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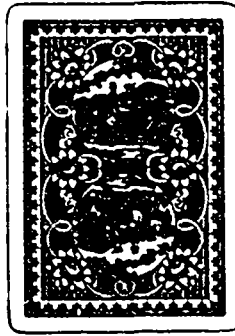
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BOOKSELLER AND STATIONER

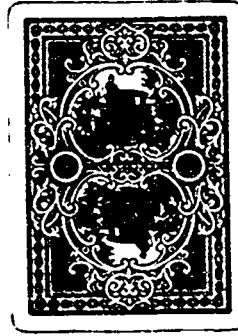
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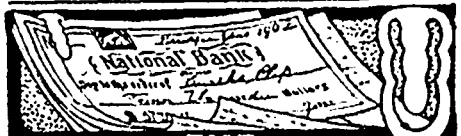
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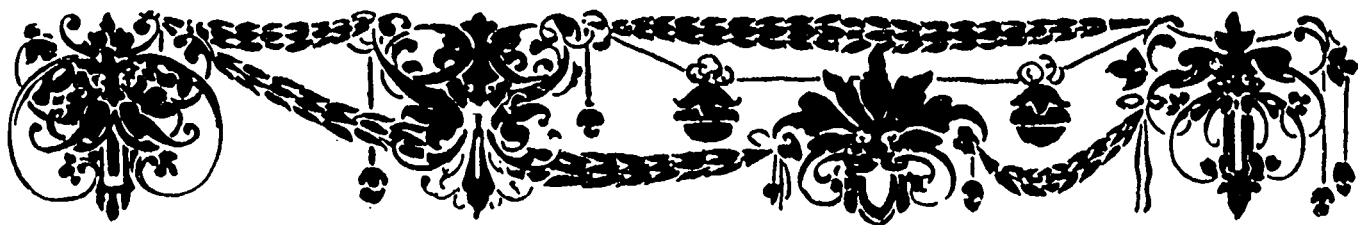
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The Bookseller and Stationer



Vol. XVIII.

MONTREAL AND TORONTO, CANADA, AUGUST, 1902.

No. 8.

Topics of the Day.

THESE are trying times for the ordinary bookseller and stationer. The competition of the departmental store is a constant source of irritation, while the various book-lending organizations tend to diminish the number of bookbuyers. A New York bookdealer is credited with having an experience which illustrates the bookseller's grievance in the latter particular. He was travelling one day in a street car. By his side was one of his customers with a catalogue of selected books which he had sent her from which she was marking into the Booklovers' catalogue the very list of books which he had gone to the trouble to prepare for her. He was correct when he said this was adding insult to injury. But people without a conscience are usually able to add insult to injury.

BUT after all the true booklover wants his own books. And, while he may be caught by fads for a time, he cannot always be satisfied with borrowed books. It is not in the heart of the booklover to part with the book that pleases him. He wants to keep it just as he would want to marry the lady he loves. So the books of his choice he wants on his shelves, where he can handily reach them and leisurely scan their pages. The bookseller's outlook is, therefore, not a hopeless one.

THERE is one great advantage which the bookseller has over his departmental store competitor, and that is in regard to

individuality. The individual is eliminated from the departmental store. He is swallowed up in the whole. In the up-to-date bookstore the individuality of the proprietor or manager is at the same time the centre and the circumference of the business. He knows his business. He is acquainted with the books on his shelves. He has studied his customers and he knows their peculiar tastes. It is almost as impossible for the head of one of the large departmental stores to do this as it would be for him to control and direct the planetary systems of the universe. He is not omnipresent.

WHERE the departmental store has one advantage over some of the retail booksellers is in regard to advertising. Their advertisements are to be found daily in the columns of the newspapers. These advertisements are regularly perused by book readers and the result is that the departmental stores get their orders. It is quite true the books are, as a rule, of the cheaper class; but it must not be forgotten that many bookbuyers are also stationery buyers.

IN the bookselling and stationery business today a higher state of efficiency is demanded than ever before. A superficial knowledge of the business means failure. And what is equally demanded is resourcefulness: the ability to think out and develop new ideas. There are window displays to be arranged; catchy advertisements to be

devised; the tastes and peculiarities of customers to be ascertained; and the book and stationery world to be studied. The bookseller has got to be alive to live.

AS the inexhaustible source of information on almost any subject, the genial public librarian of Toronto, Mr. James Bain, D.C.L., has few equals. If he is not a Useful Man, personally acquainted with any question, his wide knowledge enables him very speedily to put his hand on the proper authority to consult. In matters of local history he is well versed, and on the shelves of the Reference Library he has collected many valuable works of this nature, for the possession of which the people of Toronto may well be thankful. A recent example of Mr. Bain's wide information is to be found in the light he has thrown on the vexed question, "Who discovered Muskoka?" Into two or three paragraphs he has compressed as much data as would take an amateur searcher two or three days to discover, and yet it is safe to say that Mr. Bain did not spend very long in acquiring his material. The value of having a man like Mr. Bain in every community who can devote himself to amassing and caring for local data which would otherwise be lost to posterity may well be emphasized.

