reported by the Dominion of Canada. But five branches of business showed a decrease, and in three cases there were no liabilities recorded in either year, while in six classes there was a large balance in favor of last year. The striking changes were in the wood and miscellaneous branches, due to heavy suspensions this year of saw and pulp mills. As to trading failures, the statement is much less satisfactory than that of 1903, which was an unusually good year. Only four occupations reported smaller losses, one was unchanged, and nine showed more or less increase. General stores suspended with almost double last year's liabilities, and there was a still more striking increase in the amount involved by failures in dry goods defaults. This was due to a few large failures, as the total number was not exceptional.

## NOTES.

At the sixth annual banquet of the Toronto Insurance Institute on October 11, about 150 guests were present.

An office of the Crown Bank of Canada has been opened at Woodstock, Ontario, under the management of Mr. S. B. Fuller.

Last month the Quebec Fire Assurance Company formally opened their reconstructed building on St. Peter street, Quebec.

Mr. W. K. McNaught, president of the Toronto Industrial Exhibition, has been elected a director of the Sovereign Bank of Canada.

Mr. R. S. Schell, manager of the Royal Loan & Savings Company, and one of the best known business men of Brantford, died on October 4.

The Canadian Bank of Commerce have added another branch to their already long list in Canada. The latest branch to be opened is at Nanton, Alta.

The aggregate of the bank clearings in Toronto for the week ending October 20 is \$19,329,254, as against \$19,790,488 on October 13 and \$20,816,890 on October 6. The present situation is particularly satisfactory.

La Banque Nationale has opened two new branches in the Province of Quebec, one at Amqui, under the management of Mr. Ernest Bilodeau, and the other at Deschaillons (formerly St. Jean Deschaillons), under the management of Mr. A. A. Dionne. This bank now has 28 branches, all but one of which are in the Province of Quebec, the branch being the exception being at Ottawa.

The Manchester Assurance Company of Manchester, England, have ceased to carry on business in Canada and have insured all their outstanding risks in Canada with the Atlas Insurance Company, Limited. Application has been made for the release on January 17th, 1905, of the securities, and the Canadian policyholders opposing such release are required to file their opposition with the Minister of Finance on or before that date.



# Simplicity

is one of our strong points. Only those who have used our system can testify to its simplicity. Anyone can be a book-keeper.

Write for our free illustrated catalogue

THE

## Briggs Ledger System Co.

Limited

75 York St., - - - Toronto, Can.

### YOU ARE INTERESTED IN SOMETHING.

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

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

Terms	100 Clippings,	\$ 5 00
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Send for our Booklet which fully explains the scope of the clipping industry

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

#### THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street,  
MONTREAL.

10 Front St. East,  
TORONTO

The most popular pens are

## ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333

Business, 048, 14, 130.

Broad Points, 312, 313, 314.

Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS

THE BROWN BROS., LIMITED  
TORONTO.

ARE YOU TAKING ORDERS FOR

## EMBOSSING PLATE PRINTING and ENGRAVING?

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

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

Write for new style sheet of engraving.

### Standard Embossing Company

82 and 84 Adelaide St. East,  
TORONTO.

## Safes and Vault Doors

GUARANTEED FIRE AND BURGLAR PROOF.

"THE WINNIPEG SAFE"

That's "OURS."

We are the sole distributing agents in Canada for the famous  
**DIEBOLD SAFES and VAULT DOORS**

AGENTS WANTED FOR OUR SMALL HOUSEHOLD SAFES

### Winnipeg Safe Works

Office and Salesroom - 62<sup>1</sup>/<sub>2</sub>, Princess St.,

Phone 296. WINNIPEG, Man.

**JOHN HEATH'S  
PENS**

A good Pen is a good servant, and are made to serve!  
Always Ready and Always Willing.  
They were 'first' 45 years ago, and are still leading the way. British made of British Steel

Write for Sample Card  
and see why we are the best  
London Agency, 8, St. Bride St., E.C.

## THE BELL TELEPHONE CO.

of Canada, Limited

has extended its

### Long Distance Service

From

BRANTFORD

to

MOHAWK, OAKLAND and SCOTLAND

Rates may be obtained from any of the Long Distance Toll Stations of the company.

# THE OFFICE END

DEVOTED TO THE  
OFFICE STAFFS OF  
BUSINESS  
ESTABLISHMENTS

## FORMING A JOINT STOCK COMPANY.

A few points of interest to the bookkeeper in changing from a partnership to a Joint Stock Company or in the Amalgamation of Industrial Concerns.

R. H. R. W.

**F**ROM the legal point of view, the parties applying for a charter of incorporation must be not less than three, also twenty-one years of age, and may petition the Lieutenant-Governor through the Provincial Secretary for the issue of letters patent.

The provisional directors of a company are usually the applicants for the charter, and constitute a committee, who manage the affairs of the company up to the time of the first general meeting of the shareholders, when a board of directors is elected.

A company may be incorporated under special act, such as banks or mining companies, or by letters patent under the great seal.

In case of amalgamation, the directors of the different companies may enter into a joint agreement to be executed under the corporate seal of each company, prescribing the terms, conditions, the name of the new company, the last word of which shall be the word "Limited," which must be written out in full when the word immediately preceding it is neither "Company," "Club" nor "Association," but when any of these words precede, the word "Limited" may be abbreviated, provided the letters 'L' and 'D' shall be the first and last letters respectively. The prefix "The" in the name of a company may be omitted where any of the three words mentioned above form part of the name. The use, or rather, misuse, of the word "Limited," has been the source of legal disputes to some extent, and it might therefore be well to call attention to the responsibilities of the directors and officials of a company in this connection. The word must be used on all the letter paper of the company, on the signs, in the advertisements, on the corporate seal, in fact, everywhere the name of the company is used.

Every company, director, manager or officer who knows of the omission of the word "Limited," or of its abbreviated form as before described, and does not comply with the provisions in regard to its use, shall incur a penalty not exceeding ten dollars for each and every offense and may be liable to a penalty of one hundred dollars for a second offense.

With their joint petition for charter the various companies shall deposit with the Provincial Secretary an original of the agreement of amalgamation, the Lieutenant-Governor in Council may then by letter patent confirm such agreement, and from the date of such confirmation the said company shall be deemed consolidated, and the new company shall possess the rights, privileges, etc., of each of the companies so consolidated.

An action pending against any one of the different companies would not abate, nor would the right of creditors be affected in any way by the amalgamation.

If the number of shareholders is less than five in any limited company for a period of six months after the number has been so reduced, every person who is a

shareholder of the company during the time that it so carries on business after such period of six months, and knows the fact, is individually liable for the payment of the debts of the company contracted during such time.

The petition for charter should set forth the objects of the amalgamating companies, should state where the head office was to be situated, the provisional directors, their addresses, the nominal and paid-up capital, the number of shares and the value of each. It must be very specific, as the charter will only be granted for the purposes enumerated in the petition, and the company has no right to go beyond that unless additional letters patent are applied for through the usual formalities.

The proposed name of the company should be as short as possible, and must not conflict with that of any known company.

The Ontario and Dominion acts differ in some respects in regard to joint stock companies. Under the Dominion act one-half the total amount of capital stock must be subscribed before applying for a charter.

Usually after the required amount has been subscribed the company commences business before disposing of the balance, but if no business should be done for three years, the charter will be forfeited.

A company is governed by the laws of the province or state which granted its charter, no matter where it is carrying on business, although a fine or tax may be imposed according to the laws of any other province in which business is being conducted.

If the company's capital has been impaired, the shareholders cannot be held liable for any of the debts of the company provided their stock has been paid up in full, if this is not the case, they are liable for the unpaid portion.

Certain books are required to be kept by law — A copy of the letters patent, a copy of the by-laws which govern the annual meeting, the number which constitutes a quorum, the time of election of directors, their qualifications, transfer of shares, etc., the names, addresses and calling of shareholders and the number of shares held by each, the amount paid and unpaid on each share, the name, address and calling of directors and date when each became, and ceased to be, a director, and a register of transfers.

These books shall during business hours be kept open for the inspection of shareholders and creditors, who may take extracts therefrom.

An annual statement must be filed on Government forms, for which a fee is charged.

It is necessary that a certain number of shareholders shall be present in order to constitute a meeting, the required number being called a quorum.

If the shareholders at the time of meeting be not exceed ten, the quorum shall be three, if they exceed ten, add to the above quorum one for every additional four up to fifty, and one for every additional ten after fifty.

A few general items of interest along this line will be given in next issue.

• • •  
*Criticisms and replies to articles which appear on this page may be sent to The MacLean Publishing Co., "The Office End."*

# THE CONDITIONS OF PROFITABLE ADVERTISING

By John C. Kirkwood

**S**UCCESS in advertising comes from practice and intelligence. No beginner in the use of printers' ink has a right to expect that from the very first his efforts are to yield magnificent returns; yet to delay the beginning is to defer the day when one's business is productive in the highest degree.

This seems a simple statement and one that nearly every man should subscribe to without hesitation, but the fact is that few men in business have viewed the subject of advertising with the same common sense that they use in other things pertaining to their worldly welfare. It

public to transform it into an eager, attentive, responsive body. The process is slow or rapid according to the diligence and skill of the merchants of a community coupled with the intelligence of its people. Wherever one finds good stores, well kept, well stocked, well managed it is a sure indication that the public is appreciative and responsive. Much—indeed most—of the work of advertising preparation has been done; so that when the merchants begin to use newspaper space, the public is attentive and responsive and the much-to-be-desired "results" are speedily forthcoming. If on the other hand one finds in any given community a dull lot of stores and storekeepers, one is safe in saying that advertising is pretty certain to be a disappointing venture.