AN effort is being made by Mr. Huestis, of The Bain Book and Stationery Co., Toronto, to secure a convention of booksellers and stationers in Toronto some time next month. In a letter from him, which appears in another column, is set forth questions he considers should be discussed. The questions he submits are seven in number, and they are all of more or less importance to the book and stationery trade. It is to be hoped that the efforts of Mr. Huestis will receive the unanimous endorsement of the book and stationery trade. Some of the questions proposed for discussion are of vital importance to the trade, but even if the booksellers and stationers of Ontario only get together, rub shoulders and exchange ideas good must result therefrom.

THE POSTAGE RATES ON BOOKS.

VIEWS OF THE PUBLISHERS.

As a result of the increase in book postage, which went into effect on July 1, a great deal of dissatisfaction has arisen all over the country among local booksellers, and there are rumors of concerted action being taken by both the wholesale and retail trade to secure a return to the old rates. While the majority view the increase as decidedly detrimental to the retail trade, there are some who see in it quite a slap at the departmental stores. They argue that whereas the management of the big firms could secure large shipments of, say, school books right on the spot without any postage, they were enabled to scatter them broadcast over the country at 20 per cent. reduction without losing much. They charged up their loss to the advertising account and realized that in selling school books cheap they were advertising themselves profitably right in the homes of the people. With the increase in the postage the limit will be reached and the loss on the books will amount to so much that they can no longer afford to sell at such a reduction. In addition, many wonder why it is that the retailers complain. If books do cost them a little more why not let the customers pay that little extra amount? But there are always two sides to every argument and, judging by the almost unanimous disapproval expressed by Western retailers, there must be something radically wrong with the change. Just before going to press *BOOKSELLER AND STATIONER* interviewed some of the leading publishers in regard to the matter.

Mr. Thompson, of The Copp, Clark Co., said in effect. "We have had a number of letters, especially from British Columbia, asking us to cooperate in securing the removal of the increases. Taken all in all we are of the same opinion as before, that the increased postage will injure the book trade. There is a great deal of talk, and the inference is that the change has been made to benefit the railways and the express companies. Of course, it may be that it does not pay the Government to carry books at the old rate and the parcel post should have to bear the cost, but I cannot see that the change helps the Government. There will be less earned for one thing, while a reduction might have increased the business and made it profitable."

Asked as to the effect on the departmental stores, Mr. Thompson expressed his opinion that they would not suffer at all, because

they paid the same postage as the retailers anyway. At present the change was merely helping the express companies.

Dr. Briggs, of the Methodist Book Room, did not care to express an opinion on the subject, but hoped that a meeting of the Publishers' Section of the Board of Trade might be held, at which some definite policy might be adopted.

Mr. W. P. Gundy, manager of The W. J. Gage Co. Limited, expressed himself as follows: "We are decidedly in favor of the raise in postage on books. So far as we can determine, no legislation in recent years will be more effective in protecting the dealers in the smaller towns and distant parts of the Dominion from the competition of the large centres. A private individual in the smallest hamlet in British Columbia has been as near Toronto in the past with a sixpenny order as the dealer with his car-load shipments, because of the low rate of postage on books and merchandise, which has not been more on a journey of 1,000 miles than to the suburbs of Toronto. Take the matter of books. It has been the custom of many of the large departmental stores to use books as an advertising medium, mailing them postage free at a small advance on cost throughout the Dominion. To such an extent has this been carried on that the booksellers from Halifax to Vancouver have felt the competition keenly, and, in order to compete, have had to sell below a living profit. Postage on books has now been doubled, and we may confidently hope for a revival of trade where it properly belongs, in the various centres where the booksellers pay their taxes.

"There is no earthly reason why the Government should carry merchandise at a loss. I don't think it is intended to use the mails that way. It seems to me infinitely better that if the Government requires revenue it should be made up from an increase on parcel postage rather than an increase in the postage on letters. I don't think it will be a serious blow to the Dominion booksellers. I think it will be a good thing all through the Dominion. Remember, in this matter I am not dealing at all with the rate of postage to the Yukon which is an entirely different matter."

Mr. George N. Morang had very little to say on the subject. As he put it: "When you don't know anything about it, there is no use saying a lot." All he had to remark was that booksellers were generally dissatis-

fied, especially in the West. He had no idea how the change would effect the business of the departmental stores.

THE HISTORICAL NOVEL CRAZE.

Signs are not wanting that the American craze for historical novels is going the way of other crazes. The New York Journal cites the words of a prominent bookseller who reports the demands of his patrons among the novel-reading public to be expressed in substance thus: "Give me an old-fashioned, simple love story. I am tired of the historical romance of European life and American colonial and revolutionary times and of the swashbuckling heroes." Another American paper recently published a symposium to which several publishers contributed their opinions on the trend of fiction, and some of the best-known prophesied that the tale of American domestic life would supplant the historical novel in popular favor. A glance at the announcement of forthcoming fiction seems to support their position. The American public has never wearied of the tales of New England life which have appeared periodically ever since American fiction began.—London Academy.