At the same time it is well to remember that the advertising education of a community is not, in this day and generation, wholly dependent upon local conditions. Mail order houses of all sorts, situated in the large distributing centres of Canada are reaping a fine harvest from the remote villages of the Dominion, from the rural sections, and from the adjacent towns and cities. They have turned the eyes of the public away from the local dealer to a very considerable extent, and have developed a cash business of enviable volume. This condition of affairs is viewed by local merchants with disgust and alarm, and the protests against the disloyalty of people are pronounced. It requires, however, more than protests to correct the evil that has arisen; the case calls for action of the most positive sort.

The problem of successful advertising is solved only through a purposeful campaign. The merchant must study his constituency of buyers, must ascertain what interests them most, and having found this, must provoke their interest in his business by appeals of a nature that will be sure to capture their patronage. Gradually the merchant will be able to stigmatize their interest in other directions. This process may take a year, three years or longer, but if a merchant has chosen for a lifetime his place of abode, it is not a long time to spend in educating his buying public in his store, and in every department of his store.

Again, the merchant who would advertise successfully must study advertising, must learn how to employ newspaper space strikingly. This is a phase of the advertising problem that a good many merchants neglect; they write out what they wish to say, underline emphatic portions, and pass their "copy" on to the newspaper publisher with no more concern. It will pay any buyer of newspaper space to familiarize himself with the names and sizes of a few good varieties of type styles; to study the question of effective "display"; to learn the use of "white space"; to acquire a style of writing that is at once bright, brief, and convincing. All these things are by no means impossible. Skill in advertising comes to the student of advertising.

## Under the Evening Lamp

What with the blazing hearth, the lamp's bright glow and one or more of the following books at your hand, there is provided for you enjoyment of the first order.

### THE HOUND FROM THE NORTH

By RIDGWELL COLLEN

A thrilling story of adventure and mystery, centring around the "Hound" with the scenes laid in the Klondike and the Northwest.

ILLUSTRATED. CLOTH. \$1.50.

### THE PROSPECTOR

By RALPH CONNOR

Needs no introduction to the reading public while "The Man from Glengarry" is still in its memory.

The title alone of his new book would prepare us for a tale of intense interest, and takes the reader away west to Crow's Nest.

A description of a football match in which Varsity and McGill struggle for mastery, will rouse every drop of the sport lover's blood.

CLOTH. \$1.25.

### BEVERLY OF GRAUSTARK

By GEORGE B. MCCUTCHON

A sustained plot, a strong love interest, graphic description, novel adventure and a happy ending, are characteristics of this new novel, the scenes of which center around the municipality of Graustark. Illustrated in color by Harrison Fisher.

CLOTH. \$1.25; PAPER 75c

Sent post free to out of town buyers upon receipt of price.

GEO. BRADLEY,  
Bookseller :: RICHMOND HILL.

is one of the commonplace of advertising experience that most beginners in advertising look for results the moment they put an announcement in the newspaper; and because the returns are not immediately evident they are disposed to conclude that advertising is a mere waste of money.

The public is a slow moving body, as a general thing, sluggish blooded, with dull perception, and hard to arouse to take a lively and sustained interest in anything. Yet it is by no means impossible to awaken this unemotional



## We Have Been Asked the Question

"Why do you claim 'Kohinoor' Pencils to be the Standard Pencils of the world?"

We will tell you :

- BECAUSE of their *splendid quality*.
- BECAUSE every sale makes a pleased customer.
- BECAUSE they *never* become "dead" stock.
- BECAUSE they are worth their cost *always*.
- BECAUSE they suit every purpose of a pencil, being made in 17 degrees.
- BECAUSE a dealer can *always* suit a customer with "Kohinoor" Pencils and rarely can with others.
- BECAUSE dealers don't have to carry a stock of thousands of slow selling pencils. *Kohinoor* Pencils *sell quickly*, and without special effort on the dealer's part.
- BECAUSE it pays to handle and be identified with such high class goods.

We can give more reasons, if necessary, and we believe other dealers can too.

McFARLANE, SON & HODGSON,  
Wholesale Stationers

MONTREAL

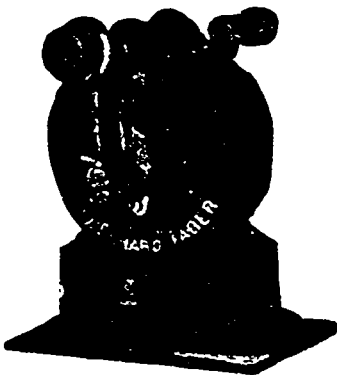
CANADA

## EBERHARD FABER'S

### "Lakeside" Pencil Sharpener

TEN TIMES THE CUTTING SURFACE  
OF ANY OTHER SHARPENER.

The only  
perfect  
PENCIL  
SHARPENER  
made.



For use  
in BANKS,  
OFFICES and  
SCHOOLS.

#### BECAUSE . . .

The pencil can be quickly adjusted and a perfect point can be obtained without wasting the pencil, it will be as long after sharpening as before.

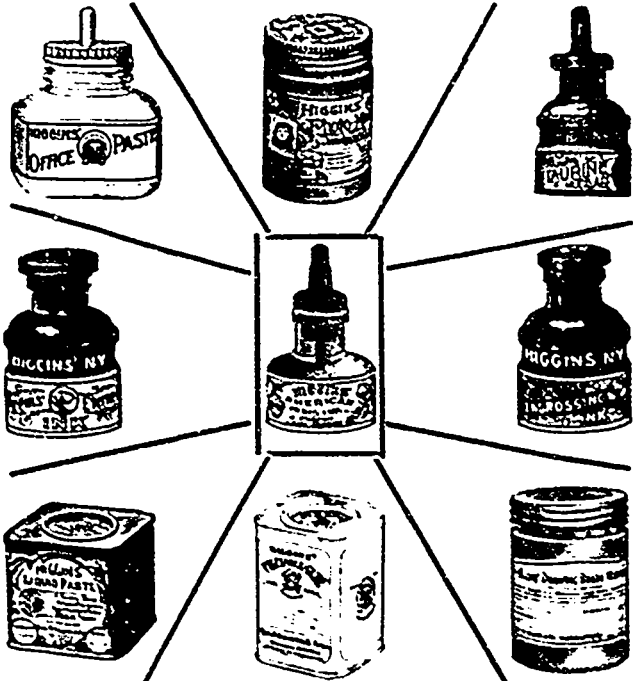
The pencil does not have to be held while sharpening.

A colored pencil containing a large lead can be sharpened

No dirt. No washing of soiled hands.

Obtainable from the Leading Stationers.

## HIGGINS' INKS AND ADHESIVES



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

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

# HERE AND THERE AMONG THE JOBBERS

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

[T is about time for dealers to think about valentines, and in this connection I would like to refer to the valentines manufactured by Raphael Tuck & Co., which are of a high standard of excellence. Warwick Bros. & Rutter, who handle these goods in Canada, announce that they will have all of Tuck's lines ready for delivery early in February.

Travelers are now pushing the sale of valentines. Of these I saw a very extensive assortment at the show-

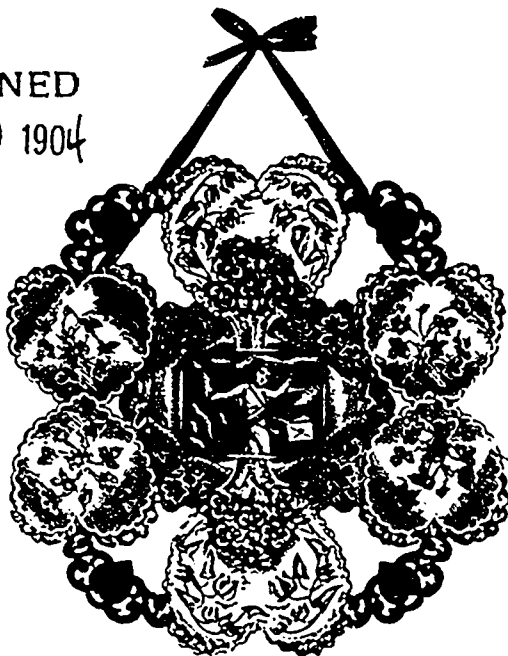
it is only now that the firm have been able to re-stock the line.

About the New Year three new series of fine stationery will be placed on the market by Warwick Bros. & Rutter, Limited, Toronto, which the trade should look out for. They are made from entirely new patterns in cloth finish paper, and the stock is being made in England especially for this purpose. The stock shows a new grain in the paper, along the line of the popular linen faced papers. The three lines will be aptly christened Wexford Weave, Old Nuremberg and Eolienne. I have seen advance color designs for the covers, which give promise of being very tasty and artistic.

An agreement has been signed between the Canadian jobbing trade and L. & C. Hardmuth Co., manufacturers of the Koh-i-Noor brand of pencils. The price list per gross for both Koh-i-Noor drawing pencils (9H to 3B) is \$20, with discounts to the trade as follows: Less than one gross, 40 and 10 per cent, one gross and less than five gross, 50 and 5 per cent., five gross and over, 50 and 10 per cent. No further discount will be allowed except a discount of 3 per cent. for cash within 30 days.