CONVENTION OF BOOKSELLERS.

EDITOR *BOOKSELLER AND STATIONER*.

SIR,—I have been thinking it would be a good idea for the Booksellers' Section of the Retail Merchants' Association to organize and carry out a convention of the retail booksellers and stationers, to be held in this city during Exhibition time, or late in September if more convenient.

I have just written to Mr. Tyrrell, the chairman of the above section of the R. M. Association, making the above suggestions, and asking him to bring the matter before the executive of the R. M. Association. Several Toronto and outside booksellers, to whom I have spoken of this project, endorse it highly and promise their support, and the Toronto publishers will subscribe to any entertainment provided.

The following are a few of the subjects which seem to me would prove very profitable questions for general discussion by the retail booksellers of Ontario:

1. The new rate of postage on books, etc.
2. Canadian Copyright.
3. The Book-Lovers Library.
4. Discounts to Public Libraries.
5. "Net" prices in Canada.
6. "Net" prices in the States—a request for an extra export discount on "net" books purchased from United States publishers.
7. To regulate cutting prices in retail, etc.

Yours truly,

A. E. HURSTIS,

Manager The Bain Book and Stationery Co.
Toronto, August 2.

Books of the Month.

IN British Columbia the book trade is brisk, and some of the largest orders that come in are from that Province. The increased postage rate, however, is going to be hard on the Far West book business, as dealers who were in a hurry would send in an order to be rushed on by mail. The increased postage rate will either increase the price of the book or the dealer will have to order in larger quantities and have his goods come on by freight, which is probably what will be done.

Some of the best selling books in British Columbia have been "The Velvet Glove," by S. Merriman; "Audrey," by Mary Johnston; "Sir Richard Calmady," by L. Malet; "The Man from Glengarry," by Ralph Connor; "Sarita the Carlist," by W. Marchmont, and "The Battleground," by E. T. Fowler.

William Briggs will publish this month a notable volume of interest to all who care for Canadian affairs entitled "Public Men and Public Life in Canada: Recollections of Parliament and the Press, 1853-1867." The work is by Hon. James Young, late member of the Dominion and Ontario Parliaments. The period covered by this important book, which opens with the year 1853 when the author issued the first number of *The Galt Reformer*, and closes with the consummation of Confederation in 1867, was one of the most momentous in Canadian history. Mr. Young, modelling his work somewhat after Justin McCarthy's "History of Our Own Times," has embodied in it the recollections of these eventful years. Interesting pen portraits abound, and glimpses into the inner history of the time are afforded. The work at the same time possesses a dramatic unity as describing the events leading to Confederation (of which indeed it forms a compact history) and traces most interestingly the course of the struggle of constitutional Government.

Another new book to be published immediately by William Briggs is a romance by Marie Corelli, entitled "Temporal Power, a Study in Supremacy." The story is a singularly striking and powerful one, dealing with a subject which has never before been treated in fiction, and intimately touching upon certain topics which have for some time been uppermost in the minds of many people. In length this book is

only slightly shorter than "The Master Christian."

The success of Marie Corelli's last romance was so extraordinary that William Briggs will be glad if book dealers will order their copies of "Temporal Power" as early as possible. Much inconvenience will thus be saved both to the publishers and to the trade. The price will be, paper, 75c., and cloth, \$1.25. The author desires that it be known that the above romance does not treat of the ruling passion of the Pope, but of a still more powerful potentate.

The Copp, Clark Co., Limited, have just published Wm. Stearns Davis' new novel "Belshazzar." It is a superbly dramatic and picturesque romance of Babylon and its hanging gardens. The story turns upon the writing on the wall, one of the most dramatic events of history. This novel will be one of the most talked about books of the year.

"Chimmie Fadden and Mr. Paul," by Edward W. Townsend (The Copp, Clark Co.). More humor and less dialect characterize this new collection of the latest and best of the popular "Chimmie Fadden" books. The charm of Chimmie's utterances in these 27 stories is that humor is spontaneous—not a bit forced or mechanical. A connected long story runs through them giving a continuous interest. In addition to Chimmie, the "Duchess," his Whiskers and Miss Fannie, several new characters are added.

The Copp, Clark Co. are publishing Graham Travers' new book "The Way of Escape"; it is at present one of the leading books in England and Scotland, and those who have read "Maud McLean" will know what to anticipate. Clinton Scollard's "The Cloistering of Ursula" will also be ready this month. The title of "The Victors," which is the most important work Mr. Barr has ever written, is taken from W. L. Marcy's famous phrase: "To the victors belong the spoils." Mr. Barr's principal character is the political leader of his party in New York, and is a frank unscrupulous exponent of the spoils system. Mr. Barr paints a realistic but absorbing picture of his hero's career as a "boss" and the result is one of the

strongest political novels that has been written in years.