To their lines of Canadian Comic and Canadian Comic Trades valentines, the Copp-Clark Co. have this

RETURNED  
NOV 10 1904



Import Valentine.

rooms of the Copp-Clark Co. There were novelty valentines, each in a box, retailing from 10c up to \$2, lace valentines, 1c to 50c, comic valentines, scenic valentines, valentine cards, postcards and drops, besides comics and novelties in a great variety of styles.

Though their line of games is not quite as numerous as usual this year, on account of the fire, yet the Copp-Clark Co. have been able to manufacture supplies of many of the old favorites and to make specialties of others. They are banking largely on their game of "Foresight," which is something of the same nature as "Flinch," and they also make a special offer of a cardboard game of "Crokinole" at 50c. The other standbys now in stock include "Halma," "Lost Heir," "Donkey Party," "Ouija," "Parchesi," and "Nations."

The favorite old stand-by, "Moire Velours" notepaper, which Warwick Bros. & Rutter are responsible for, will soon be in stock again. The original stock, which was put in after the fire, was cleared out within a week, and

RETURNED

NOV 10 1904

Cut Book 26  
Page 69  
C.A.



Pretty Import Valentine

year made twenty-three additions. They have also duplicated these series in French. I was shown samples of the two series and was much pleased with them. They are rather superior to the ordinary style of comic valentines, being not quite so atrocious or vulgar. The Canadian trade should do well with these goods.

I am told that the tally card trade this Fall has assumed very large proportions. The favorite card has been the detachable conuadrum card, one section for the gen

He man bearing a conundrum, the other section for the lady with the answer.

A case of Chancellor fountain pens is certainly a pretty thing to behold, and a Chancellor pen is one to be coveted, especially if it have a solid gold chased barrel. I saw a collection of these pens at the warehouse of Warwick Bros. & Rutter the other day and was favorably impressed with them. The gold chased pens were very superb and should prove a good line for gift and presentation purposes.

Last month the fancy papeterie lines manufactured by the Copp-Clark Co., Toronto, were referred to in this paper and a few illustrations were given. Through the

appreciation of the map, they have ordered several for use in making their surveys. The map is made in both French and English editions and is certainly a fine specimen of the map maker's art. The Copp-Clark Co. are very proud of it, and say it is "the best yet."

Warwick Bros & Rutter have a supply of private greeting cards in very pretty designs. These were ordered before the fire. Because of the tremendous crush of work this Summer and Fall, they have been unable to undertake the printing of names, etc., on the cards, but stationers might do well to buy up some of these cards and look after the printing themselves.

A novelty I saw the other day was a new-fangled school book strap, made up of a piece of wood, a wooden ruler and a strap. The strap passes through the wood and over the ruler, and the books are slipped in between. Warwick Bros. & Rutter handle the line, which can be retailed at 15c.

One or two lines that I noticed in the showroom of Warwick Bros. & Rutter are worth mention. They show some fancy waste baskets, made of birch bark, woven with prairie grass. A nickel-top paste pot, called "The Ideal" is a useful article, as it is so easily washed out. Sleeve protectors, which button up, sell at 25c a set. Daily desk calendars for 1905 are extremely useful and are seen in several designs. Duplicate and triplicate order books in three sizes are now in stock.

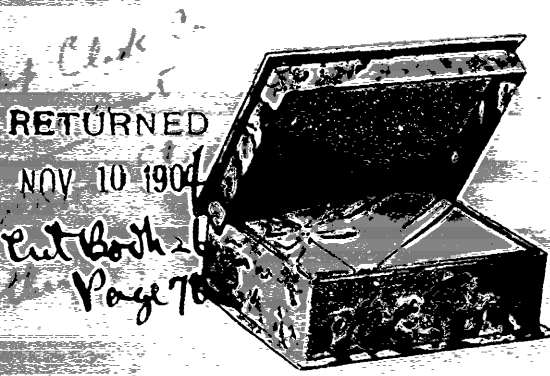
Warwick Bros. & Rutter have again in stock the Van Valkenburg pencil holder for the pocket. They tell me that they have experienced great difficulty in securing and keeping stocks of these little holders.

I learn that a Canadian agent has been appointed by the Parker Pen Co., of Janesville, Wisconsin, makers of the Parker fountain pen. The lucky firm are G. A. Weese & Son, of Toronto. This piece of news should be welcome to the Canadian trade, especially when the additional information is given that Weese & Son are installing a complete fountain pen repair plant in their premises. It will no longer be necessary to send pens a day or two days' journey into the United States to have repairs effected. The necessary work can be done expeditiously in Toronto, at the least possible expenditure of time and money.

There has been a multitude of pencil sharpeners placed on the market during the past few years, and the advent of another one constructed on entirely new and different principles which surmounts the bad features of other pencil sharpeners, such as breaking the lead and soiling the hands, is something the trade and public have been waiting a long time to see. The Lakeside pencil sharpener, made by Eberhard Faber, is a marvel of simplicity. Rapidly and with ease a lead pencil can be sharpened to a fine point, without wasting the lead and without reducing the length of the pencil.

"The Mongol" is a good name for the new lead pencil made by Eberhard Faber, a smooth even lead which never gives trouble to the user, one of the lead pencils people will remember and ask for again, and which dealers like to have in stock for their critical pencil buyer. Put up a dozen in a box, they sell for 5c each, and are a line every stationer should have in stock.

"THE MONTHLY VISITOR"



No. 100



No. 115

courtesy of the company I am able to illustrate and describe one or two more numbers here. No. 115 is a holly box, containing one quire linen finish paper in white, light blue or dark blue. No. 100 is the same, only in art marble boxes.

The Copp-Clark Co. have begun the manufacture of leather school-bags on their own premises, and are no longer dependent on the leather goods makers for their supply of these school requisites. They manufacture a full range of sizes and will be ready with a complete stock for the January school openings.

An attractive line of photo albums for unmounted photos was shown me at the factory of the Copp-Clark Co., Toronto. They are made in four sizes: No. 5, 4 1/2 x 5 1/2 inches; No. 7, 5 1/2 x 7 inches; No. 9, 7 x 10 inches, and No. 11, 10 x 12 inches, and are bound in paper, cloth or imitation leather. The paper is either carbon black or Scotch grey, and the cover shows embossed lettering.

Chief Engineer Lumsden, of the Grand Trunk Pacific, and his assistants, have spoken in terms of high commendation of the new map of Quebec Province, just added by the Copp-Clark Co. to their provincial series of wall maps for school and general purposes. To show their

# Back to our Old Location

---

*We have moved from the Skating Rinks to our new warehouse on the same location as before the fire—*

**54, 56, 58 Front St. West**

**1, 3, 5 Piper St.**

*and are prepared to give prompt and careful attention to the execution of all orders.*

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

*Wholesale and Manufacturing Stationers*

***Toronto***



## LITTLE SERMONS TO STATIONERS

### THE VALUE OF ORGANIZATION.

By Frank P. Taylor, Representing L. K. C. Hartman & Co. in America

THE organization of stationers into boards of trade and associations of like character is a step, in my judgment, in the right direction for the protection of stationers, individually as well as collectively. One of the principal benefits which I believe stationers expect to derive from organization, is the maintaining of prices, both wholesale and retail, which will return to the dealer fair profit on his investment. Wholesale prices on a given article should be the same no matter by whom quoted, and retail prices likewise should be the same by all retail merchants, and the vital question is, how to maintain such prices absolutely, without at the same time incurring enmities, and, possibly, temporary loss of trade.

In my own business life I have had, as is probably well known, considerable experience in attempting to maintain by trade agreements profitable selling prices at wholesale, and I believe my efforts have been fairly successful and have been generally appreciated. I have frequently been asked why, if my firm could maintain wholesale prices by trade agreements, we did not go a step further and maintain fixed retail prices in the same way. To this my answer is, that so long as we do business with the wholesale dealer and allow him to job our goods, we cannot legally maintain retail prices, over his head, with the third party, or, in other words, with the retailing customer of our jobbing customer.

#### Ignoring the Jobber.

I have been legally advised several times that an agreement to be binding must be between two parties, and that I cannot force a third party, who has no direct agreement with me, to maintain the same agreement. This phase of the situation places, not only my firm, but every manufacturer, in the position of deciding whether he will recognize the jobber and do business with and through him or whether it is best to ignore the jobber altogether and go direct to the retailing trade for business as so many manufacturers are doing. If you ignore the jobber, then it is a very simple matter to draw up a legal agreement which will be binding between the manufacturer and the retailer, but you must not lose sight of the fact that in such cases the jobber, who is honestly endeavoring to do business in your line and who has been of great assistance to you in the past as a distributor, is now ignominiously to be thrown overboard.

You may ask me if we have legal binding agreements with wholesale dealers, why we cannot force such wholesale dealers to make another agreement with each of their customers, and in that way fix the retail price? To this I ask, how many jobbers are there in the country who could take the time to make agreements with each of their retailing customers on all of the various lines of goods which they carry? They might possibly do it with one line, but even then they would find the work laborious and eventually it would prove ineffective, undoubtedly because of the work entailed.

#### Not an Easy Matter.

Many dealers think that it ought to be a very simple matter for manufacturers to absolutely maintain selling

prices of every description, on their goods, and to such I can only say that they are greatly mistaken, and they probably have never had very much experience along this line. Nowadays, in proceeding to fix definite selling prices, a firm or corporation must proceed very slowly, for it is not wise or politic to make agreements and attempt to enforce them, if on their face they are illegal.

A vast amount of good can come from the organizing of stationers into local and national boards of trade, and I think the whole question of maintaining prices can be managed through such organization.

#### Price Cutting Rare.

In England price cutting is very rarely indulged in. Dealers there do not approve of the practice, and they seemingly always expect to derive a certain percentage of profit on their investments. My firm has no printed agreement with any of its customers in England, and yet at the same time its prices are never cut, and this experience is the same with most other manufacturers in that country. The usual method employed is for the manufacturer to publish a catalogue of his products, giving the retail price on each individual article. Some manufacturers print catalogues which contain both the wholesale and retail price. These catalogues are distributed through the trade generally and dealers can instantly tell just what the wholesale price is and just what he should sell the article at, at retail, and he would no more think of cutting these prices than he would of committing a crime.

#### Retail Catalogues.

There is no reason why manufacturers cannot print retail catalogues of their products for use in this country, or why they should not be used in a similar manner. Every member of each local stationers' board of trade or organization should be obligated to abide by the constitution and by-laws of such body, and if one of the by-laws of each local association is that retail prices, as printed by a manufacturer, shall be maintained by every member of the organization, and if that organization is pledged to the national organization to see to it that all of its members comply with such by-law, the question would be settled almost immediately. Every manufacturer who desired to see his goods profitable to both wholesaler and retailer and fixed prices maintained, should then not hesitate to publish a catalogue as described, carefully stating the proper retail price. He should place a copy of such retail catalogue in the hands of every retail stationer in the country and a number of copies with every local stationers' board of trade, and also with the national board of trade, and when this was done the constitution, by-laws and rules of the association should do the rest.

It is my belief that all dealers desire to be honest and fair, but in the past there has been a lack of acquaintance and friendship among them. The fear has been general that prices would be cut, because there has been no bond of sympathy between dealers, such as the national organization will effect. The better the trade know each other and the oftener they come together in friendly intercourse, the sooner it will be realized that life is too short for quarrels and bickerings, and that we will all be happier and better off to consider the interest of all to be equally the interest of each individual, and likewise the interest of one to be the interest of all. Friendship and organization along the lines proposed will soon prove to be of great value to all alike, manufacturers, wholesalers and retailers.

**THE MONTREAL STATIONERY TRADE.**

**M**ONTREAL retail stationers, and consequently jobbers and agents, are experiencing a steadily increasing demand, which is a welcome note in comparison with the quietude that marked Summer months. All indications evidence that fondest hopes will be realized, especially by those who have adequately prepared and have taken advantage of every opportunity. It is noticeable what a preference is shown for better lines of goods within reasonable price limits, especially in good stationery. Commercial stationery is also in this category.

In this connection it is not amiss to state that more numerous sales can be stimulated by strenuous efforts just now when the tide of trade is favorable, and the increased profits will add vim to greater efforts in making preparations for the holiday season, which is close at hand. Window displays, advertising and every recognized form of gaining publicity are now decidedly in order. Everything should be done to make the holiday season the heaviest that stationers have ever enjoyed.

The fashion tendency is still towards the fabric finishes in fine writings, although many handsome effects in

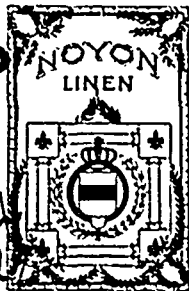
novelty finishes are proving very popular. Canvas and plaid weaves have been noticed. Boxings are particularly pleasing, and along with handsome papeteries make excellent displays. Ivory, azure and grey are popular colors, although chocolate and other odd shades are gradually becoming more than novelties.

Trade novelties are now in order, and quite apt just before Hallowe'en was the display of lanterns.

Among the strongest goods showing are the lines of Japanese novelties and smallwares of suitable character for stationers to handle successfully. The eastern conflict has stimulated the call immensely. It is a fad which consumers are wild over, and the trade is going to develop steadily. Japanese toys, screens and similar ornamented goods, bronzes, beaded work, kites, etc., nearly all of which are directly imported, are good lines. Even leather lines and Japanese bric-a-bric and china are handled successfully by many Montreal stationers.

The popularity of card frames is widely taken advantage of, along with displays of numerous new games, which are proving good sellers.

RETURNED  
 NOT  
 SEP 2 1904  
 cut Book  
 Page 40  
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 NOT



White



Dark Blue

**It's the Finish that Tells**

The Finish, yes.

If the paper isn't finished well it will not suit the pen well.

In our **Linen-Finished Paper** you get the **best**—you get that smooth, durable quality that is always the stamp of the highest workmanship, and the proof of the best skill.

It's the **Linen-Finished Paper** that makes our Papeteries sell so well.

It's the **Linen-Finished Paper**, combined with color and texture, that makes our Papeteries stand the test well.

**TRY OUR ALDINE, NOYON, LYON, LOTHRINGEN, and BEAUMARIES PAPETERIES.**

**The Copp, Clark Co., Limited, - Toronto**



Light Blue



Grey

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*Dennison's Catalogue for 1904-'05 is ready.*

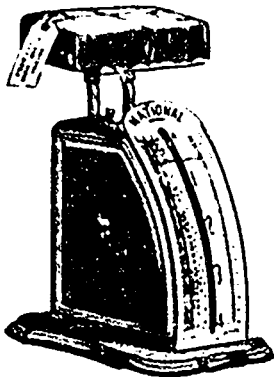


It is a greatly improved and enlarged book; that you may become familiar with our products, which are attractive, profitable and of quick sale, we are sending copies to the trade in general. If, by November 1st, you have not received one, write our nearest store and one will be promptly sent.

**Dennison Manufacturing Co.**

BOSTON, PHILADELPHIA,  
 NEW YORK, CHICAGO,  
 ST. LOUIS.

New "NATIONAL."



National 4 lbs. \$3.00, Union 2 1/2 lbs. \$2.50  
Columbian 3 lbs. \$2.00, Star 1 lb. \$1.50  
Crescent 1 lb. \$1.00

## If It's a PELOUZE POSTAL SCALE

IT'S THE BEST IN THE WORLD

Look for the **Double Needle Index** that Starts at the Top and Moves Through a Slot, pointing directly to the information desired. No guess-work or stooping to read the dial. Tells instantly exact cost of postage on all mail matter. One price; one quality. Always accurate; always the best.

Make excellent Xmas and Holiday Gifts

Send for New Postal Catalog—12 Styles. Liberal profits. Buy of your jobber.

### Pelouze Scale and M'f'g Co.

118-132 W. Jackson Boulevard, Chicago.

## THE Picture Postcard Co.

We are constantly adding to our stock of

**View Postcards**

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

**Fancy Postcards**

in colors, as well as a complete range of beautiful

**Christmas Postcards.**

We also stock a nice line of

**Postcard Albums**

of all styles and prices, as well as

**Display Stands.**

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

ADDRESS:

### The Picture Postcard Co.

P. O. Box 334, OTTAWA, ONT.

## PRIVATE GREETING CARDS.



Sale of them this year has been phenomenal. No dealer had enough of them last year.

Eight styles, shapes and designs.

Per 100 \$6.00  
Lots of 500, assorted, at \$5 per hundred

**The Chas. H. Elliott Co.**

17th St. and Lehigh Avenue. - Philadelphia, Pa.

## The Picture Post Card House of Canada

(Established 15 years)

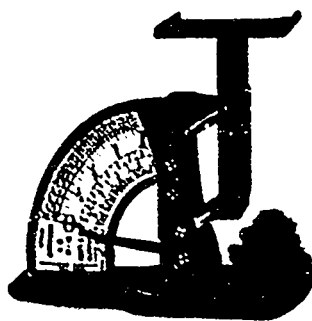
**The Orders Booked**

Justify us in believing we have the **Right Goods at the Right Prices.**

**View Post Cards Fancy Post Cards  
Christmas Post Cards**

SAMPLES ON APPLICATION.

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



MADE IN FOUR SIZES

The SUPERIOR 4 lbs. \$4.00  
The LIBERAL 3 lbs. \$3.00  
The GENERAL 2 lbs. \$2.00  
The RELIANT 1 lb. \$1.50

## THE TRINER POSTAL SCALE

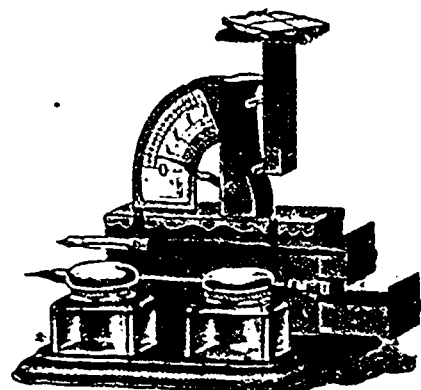
RECORDS INSTANTLY THE EXACT COST, IN CENTS, ON ALL CLASSES OF MAIL MATTER.

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

They save stamps—Your jobber has them.

### Triner Scale & Manfg. Co.,

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



FAST MAIL

Capacity 1 pound by 1 ounce

NEW CONGRESS BACKS.

BOOKSELLER AND STATIONER takes pleasure in publishing herewith a number of the new designs in Congress playing cards just issued by the United States Playing Card Company, and comprising Pictorial, Club and Initial series, for whist, euchre, poker and all card games. The new designs are particularly handsome, and in keeping with the high standard heretofore set by



Spanish



Egyptian  
Pictorial Series



Parthian

the Congress cards. The club series is especially apropos. A great many preferring conventional designs will be pleased with these beautiful new club backs, printed in combination gold and colors. The initial series is also especially handsome, and bids fair to be the exclusive thing in playing cards for the coming season.