"A Speckled Bird," by Augusta Evans Wilson (The Copp, Clark Co.). As 16 years have elapsed since the publication of Mrs. Augusta Evans Wilson's last work, "At the Mercy of Tiberius," her retirement appeared final. The appearance, therefore, of "A Speckled Bird" comes in the nature of a surprise, and this surprise is sure to deepen with the discovery that in this new novel the author's imagination blossoms forth with all the glow and glamor that took the public captive in "St. Elmo," 30 odd years ago, and still works a spell as potent upon the generation of to day. This new story may challenge comparison with any previous work from the author's pen and lose nothing in nerve feeling or fancy, while, on the other hand, there is a gain in breadth of view which brings this remarkable woman quite into touch with the present time and the things that have occupied the thinking world since she last laid down her pen. As with all her previous novels the scenes of this one are laid mainly in the South.

"Godfrey Merivale," by H. B. Marriott Watson. George Bell & Sons, London and Bombay. Mr. Watson is one of the modern English writers, who is as yet unfortunately little read in this country. His earlier work was in the field of romance, wherein he blended many of the strong qualities of Anthony Hope and Stanley J. Weyman, but in "Godfrey Merivale" he has struck into the domain of the modern society novel, at present a rising favorite in public esteem. The hero is, in many respects, an estimable personality and before the reader has covered many pages he becomes aware that the handsome young fellow has gained a firm footing in his affections. His earlier love affairs are so skillfully penned that their freshness at no time languishes. However, Godfrey is left early a penniless orphan and drifts to London, there to be rudely repulsed by his relatives of noble blood. Nothing daunted he enters journalism and ultimately succeeds to a baronetcy. The skill with which Mr. Watson has colored the London life of to-day, political, social and professional, makes this work a powerful contribution to the list of novels dealing with modern English society.

"Between the Dark and the Daylight," by Richard Marsh. George Bell & Sons, London and Bombay. This book forms a collection of a dozen short stories of the variety familiar to the readers of the lighter English magazines. Accustomed in the

BOOKS OF THE MONTH—Continued.

American periodicals to the story of slight plot and elaborate pen picturing, the reader finds these tales, which rely entirely on their plot, very much to his taste when he wishes to indulge in light reading and pander to the problem-loving portion of his nature. In each of the 12 stories a fertile invention has created skilful situations, the solutions of which, in many instances, require all the ingenuity of the reader to fathom. There is the tale of the juryman who suddenly finds himself personally concerned in an exciting lawsuit, of the kleptomaniac bride who was responsible for many daring robberies, of the haunted chair, about which a mysterious figure hovered, and other tales equally interesting. But even plot is not everything, and in "My Aunt's Excursion" Mr. Marsh sketches out characters with quite as clever a pen as he used in building up his plots. Indeed, this ability to fill in the intricacies of the stories and hint at suggestive motives is what lends very much to making this collection so engrossing.

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A volume of short stories by Bret Harte, whose death in England some time ago came so suddenly, has just been issued by George Bell & Sons, London. The title of the volume is "On the Old Trail," and there are in all nine stories within its covers. The stories are all typical of that Western life, in the depicting of which Bret Harte has obtained a world-wide reputation. Like all the late author's stories they are full of both interest and surprises, and all well written.

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Morang & Co. announce two important books for early publication: "The Life of the Marquess of Dufferin and Ava," by C. E. Black, and "Lord Strathcona: The Story of his Life," by Beckles Willson.

Regarding the former, we learn that in preparing this important biography of the late Lord Dufferin, Mr. Black has had the advantage of being in personal communication with the late peer, who himself revised a part of the work a few months ago. The wonderful career of Lord Dufferin in India is particularly well known to the author; the description of that period of his lordship's life being especially written.

The other book, "Lord Strathcona," will be of great interest to Canadians. The Duke of Argyll says in a foreword to this work:

"Lord Strathcona's career has been so conspicuous and noteworthy that it should be brought in its entirety to the knowledge of the public. I do not think there is any other civilian now alive who has been able

to do so much practical good to the Empire before filling an official position.

"Since he has taken office all our fellow citizens have been able to recognize his patriotic sacrifices and the noble example he has given.

"His life should nerve every young man to effort, to work in honesty and hope, and to feel that he also may become a power affecting for good the destinies of peoples."

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Out of 81 book and department stores in New York, Philadelphia, Chicago, Cincinnati and Baltimore, 41 stores report that their most popular books are "The Virginian," by Owen Wister, and "Dorothy Vernon of Haddon Hall," by Charles Major, while "The Conqueror," by Gertrude Atherton, appears as one of the seven most popular books.

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The circulating department of the New York Public Library reports the following as being the popular books for the week ending July 18: Charles Major's "Dorothy Vernon of Haddon Hall," Miss Mary Johnston's "Audrey," Sir A. Conan Doyle's "The Hound of the Baskervilles," Stratemeyer's "Lost on the Orinoco," Lang's "Red Fairy Book," Grimm's "Fairy Tales," "Spencer's "Facts and Comments," Wilkins' "Caroline the Illustrious," Ernest Thompson-Seton's "Wild Animals I Have Known." Four of these are published in Canada by Morang & Co.