On top of the announcement of the new Congress de-



The Meet



The Run  
Pictorial Series.



The Kill

signs for this season comes the word that Congress and Bicycle playing cards have been given the highest honors at the St. Louis Exposition having been awarded two grand prizes.

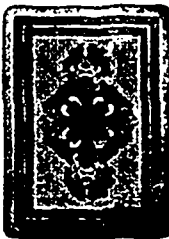
The United States Playing Card Company's display at the fair was exceedingly interesting, comprising the Chulow Historical Collection of playing cards and play-



Majestic



Lily of the Valley  
Club Series.



Geometric

ing card literature, covering the last 500 years. Also the curious collection of the cards used to-day by the different nations of the world. The display of up-to-date playing cards, especially the Congress and Bicycle, was exceedingly attractive and bewildering in the beauty and variety of designs shown.

During the nine months, ending June 30th last, the above company conducted a prize contest for the best window display made exclusively from goods of their manu-

facture. The results of this contest have just been announced. A first prize of \$200 was awarded the Mabley & Carew Co., Cincinnati, Ohio, and numerous other prizes to other dealers.

So successful have been these contests for the last four years, that another one is announced to end June 30th next. Twenty-five cash prizes to be given \$150 for first, \$100 for second, \$50 for third, \$25 for fourth, ten \$10 prizes, and ten \$5 prizes; also a special prize of \$25 for best display in window five feet or less in width. Particulars and rules governing this contest can be had by any merchant or window dresser by writing to the United States Playing Card Co., Cincinnati, U.S.A.

PERSONAL AND TRADE NOTES.

MR. W. FOSTER BROWN, a prominent Montreal bookseller, is confined to his home, owing to a serious illness. His many friends wish this veteran bookseller a speedy recovery.

Fire did \$7,000 damage to the premises of the Toronto Picture Frame Mfg. Co., at 50 Esplanade street, Toronto, on October 28.

Mr. G. R. Warwick, of Warwick Bros. & Rutter, Toronto, sailed for Europe on the Celtic at the beginning of the month, to make a personal selection of holiday goods for 1905.

It is with pleasure that Bookseller and Stationer announces to the Canadian trade that the Pelouze Scale & Mfg. Co., of Chicago, won the highest award for postal scales at the World's Fair, St. Louis.

Mr. Irving P. Favor, representing L. & C. Hardtmuth, recently visited Toronto and Montreal, arranging with the trade a new fixed scale of prices for Koh-i-noor pencils and Mefisto copying pencils. The new prices took effect on November first.

Miss Tweedie, of Moncton, N. B., called at the Toronto office of Bookseller and Stationer on October 17. This was her first visit to Toronto since the big fire, and she remarked that she found it quite difficult to make her calls on the jobbing houses, as they were so widely scattered.

Mr. A. O. Hurst is on his annual visit to his firm, Chas. Goodall & Sons, London, Eng. When Mr. Hurst returns he will be making the announcement of a change of address of the Toronto office and sample room, as he has to vacate his cosy quarters on Wellington street. In the meantime any mail forwarded to the old address will receive every attention.

Since the last issue of Bookseller and Stationer both Brown Bros., Limited, and W. J. Gage & Co., Limited, Toronto, have moved into portions of their new buildings now in course of erection. Warwick Bros. & Rutter, Limited, will occupy their new warehouse in the course of a few weeks. The Copp, Clark Co., Limited, have been in their new warehouse for some time.

WELL ADVERTISED PEN.

Probably no fountain pen was ever more extensively advertised than the "Laughlin." Advertisements, illustrating and explaining the merits of this pen are to be found in 2,000 publications in Canada and the United States. What an advantage this widespread publicity must be to dealers everywhere is clearly apparent. The advertising is creating a demand and it is for the dealer to see that this demand is supplied. A postal card addressed to the manufacturers brings full information.

FANCY GOODS TOYS DOLLS	<h1 style="margin: 0;">HOLIDAY GOODS</h1>	LEATHER GOODS GAMES
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**THE HOLIDAY SEASON.**

**W**HEN this issue reaches the trade it is high time to begin planning the details of the holiday season. It is generally conceded nowadays that the last week of November or the first week in December should see the formal holiday opening, and against this adequate preparation must be made. Individuality must characterize every opening, and localism plays a goodly part, but certain broad generalities apply to all, and these should not be overlooked.

In the planning and providing for the handling of Christmas trade undue haste and needless confusion must be avoided. This would lessen and clog the development and steadiness of legitimate Fall trade, and any interference with this is a loss rather than a gain. Preparations must be made early and gradually, and with this in view suggestions are made here somewhat prematurely. The incoming of special holiday goods and the troubles inci-

This is the crux of the situation, and all other plans are mere accessories and entirely subsidiary. However, these general fixtures must not be slighted, as upon their practicability and thoroughness depends the real success. Without them the facilities for quickly handling trade would be impossible. For upon the rapidity with which customers are served depends the success of holiday trade financially. Every store secures a goodly quota of customers, and it is really a question of how to make every hour count.

**The Arrangement of Stock.**

No matter what plan has been followed in displaying goods, it is imperative that they should be so arranged as to make selection and delivery easy and swift. The ideal in this direction is to make holiday goods sell them-

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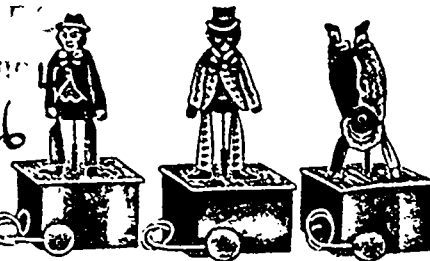


A Waltzing Pig.

selves. This can be carried out by having everything placed where inspection is facilitated without the constant attention of a sales person. This is not very easy but is necessary, as salespeople at holiday time often have to look after more than the wants of one customer. This is a debatable question, however.

Inexperienced help is mostly necessarily attendant upon the crush of Christmas crowds, and every retailer knows the annoyance such people cause. With this in view and to further facilitate trade, goods should be marked in

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Cris



Air Bulb Toys.

plain figures, no matter what the policy of the store in that particular may be.

**Avoid Crowding.**

Still another move in this direction is the avoidance of crowding displays into aisles and otherwise congesting the store, thus rendering it impossible for people to readily move about. This is a fatal error. Nothing, perhaps, is more detrimental to holiday trade than undue crowding. Plenty of floor space is not only a desideratum, but a necessity. Fixtures placed upon the counters will do much to avoid congestion.



A Doll in Summer Costume

A Doll in Ball Dress

Shown by Nerlich & Co. and retailing at 75c. or less.

dent upon marking and stocking them mean much loss of time and oftentimes undue congestion in the business part of the store. If at all feasible and practicable, goods should be marked and ticketed apart from the hem of trade. A warm well-kept cellar is often useful.

**A Special Department.**

Perhaps a new attractive holiday department will be a necessity, and proper attention must be paid to its arrangement. Fixtures of various kinds must sometimes be installed and some extra shelving found useful. These matters should be looked after early. With all these accessories carefully planned and followed out, there then comes the general plan for conducting a bright, practical and profitable sale.

DO YOU KNOW WHAT

**"JAPANESE"**

STANDS FOR ?

IT STANDS FOR THE HIGHEST QUALITY IN

Writing Inks  
Mucilage  
Carbon Paper  
Typewriter Ribbons

HOW IS YOUR STOCK ?

MANUFACTURED BY  
**The COLONIAL LINK CO.**  
LIMITED  
PETERBORO' :: CANADA.



Typewriter Ribbons, Pen, Pencil  
and Typewriter Carbon Dupli-  
cators, Stencil Papers and  
Inks, Hectograph Composi-  
tion, Hectograph and  
Rubber Stamping.

Agents Wanted Everywhere.

Sold to the Trade Only.  
Prices on Application.

**MADE IN CANADA.**

**"OUR LINE"**

presents so many advantages that we can demand the attention of all dealers handling Typewriter Ribbons and Carbon Papers.



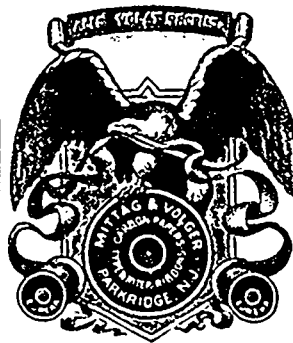
Eureka  
and  
M. M.  
Yellow  
Box

Typewriter  
Ribbons

reflect every  
suggestion in  
improvement.

Brilliant Write  
and Copy,  
Durability and  
Permanency

The merits of our goods  
are above all others.



Send for our New  
Booklets.

Type-  
writer  
Carbons

of Rare Merit  
absolutely  
Non-Staining,  
Non-Blurring

Rock - Bottom,  
Progress,  
M. M. Eureka  
Competitor,  
Mitsol,  
Silk-spin,  
Galliotper



We guarantee the production of the most perfect goods of the kind on the market.

PENCIL AND PEN CARBONS

T. W. OILS, GENUINE KIND

**MITTAG & VOLGER**

Sole Manufacturers,  
FOR THE TRADE ONLY.

Principal Office and Factories, Park Ridge, N.J.

NEW YORK CITY,  
1016 Park Row Building.  
CHICAGO, ILL.,  
108 La Salle Street.  
LONDON, 4 Queen Street.  
PARIS, 21 Rue Du Temple.