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"A World's Shrine," by Virginia W. Johnson (A. C. Barnes & Co., New York). It is quite a relief from the ordinary run of Summer fiction to pick up a book like this and to find that, with all its freshness and interest, it is not a novel. Shading from the romantic suggestions of a beautiful Italian region—that about Lake Como—to the more solid ground of history, this book unites all the charms of both kinds of writing. Associated with Lake Como are the names of Liszt, the German musician, and Pliny, the younger, of classic fame. These personalities are woven into the texture of the work along with many entrancing descriptions of Summer boating, of natural scenery, and of historical associations. Numerous photogravures add to the interest of the book.

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A new book entitled "Musings by Campfire and Wayside," by W. C. Gray, has just been published by Fleming H. Revell Co.; price \$1.50. This book is a number of papers or musings written round the campfire in the northern woods, and gives a graphic portrayal of life in the country and in the camp and forest. The author

says, "Nothing under the sky is so pure and sweet as virgin forests and waters. Nor is there anywhere such beauty and refinement in art as that which pervades them." The contents of the book is divided up under five headings: "Campfire Musings," "Musings of the South," "Alaskan Musings," "What Adam Did in Eden," "Eventide." The illustrations are beautiful, and it is interesting to know that the pictures from which they were produced were taken by Dr. Gray, the author of the book. It is one of the most attractive books of the season. The illustrations are of the beautiful tinted work which has proved so attractive. The paper is good, the type shows up clearly and the book has 337 pages.

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"The Little Green God," by Mrs. Caroline A. Mason (Fleming H. Revell Co.), is now ready. This book, as was mentioned last month, is on the question of, "Is Hinduism making headway in America?" The book is meeting with much success; the price is 75c.

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"The Wilderness Voyagers," by Franklin Wells Calkins (Fleming H. Revell Co.). This is a true story of Indian life by one who by years of training on the frontier has fitted himself for the task of its portrayal. In this book Mr. Calkins writes from his own rich experience, of which there are scarcely any more thrilling. Adding the rare gift of the art of telling he has produced a realistic thrilling tale of Indian life. The author graphically depicts the exciting adventures of escape and wanderings of the Indian; the drama of the great wilderness with its many storms, and its wondrous flora and fauna. The work sells for \$1.50.

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"Janet Ward," by Margaret E. Sangster (Revell, \$1.50). Although Mrs. Sangster needs no introduction to the literary world, nor to those thousands of young women who habitually look to her for confidential counsel, it is to be noticed that this is her first venture as a novelist. The interest of the story centres in college life and college settlement work—to the problems of which Mrs. Sangster has given much serious study. Janet Ward is the clever daughter of a minister who has her way to make in the world. College life, work among the Mountain Whites of Tennessee and college settlement work in New York, give variety to the scenes, and large scope for the study of characteristics and the portrayal of character. The book is written in the interest of the girl of to-day. It is to show young women their opportunities and to indicate how any true-hearted girl may walk

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MAGMILLAN & CO., Limited, LONDON, ENGLAND.

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

BOOKS OF THE MONTH Continued.

scathless through all dangers that beset her path. Of course, it is a love story.

* *

"Aunt Abby's Neighbors," by Annie Turnbull Slosson. To the thousands of readers who know "Fishin' Jimmy" and all other remarkable creations of Mrs. Slosson's genius, it is enough to announce a new story from her deft and subtle pen. To know Aunt Abby as her neighbors knew her is to know how to live with one's neighbors as simply, strongly, good-naturedly, as she who worked out her own philosophy of life by living it. When Aunt Abby tells how she paid her tithes, how she made her friends, how she was "undenominational" while she clung to her own denomination, how she found the Bible in nature and saw Heaven as a reality—all seems so easy and natural that one wonders why it was left to Aunt Abby and not to himself to discover it. The whole story is a smile with an eternal seriousness behind it. (F. H. Revell Co.)

* *

The "Man in the Street," stories from The New York Times, by The J. S. Ogilvie Publishing Co.; price \$1. These 600 humorous after-dinner stories about prominent persons is the result of a successful effort to collect real anecdotes portraying the humorous side of life. These lively adventures and encounters of wit will prove a welcome and livening accession to the rapidly-diminishing supply of chestnuts for banquets and dinners.

Some really excellent stories are told of Morgan, Carnegie, J. J. Hill, Mark Twain and many others, on subjects ranging from stocks, railroads, office seekers to epitaphs, go-way-back, cremation, Boers, detectives.

Chauncey M. Depew is the author of the introduction, a short, thoughtful reflection on the efficacy of humor.

* *

The art books for Christmas are now being printed for the coming season's trade. Among them will be Sir Herbert Maxwell's volume on Romney and a study of Constable by C. Holmes. Pinero's "Iris" and Bret Harte's "Sue" will also be published. The only book of poems announced for autumn is George L. Gower's "Greek Odes." A large number of new novels are promised for September. Among them is "Mystery of the Sea," by Bramstoker. It is a thrilling tale of a sunken treasure ship of the Spanish Armada.

* *

The Model Library is a collection of complete classics, selected by eminent experts. In 65 imperial de luxe volumes are contained, printed on deckle-edge,

velvet-finish paper, in large, readable, new, clear and artistic type, gems of oriental literature, the drama, classic essays, classic orations, biography, travel, criticism, economics, law, poetry, philosophy, history, religion, English literature, classic memoirs, etc. In fact, the collection comprises the belles-letters of Europe and the Orient. The sumptuously illustrated classics were under the direction of the following library and advisory committees: Library—Justin McCarthy, Timothy Dwight, Richard Henry Stoddard, Paul Van Dyke, Albert Ellery Bergh. Advisory—Frederic R. Condert, Maurice Francis Egan, John T. Mergan, Julian Hawthorne, Robert Amot.

* *

A pamphlet giving a little glimpse into the life of the late Rev. Dr. Ryerson, the public man and educationalist, has been written and published by Dr. George Hodgins, who was for many years the Deputy Minister of Education in Ontario. It is somewhat brief, but it tells something of the man who laid so broad foundations for the public school system in Ontario.

* *

The Rev. U. Z. Rule has prepared "Graduated Lessons on the Old Testament," which will be issued in three small volumes for school use by the Oxford University Press early next month. The work has been edited by the Rev. L. J. M. Bebb, principal of St. David's College, Lampeter. Mr. Rule has followed the text of the Revised Version, and has called special attention to the moral and religious lessons which may be drawn from the history.

* *

Mr. Lawrence J. Burpee, of Ottawa, is preparing for the Royal Society of Canada a bibliography of Canadian publications issued during the year 1901. He will be very grateful for data as to books, pamphlets, magazine articles or papers in society transactions by Canadians, published during 1901, and would especially like to know where books and pamphlets were published and by whom, number of pages, and size, and in the case of articles, the month, and page where article begins. Mr. Burpee's address is 351 Stewart street, Ottawa, Can.

* *

Quite a novelty in the field of directories and such-like publications is "The Writer's Year Book," just issued by The Writer's Year Book Co., Granville House, Arundel street, Strand, London, Eng. It is described as a commercial director for professional writers, photographers and artists, giving the address, rate and time of payment, and conditions of contributorship of 500 magazines, papers, syndicates and agencies purchasing MSS., photos or drawings.

BRIEF NOTES ABOUT BOOKS.

WILLIAM STEARNS DAVIS, says in his new novel, "Belshazzar," just published by The Copp, Clark, Co., that he has attempted to show what manner of city Babylon really was. He has made use of recent discoveries which enable us to know the hitherto obscure Chaldea almost as intimately as her great rival Egypt. Up to a few years ago a story of the time and place of the handwriting upon the wall at Belshazzar's Feast would have been pure imagination, and the famous Biblical characters at the time of the fall of the Babylonian Empire could only have been handled with far less historical accuracy.

"The Battleground," which Hamilton W. Mabie says is the best novel of the South before the war ever written, is by C. T. Fowler.

An abridgment of "The Journal of John Wesley," by Percy Livingstone Parker, is to be issued in the course of a few weeks by Messrs. Isbister & Co., Limited.

Thomas Dixon, jr., was famous even before he became the author of "The Leopard's Spots." His home is one of the most beautiful estates in Virginia, and comprises 500 acres. Mr. Dixon did most of the literary work for "The Leopard's Spots" in an old house on the side of a creek near his home.

A volume of very clever golf stories—"The Magic Mashie," by E. L. Sabin, will be issued immediately. Mr. Sabin is a well-known contributor to the magazines and of stories in the volume several have appeared in "Outing," "Golf," and other magazines devoted to sport and out-door life. The stories are brimfull of healthy humor, and are not written only for golf folks.

Some of the critics of "The Herolne of the Strait" evidently suppose the incident of Angelique Cuillerier's revelation of the conspiracy of Pontiac fictitious. As a matter of fact Miss Crowley founded this important part of her romance on information that has come to light since Parkman's day. That eminent historian did not credit the account which ascribes this act to an Indian girl.

A new volume is about to be issued, entitled "The Conquest of the Air," by John Alexander. In this little book of 160 pages is given an entertaining romance of the air, with chapters on the "Balloon in War," "Scientific Ballooning," "The Achievements of Santos Dumont and Others," "The Air Ship of Yesterday and To day." The volume will have a preface by Sir Hiram Maxim and will be illustrated.

Important Books

Temporal Power,

A new and important work by
MARIE CORELLI.
Ready in August.

The story is a singularly
striking and powerful one,
dealing with a subject
which has never before
been treated in fic-
tion.

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Customs Values.

ALSO,

A Table of the Value of Francs
in English Money, Harbour
Dues, Etc., Etc.

Corrected to 20th May, 1902.

COMPILED FROM OFFICIAL SOURCES.

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Morton, Phillips & Co.