**COPYING BOOK.**

A line which will appeal to many stationers as one well worth handling is the travelers' letter copying book. This book rolls up, as shown in the cut, and can be used

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So m books

It is made by the Chadwick Copying Book Co. of Springfield, Mass., and is proving very popular among business people who travel.

**A VALUABLE BIBLIOGRAPHY.**

Annual Canadian Catalogue of Books for 1897.. By W. R. Haight. Toronto. Haight & Co. Demy, octavo, paper, uncut, \$2 Buckram, lettered on the back, \$2 50.

About twelve years ago Mr. Haight set to work to collect material for the publication of a complete Canadian bibliography. Thanks to a long personal connection with the book trade, he was able to bring to this work a knowledge which few possess, and his natural talents further fitted him for the undertaking. The first fruits of his labor appeared in 1896, in the shape of Part One of a Canadian Catalogue of Books, 1791 to 1895. This has been supplemented in 1898 by an annual list for the year 1896, and this year by the list under consideration.

In this last catalogue the same plan has been followed as in the preceding lists. That is, the author title has been made the prominent feature. A supplementary title index enables the investigator, in case an author's name is not known, to secure that name and refer back to the main list thereby. Where a book bears no author's name, it appears under its subject heading. In every case the most detailed information about the size of the book, the price, the number of pages, the publisher, etc., are given, and Mr. Haight has taken the utmost pains to secure proper spelling and wording of titles and authors' names.

The three lists, which have now appeared, and which will be regularly supplemented year by year, represent an amount of labor and time that deserve the best thanks of Canadian booksellers and bibliophiles, for whom the work has been primarily done. There is a growing demand for

early Canadiensis, and if our booksellers would make a study of Mr. Haight's list and see just what books are of value, it would be greatly to their profit. Only a limited edition has been issued.

**NEW YORK PAPER MARKET.**

American Stationer

Despite the fact that some buyers are disposed to await the result of the election before placing further orders, there is, nevertheless, a good volume of business being done in the New York market.

Prices continue firm and have an upward tendency. Whether advances in the prevailing quotations will take place in the near future depends, of course, on the demand. But as considerable expansion in trade is looked for this month some increases in the selling prices are predicted. In support of this prediction the argument is used that stocks are light, especially in the hands of consumers. On this there is general agreement, as for some time back the buying has been on a very conservative basis. But even with that restriction on trade the current demand has been large enough to absorb the production of the mills. With a slight increase in the volume of business, therefore, it is argued that an advance in prices must follow, as everybody would then want their paper at once, and as nearly all the mills already have a few weeks' run on their books quick shipments on new orders is out of the question—except premiums in the shape of advances are paid by the purchasers. In this way it is expected that advances will be brought about.

Because of the increasing cost of ground wood, sulphite, rags and old papers the manufacturers declare that they cannot continue to market their products on the basis of the present quotations. The combination, therefore, of the high cost of raw materials and an increased demand will surely result in higher prices for paper, so the manufacturers assert. All that is needed, they say, is a slight expansion in business. This they think will set in after the political excitement is over.

The demand for writings is not quite as strong as it is for other grades. Tissues are very firm. Roofing papers are in better demand. Box boards have been rather weak in price.

**Games  
That  
Live**

The games that we handle are of the permanent order.  
They are not manufactured to suit any particular person or any particular mood.  
Our games are made to suit the many.  
Their mirthful or instructive values are always there.  
Our list is too numerous to mention here, but we might cite our game:

**New Foresight**

One of the games of three-fold value— instructive, amusing, entertaining. It is a game anybody can play. It is a game anybody can enjoy.

WRITE FOR OUR CATALOGUE OF GAMES.

**THE COPP, CLARK CO., Limited, TORONTO.**

Marlborough's "Self-Taught" Series of  
**European and Oriental Languages**  
 Contains Travel Talk for Railway and Steamboat, Customs, Hotel, Post Office, Conversations, Vocabulary, Elementary Grammar, etc. Sports, Commercial and Trading Terms, so arranged for learning AT A GLANCE with the ENGLISH Phonetic PRONUNCIATION.

• **FRENCH** } Self taught      • **ITALIAN** } Self taught  
 • **GERMAN** }                      • **SPANISH** }  
 Blue wrapper, 20 cents each red cloth, 40 cents each  
 • With Cycling Terms.      • With Photographic Terms      • With Motoring Terms

(Marlborough's Self-Taught Series. No. 18.)

**Japanese Grammar Self-Taught**

(In Roman Characters.)  
 By **H. J. WEINTZ**  
 Contains Grammar and Syntax with Pronunciation. The Syllabary in Native Characters, Conversational Phrases and Sentences, etc. Vocabulary, Japanese English, English-Japanese.

Crown 8vo., 181 pp., red cloth, \$1.50; blue wrapper, \$1.20  
 "Students will find the manual of great service" **BROAD ARROW**  
 Now Catalogue of European and Oriental Languages gratis on application mentioning this publication

London: E. Marlborough & Co., 51, Old Bailey, E.C.

**Fountain Pen**

**Repairing for the Trade**

We have our own complete plant for the repairing of all kinds of Fountain Pens promptly and satisfactorily. Write for price list of repairs.

**G. A. Weese & Son, 44 Yonge St. Toronto**  
 Canadian Agents for Parker "Lucky Curve" Fountain Pens.

**BUY THIS BOOK**

**SUCCESSFUL ADVERTISING** How to Accomplish it.—By J. ANGUS MACDONALD.

**Every Merchant and Salesman**

will find it full of invaluable matter relating to the selling of goods. Thick full of suggestions and instruction. Enthusiastically endorsed by press and advertising authorities.

Sent postpaid for \$2.00.

MACLEAN PUBLISHING CO., LIMITED,  
 TECHNICAL BOOK DEPARTMENT. TORONTO.

**Reckoned by the year**

A designer's pencil bills will be no higher if he uses

**KOH-I-NOOR PENCILS**

than if he buys the cheapest pencil that he can find, but the difference in satisfaction IS a difference.

**The Art Metropole**  
 149 Yonge St., - Toronto, Canada



SPANISH BACK. Pictorial Series—Congress



THE SHOWER BACK. Pictorial Series—Congress



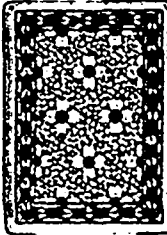
PERSIAN BACK. Pictorial Series—Congress



EGYPTIAN BACK. Pictorial Series—Congress



INTO COVER BACK. Pictorial Series—Congress



SHAMROCK BACK. Club Series—Congress



VICTORY BACK. Initial Series—Congress

Highest possible award—Two Grand Prizes, St. Louis, 1904.  
 Congress Playing Cards. (Gold edges.) Printed in gold and many colors.  
 Pictorial, Club and Initial series, for Whist, Euchre, Poker, etc.  
 Bicycle Playing Cards—Great variety of designs.  
 Sales exceed all other 25-cent cards combined.  
 Also highest awards—Buffalo, 1901; Paris, 1900; Chicago, 1893.

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



HOOPER BACK—BICYCLE



NEW FAN BACK—BICYCLE



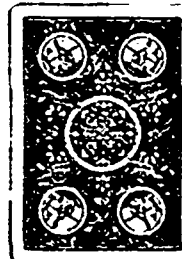
C. P. D. BACK—BICYCLE



IN THE BACK—BICYCLE



P. C. D. BACK—BICYCLE



EQUESTRIAN BACK—BICYCLE



## WALL PAPER.

## HANGING FLOCK PAPERS.

By Joseph Dillon

THE first requisite is, an intelligent paperer one who has had experience in his art, and with sufficient pride in his work to make him aim as near perfection as a mortal may.

The flock itself must be handled with exceeding care, particularly avoiding repeated rolling and unrolling, which has a tendency to crack it and irreparably mar the artistic effect.

The application of the paste should be rapid and thorough, particularly remembering that only the best flour paste, free from various preservative agents, will insure the integrity of the delicate coloring of the flock. I strongly advise making the paste yourselves.

The edges should be trimmed after pasting, as in this way only can we be certain of an even pasting of the surface, without the danger of paste-smearred edges.

The paper should not be allowed to lie on the pasting board long after the paste has been applied, permitting the moisture of the paste to strike through the ground of the flock, and perhaps producing a permanent stain, but it should be transferred with reasonable rapidity from the pasting board to the wall, which has previously been properly cleaned and lined with good lining stock.

Probably on no one detail will so much of the success of the hanging of a flock depend as upon the careful but-

ting and setting of the edges. Avoid rolling the edges, butt the flock true and flatten with a soft brush; avoid any extra pressure on any one part of the paper and treat all in the same manner. Any paste spots will ruin the work, and no amount of trade juggling will remedy it. Its cure lies in its prevention.

One word more, and you will have the gist of my experience in flock hanging. Avoid the hanging of flocks or any delicate goods in damp weather. The moisture is sure to penetrate the paper, thus preventing the firm grip which the setting paste would otherwise take, leading to the formation of blisters and the separation of the paper edges and causing for the manufacturer of that paper an undeserved complaint. I consider it safe to state that 90 per cent. is owing to defective hanging, and not to the manufacture of the goods.

## MOIRE PAIERS.

The moire papers for ceilings and for wall panels continue to find an extensive sale. Several effective designs are shown by Stauntons Limited, wall paper manufacturers, Toronto, and are extremely decorative. Prices are moderate and allow of a good profit to the dealer. This firm is also showing an extension with corners to match, suitable for panelling for walls and ceilings. Samples of these may be had at any time on application by wall paper dealers.