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Liberal Discount to the Trade.

SOME FEATURES OF THE MAGAZINES.

AUGUST NUMBERS.

Temple Bar—A visit to Tennyson is described in "A Spring Day at Farringford," and Mr. Frowbridge writes on the romantic history of Martinique.

Leisure Hour—This magazine publishes "Tokyo, the Capital of Japan," by Douglas Sladen, and "The Present State of Milton's Cottage," by Tighe Hopkins, and there are articles on "The Regalia of Scotland" and "A Bee Farm in New Zealand."

Macmillan's—Mr. Marcus Reed discusses "Mystic Marriages," and there are articles on "The Amusements of Public Life" by leading men, "The Poetry of Courts and Coronations," and "What was the Renaissance?" "The Cardinal's Pawn" still maintains its romantic interest.

Blackwood's—Cyprus under British Rule is described by Sir R. H. Lang, with special attention to Mr. Chamberlain's direction of colonial affairs. Other articles are "With the Pearlers of N. W. Australia" and "A Season in Skye," and there will be a story from Stephen Gwynn.

Cornhill—An interesting article is "A Page from the Past," by Miss Ina M. White, being extracts from the diary of Miss Potter, authoress of the "Scottish Chiefs." Other articles are "The Cricketers' Classic," "Lapland in Summer," "The True Ordering of Gardens," and "Four Traupauling Captains," besides several stories and poetry.

Cosmopolitan—An article on H. G. Wells, the English scientific novelist, gives information long desired by people on this side of the water. "The Organization of a Modern Circus," "Divisions of Some Millionaires," and "What Men Like in Men," are subjects of universal interest to be found in this magazine, and there is fiction from Richard Le Gallienne and Mrs. Poulterey Bigelow.

SEPTEMBER NUMBERS.

Strand—Sir A. Conan Doyle will begin a new series of "The Adventures of Brigadier Gerard."

English Illustrated—Mrs. Craigie discusses Greek heroines in modern fiction and Mrs. Workman describes "Mountaineering in the Himalayas."

Scribner's—The two important features in this magazine will be the conclusion of Miss Stone's narrative, and an installment of Booth Tarkington's serial, "The Two Annyvels."

Atlantic Monthly—Miss Vida Scudder writes on "Democracy and Society," W. E. B. Dubois discusses the "Training of Black Men," and Hillier C. Wellman tells "What the Public Libraries are Doing for Children." Fiction will be supplied by the Baroness Von Hutten and T. B. Aldrich, among others.

Lippincott—Fiction will, as usual, dominate this magazine in September. The novelette will be contributed by Mrs. Ellen Olney Kirk, entitled "A Bit of Human Nature." Other contributors are Josiah Flynt, Rev. C. T. Brady and Alice M. Brown.

Pall Mall—The advantages of Morocco as a haunt for tourists will be treated by Captain Fawcett. W. S. Harwood writes of "A New American Iron Field." The stirring serial of the days of Cromwell, by Dora Greenwell McChesney, reaches its fifth installment, and a complete story by George Moore appears.

Scribner's—The American Invasion of Europe from the point of view of labor will be treated by Walter A. Wyckoff in "Among London Wage-Earners." J. M. Barrie's delightful serial "The Little White Bird," reaches its second installment, and Richard Harding Davis continues his stirring military romance, "Captain Macklin."

Everybody's—A paper on Right Hon. A. J. Balfour, by T. P. O'Connor, will be a feature of this magazine. The woman element will receive attention in "The Woman that Toils," by Marie Van Vorst, "The Unemployed Rich," by an anonymous writer, and "The Perfect Training of Young Women," by Eleanor Hoyt. Fiction will, as usual, be plentifully supplied.

Chambers—This excellent publication is not being left behind in the race for public favor. Its enterprise is evidenced in its having secured an article from President Roosevelt on "The New York Police." In addition it will have timely articles on "Swimming in Peace and War," "Town Residences of Cabinet Ministers," and "Wellington's Great Concentration Camp."

Century—A paper on Mark Twain's boyhood, an article on the late E. L. Godkin, former editor of The New York Evening Post, more information concerning the West-Indian eruptions, and an essay "On the Giving of Books," by the unknown author of "Elizabeth and Her German Garden," are among the more solid articles. Another section of "The Confessions of a Wife" and a story by Thomas Nelson Page will appear.

Canadian—"Bowling on the Green" and "Lacrosse in Canada" are articles of much interest to sportsmen, which will appear in the September number. "The Significance of the Coronation" will cover the ceremony of August 9. "Canadian Loyalty" is the title of a timely article by Prof. Bryce, of Winnipeg. There will also be contributions on "Astronomy for Beginners," and "The Queens of Europe," as well as a short story by W. A. Fraser.

Harper's—Mrs. Humphrey Ward's serial "Lady Rose's Daughter" reaches its fifth installment. Short stories appear from the pens of Edith Wharton, W. W. Jacobs, Josephine Dodge Daskam, Margaret Deland, Richard Le Gallienne, Agnes Rappeller, and others. Scientific articles from Professors Ely, Somerville and Woodrow Wilson, and drawings from Edwin A. Abbey, R.A., and Howard Pyle. W. D. Howells and Wm. Sharp write on literary subjects.