## THE LATEST MUSIC.

"The Stars are Falling" Song, adaptation from the French by R. H. Elkin, music by E. Dell'Acqua, published in F (C to D) and A flat (F flat to F). A chanson ideally suited to the drawing-room singer. It has something of the peculiar charm that attaches to some of Chaminade's lyric gems. The piano accompaniment is so pretty that Dell'Acqua's song is at once placed among the most artistic of recent publications. Anglo-Canadian Music Co., Toronto.

"By the Sea" Reminiscence for piano, by W. O. Forsyth. It is always a pleasure to comment favorably upon the work of Canadian musicians. Mr. Forsyth, however, has brought distinction to the realm of musical art in Canada, and in his latest piano sketch "By the Sea" has given the world something that undoubtedly deserves a place among standard compositions for the piano. His treatment of the principal theme is musicianly, at the same time his aim has been not to introduce a maximum of bristling technical difficulties. "By the Sea" should have a place in the library of all piano students. Whaley, Royce & Co., Toronto.

The "Little Irish Girl" Song, words by E. Teschemacher, music by H. Lohr, published in B flat (B to D) and C (C to E) and D (D to F). Another charming song with a superabundance of national coloring which will speedily become popular as an Irish lyric. The musical setting is simple but effective. It is a song that can be recommended to musicians as a thoroughly satisfactory classic. Anglo-Canadian Music Co., Toronto.

"Voices of the Past" Song, words by Clifton Bingham, music by Edwin Greene, the composer of "Sing Me to Sleep," published in C (C to D), D (D to E), E flat (E to F), F (F to G). A very pretty song reminiscent of its predecessor and which is likely to become

quite as popular. Anglo-Canadian Music Co., Toronto.

"There's a Dark Man Coming With a Bundle." Song, music and words by Leighton and Leighton. A first-class coon song featured this season by Lew Dockstader, of minstrel fame. Whaley, Royce & Co., Toronto.

"Serenata Moresque" For piano, by M. Telma. A distinct novelty in the line of popular piano music, not at all difficult and particularly well adapted for junior students. Whaley, Royce & Co., Toronto.

"Katie From Dublin." Song, words by C. P. McDonald, music by W. C. Powell. The latest offering in popular waltz songs, written in the same vein as "Sally in Our Alley," and "Only in the Way." Whaley, Royce & Co., Toronto.

"Imagination." Song, music by J. B. Mullen, words by A. Bryan. One of the latest hits which is being introduced in "The Prince of Pilsen." The humor is broad but clever, and the music decidedly above the standard of comic songs. Whaley, Royce & Co., Toronto.

"Uncle Jonathan" Song, music by H. L. Newman, words by J. Flynn. Another effective comic song with refrain in six-eight time. Whaley, Royce & Co.

"The Troubadour." Intermezzo two-step, by W. C. Powell, composer of "The Gondolier." A bright and catchy number which will become popular this season among lovers of good dance music. Whaley, Royce & Co., Toronto.

"Sing Me to Sleep" Waltz, adopted from Greene's popular song of the same title. Whaley, Royce & Co., Toronto.

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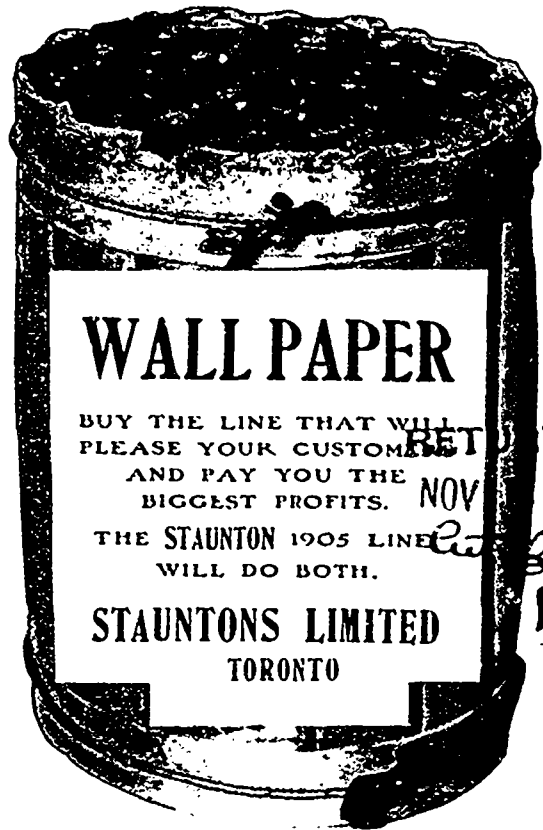
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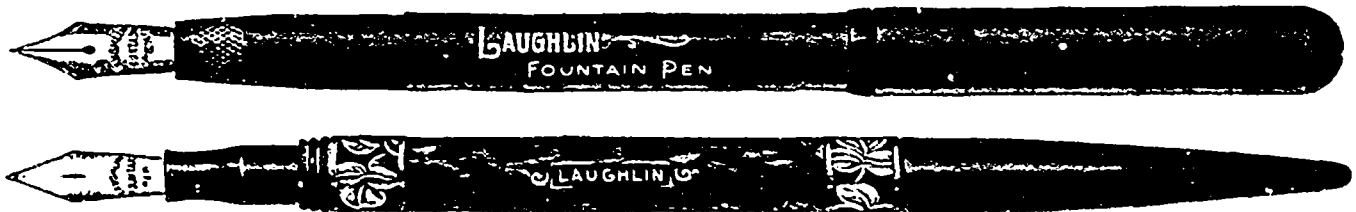
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**A**N important move in Toronto book and stationery circles was consummated last month, when the firm of William Tyrrell & Co. changed their location from King street west to King street east and entered larger and more attractive premises. The new store, as indicated in the accompanying illustrations, should prove a model home for a book business.

In fitting up the store, particular attention was given to the lighting arrangements and by a liberal use of prism reflecting glass both in front and rear, such successful results have been obtained that in those sections of the store most remote from the windows the light is equal in quality and quantity to outdoor light.

The ceiling and walls of the store have been appropriately decorated in terra cotta and cream after a design especially prepared by A. H. Howard, R. C. A. The general effect is to give a warm tint to the interior and to enhance the brightness of the lighting arrangements.

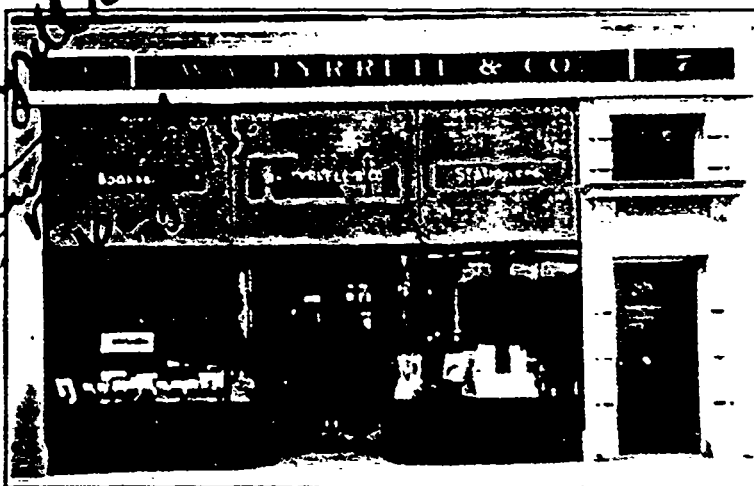
The show windows, as illustrated, have been handsomely constructed of hard wood and plate glass, and while not very large, lend themselves readily to

books have been so disposed on show tables and shelves as to admit of easy access and direct personal examination. At the rear, a large office has been divided off.

Special attention has been bestowed on the art room, which is not shown in the illustration. The aim has been to provide a suitable environment for the beautiful productions of modern methods of art reproduction. No expense has been spared either in decoration or lighting arrangements to have this room just what it should be. The art department of the business has been one of growing importance for several years past and when new premises were secured, greater space and attention were bestowed upon it.



View of the Interior.



View of the Exterior

effective displays, which impress by their quality rather than by their quantity. The upper portion, filled with glass prisms, brightens and relieves the appearance of the front.

The arrangements in the interior are roomy and the

A word or two as to the history of the firm may not come amiss here. The original company was the old firm of Hart & Co., in which Mr. Tyrrell grew up from office boy to head clerk. About ten years ago Hart & Co. established a wholesale and manufacturing section of their business on Wellington street west and moved their retail section to the premises on King street just vacated by Wm. Tyrrell & Co. The retail portion of the business was placed in charge of Mr. Tyrrell. Shortly after, the firm decided to centre their efforts upon the wholesale and manufacturing portion of the business and they accordingly sold the retail business to William Tyrrell & Co.

At the time the business was taken over a large commercial and fancy goods trade was carried on in addition to a

fine book and stationery business. Since then the fancy goods business and a large part of the merely commercial work has been dropped. The business has been developed more in the direction of books than formerly and special stress has been laid on current literature in general.

*cuts loaned to Mr Wm. Tyrrell Co*

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## BRANFORD.

1. "God's Good Man," by Marie Corelli. Briggs.
2. "The Spenders," by H. L. Wilson. McLeod & Allen.
3. "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.
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5. "A Ladder of Swords," by Gilbert Parker. Copp, Clark Co.
6. "The Lightning Conductor," by Williamson. McLeod & Allen.

## CHARLOTTETOWN.

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4. "Denis Dent," by E. W. Hornung. Copp, Clark Co.
5. "The Princess Passes," by Williamson. McLeod & Allen.
6. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.

## COLLINGWOOD.

1. "Vergilius," by Irving Bacheller. Poole Pub. Co.
2. "The Barrier," by Allen French. Briggs.
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4. "Azalim," by Mark Ashton. Wm Briggs.
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## GUELPH.

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5. "Old Gorgon Graham," by G. H. Lorimer. Briggs.

## HALIFAX.

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4. "The Last Hope," by H. S. Merriman. McLeod & Allen.
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6. "A Ladder of Swords," by Gilbert Parker. Copp, Clark Co.

## HAMILTON.

1. "God's Good Man," by Marie Corelli. Briggs.
2. "A Ladder of Swords," by Gilbert Parker. Copp, Clark Co.
3. "The Last Hope," by H. S. Merriman. McLeod & Allen.
4. "The Princess Passes," by Williamson. McLeod & Allen.
5. "Old Gorgon Graham," by G. H. Lorimer. Briggs.
6. "Huldah," by Alice MacGowan. McLeod & Allen.

## KINGSTON.

1. "God's Good Man," by Marie Corelli. Briggs.
2. "The Princess Passes," by Williamson. McLeod & Allen.
3. "The Pillar of Light," by Louis Tracy. McLeod & Allen.
4. "The Mystery of Minam," by J. W. Johnston. Briggs.

## LONDON.

1. "God's Good Man," by Marie Corelli. Briggs.
2. "The Pillar of Light," by Louis Tracy. McLeod & Allen.
3. "A Ladder of Swords," by Gilbert Parker. Copp, Clark Co.
4. "Wings of the Morning," by Louis Tracy. McLeod & Allen.
5. "The Castaway," by H. E. Rives. McLeod & Allen.
6. "The Crossing," by Winston Churchill. Copp, Clark Co.

## MONCTON.

1. "A Ladder of Swords," by Gilbert Parker. Copp, Clark Co.
2. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
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1. "The Princess Passes," by Williamson. McLeod & Allen.
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1. "God's Good Man," by Marie Corelli. Briggs.
2. "The Princess Passes," by Williamson. McLeod & Allen.
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4. "The Masquerader," by K. C. Thurston. Harpers.
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6. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.

## VANCOUVER.

1. "God's Good Man," by Marie Corelli. Briggs.
2. "The Pillar of Light," by Louis Tracy. McLeod & Allen.
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2. "The Princess Passes," by Williamson. McLeod & Allen.
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4. "The Givers," by Mrs. Freeman. Harpers.
5. "The Crossing," by Winston Churchill. Copp, Clark Co.

## CANADIAN SUMMARY.

A first place counts 10 points, second place 8, third place 7, fourth place 6, fifth place 5 and sixth place 4.

	Points.
1. "God's Good Man," by Marie Corelli.....	133
2. "A Ladder of Swords," by Gilbert Parker.....	98
3. "The Princess Passes," by Williamson.....	71
4. "The Pillar of Light," by Louis Tracy.....	70
5. "Old Gorgon Graham," by G. H. Lorimer.....	42
6. "Beverly of Graustark," by G. B. McCutcheon.....	40

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Registered at Ottawa during October, 1904

God's Good Man By Marie Corelli Book William Briggs, Toronto

Old Gorgon Graham Mote Lettets from a Self Made Merchant to His Son By George Lorimer Book, William Briggs, Toronto

The Rational Number Course Exercises for the Second Grade No 1 The Copp-Clark Co. Limited, Toronto

Business Forms for use in connection with the Commercial Course in Book-keeping By Dickinson and Young Book The Copp-Clark Co Limited, Toronto

The Troubadour Intermezzo Two-Step By W C Powell Shapito, Remick & Co., Detroit.

Les Demetres Gouttes. Valse. By Carl Kratzl. Op. 500 Whaley, Royce & Co., Limited, Toronto.

Handbook of Commercial Law. By William Patterson. Camille Theoret, Montreal.

L'Enfant de Choeur au Pied des Autels Opusculc. Joseph Pierre Garneau, Quebec.

He's Wondrously Dear to My Heart. Words by C. M. Rudy Arranged by H. D. Huber. Music by Peter Shupe. H S Hallman, Berlin.

Beverly of Graustark. By George Barr McCutcheon. Book McLeod & Allen, Toronto.

From One to Twenty-one. Studies in Mind Growth.

By Walter C. Murray, M.A., LL.D. The Committee on Sabbath School Publications, Presbyterian Church in Canada, Toronto.

The Queen's Advocate. By A. W. Marchmont. Book. McLeod & Allen, Toronto.

Map of the Province of Quebec 1901. The Copp-Clark Co., Limited, Toronto.

Between the Lights Poems. By Isabel Ecclestone MacKay, Woodstock.

Bye-o-baby, Bye. Lullaby. Words and Music by E. R. Powell. The International Music Co., Toronto.

Salute to America. March and Two-Step. By Harry J. Lincoln. Vandersloot Music Co., Williamsport, Pennsylvania.

The Fire Master. March and Two-Step. By Harry J. Lincoln. Vandersloot Music Co., Williamsport, Pennsylvania.

Yes or No? Words and Music by W. Westbrook. Harry H. Sparks, Toronto.

If I Had You. Words by E. M. Leonard. Music by Daniel Dore. Harry H. Sparks, Toronto.

The Irish Minstrel. By Carl Kahn. Music. Harry H. Sparks, Toronto.

Violets. Three Step. By Eugene Claite. Harry H. Sparks, Toronto.

Boyd's Syllabic Shorthand. An Instructor and Dictionary. By Robert Boyd, A. B. William Thomas Moon, Montreal.

Son Excellence Mgr. Donato Sharretti, Delegue Apostolique au Canada. Portrait. Albert Ferland, Montreal.

La Sainte Face de Notre-Seigneur Jesus-Christ. Sculpture. Alfred Lacoursiere, St. Stanislas, Que.

Rules and Instructions in the Art of Playing Polka. Frank Dewart Parmenter, Toronto.

Carte de la Province de Quebec. Map. The Copp-Clark Co., Limited, Toronto.

Quebec. By Hon. Justice A. B. Routhier. Book. The Sir Joshua Reynolds' Publishing Co., Montreal.

The Liquor Laws of Canada. By W. J. Tremcear. Robert Reid Cromarty, Toronto.

Musical Sonnets by Ed. Backham. Whaley Royce & Co., Toronto. 1, Afetuoso. 2, Delicato. 3, Gioso. 4, Elegantemente.

The Circle of the Year. By Elizabeth Sanderson. Book. Mary J. Sanderson, Toronto.

The Prisoner of Mademoiselle. By Charles G. D. Roberts. Book. The Copp-Clark Co., Limited, Toronto

Whosoever Shall Offend. By F. Marion Crawford. Book. The Copp-Clark Co., Limited, Toronto.

Winter's Lullaby. Words by Margaret Regan. Music by Vinne Lloyd. The John Church Co., Cincinnati.

Farashah. A Turkish Intermezzo. By E. Andauer. Falter Brothers, New York.

Dat Ain't Nothin' but Talk. Words and Music by Harry Brown and Chris Smith. Falter Brothers, New York.

Silks and Satins. A Novelty Two-Step. By W. C. Powell. Shapiro, Remick & Co., Detroit.

Bubbles. Characteristic Two-Step. By W. C. Powell. Shapiro, Remick & Co., Detroit.

Avant la Conquete: Episode de la Guetre de 1757 Par Adele Bibaud. Livre. Adele Bibaud, Montreal.

By the Queen's Grace. By Virna Sheard. Book. Code Civil de la Province de Quebec. Par O. P. Dorais et A. P. Dorais. Camille Theoret, Montreal.

I'm Next. Two-Step. By Nosjak. William Henry Jackson, Gananoque.

The City Hall Illuminated. Photo. Irving F. Allen, Winnipeg.

Under False Pretenses. Painting. Benjamin Cory Kilvert, Hamilton.

Fur Kaiser and Land. Worte von E. S. Komposition von Mary O'Hara. Mary O'Hara, Toronto.

The Prophet King. Words by W. C. Kreuzsch. Music by Sheppard Camp. Arrangement by Lee Olean Smith. Vandersloot Music Co., Williamsport, Pennsylvania.

His Majesty and the Maid. March and Two-Step. By C. D. Henninger. Vandersloot Music Co., Williamsport, Pennsylvania.

Toreador. Waltzes. By Egbert Van Alstyne. Shapiro, Remick & Co., Detroit.

Toronto Fire Ruins: Panorama from Queen's Hotel. Photo. The Galbraith Photo Co., Toronto.

The Bible Catechism: The Bible Story in Question and Answer for Children. Book. The Committee on Sabbath School Publications, Presbyterian Church in Canada, Toronto.

Where the Dreamy Suwanee Flows. Words and Music by E. S. S. Huntingdon. The Canadian American Music Co., Limited, Toronto.

Sandy Beach for Mine. Waltz Song. By F. Harvey Straight. The Canadian American Music Co., Limited, Toronto.

The Prodigal Son. By Hall Caine. Pages 1 to 21. Morang & Co., Limited, Toronto.

Annual Canadian Catalogue of Books, 1897. Second Supplement to the Canadian Catalogue of Books, 1791-1895. By W. R. Haight. Willet Ricketson Haight, Toronto.

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