FANCY GOODS AND NOVELTIES.

NOW the Fall and holiday season is in full swing and the wholesale houses, encouraged, no doubt, by the immense business of last season, have made preparations for an exceptionally heavy trade. Reports from all over the country indicate that the retail stores are also anticipating a prosperous year, and are placing their orders early.

Nerlich & Co. are displaying toys, dolls and novelties for the fancy goods trade, and a large and varied assortment of all lines is now in stock and is conspicuous for its newness and originality.

Copp, Clark & Co., Limited, have now in preparation their new line of games. There are a great many new games being turned out by this firm for the coming season, and a marked improvement is noticed in them, as well as in their old lines. They state that all their card games will be highly calendered this season, which makes them much more easy to handle. A special line of "Parcheesi" to retail at 25c. is very good. They are also about to put on the market a new game of "Fort," with jointed cue, made this way so as to fit in the box. They will have ready about September 1 a special range of table tennis of their own manufacture to retail at from 25c. to \$5 a set. This line will contain parchment vellum and wooden rackets, and as there is 35 per cent. duty on this line of goods the Canadian manufacturers will be able to offer the trade attractive prices.

READY WITH FALL AND CHRISTMAS GOODS.

F. & E. W. Kelk, 76 York street, Toronto, whose advertisement appears elsewhere in our paper, announce that they are now ready with all their Fall and Christmas goods. They should do a great business this year if values and tastes account for anything. Their stock of dolls is dazzling to the eye. They make a specialty of a 25c. dressed doll, each one in a box; and to put it gently it's a beauty. They have also all the other lines up to \$20 each. In kid dolls, 25c., 50c. and 75c. lines, they have never been surpassed. Their toys will also be found in large assortment. A lot of new and catchy mechanical toys, magic lanterns, games, wood houses and stables, rock-horses, wagons, sheep, and all kinds of imitation animals. Moving on to their china department, splendid values are shown in cups and saucers to retail from 5c. up to \$1. The trade should investigate their 10c. assortment put up in 4-16 gr., or 50 doz. in a case. Made specially for a 10c. leader—could easily be sold for 15c. Their vases, jugs, berry sets, porridge sets and lemonade sets are all right, and look like sellers. In ping-pong they have the popular lines, especially in 50 and 75c. sets. Ping-pong will be more popular than ever this Fall, and dealers should order a few sample sets. In other lines, such as tin toys, trumpets, iron toys, games, toy tea sets and other novelties, their stock will compare favorably with others in the business.

DOLLS DOLLS DOLLS

Toy Books

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Write for our samples of **PING-PONG.**

F. & E. W. KELK

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Announce to their friends and the trade that all their Fall and Christmas goods are now in the warehouse, and will be ready for inspection by the 6th of August. All our former efforts have been beaten by our grand collection this year. You should see our Dolls, and it will pay you to write for the sample of our 25c. Dressed Doll—it beats them all. We would be glad to have you call as all our business is done by mail or personal visits.

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Notes for the Stationer.

IN the stationery realm trade in all lines continues good. Large orders have been received and shipments have been prompt. Several new lines of writing tablets have been brought out for the Fall season, and some of them are very attractive.

A good business is being done in office and pocket diaries. This season's output is large, with a great many different varieties and new and up-to-date improvements.

The school book trade has been brisk and Fall orders have been good. A great variety is shown in scribbling books and business is good in the many lines shown.

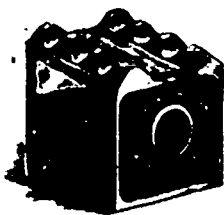
GARDNER INK STANDS.

Copp, Clark Co. are showing a special line of "Gardner" ink stands. They are doing a good business in these goods, two



No. 7.

special lines of which we illustrate, No. 7, 3 in., and No. 9, 3 in. with pen rack on top. These are an excellent line of ink-stands, as they are dust proof and non-



No. 9.

evaporative which makes a great saving in ink. There is also a smaller size, 2½ in., both with and without pen rack.

OFFICE AND POCKET DIARIES.

Copp, Clark Co. are now showing their line of Dominion office diaries for 1903, and this season's range is the largest they have ever shown. Many improvements are noticed, and they contain all the latest information, viz.: Calendars for 1903 and 1904, legal holidays and law terms, sterling exchange tables, value of foreign coins for Customs purposes, foreign money orders, banks in Canada with their agencies, Can-

adian tariff of Customs complete; useful tables of weights and measures, £ s. d. reduced to Canadian money; synopsis of fishery laws, sittings of the courts and much more information.

The Dominion Pocket Diaries for 1903 will be ready early in September. That is something unusual, as they are not generally ready until November. They will also be shown in great variety with many new sizes.

NEW DESIGNS IN WRITING TABLETS.

Several new designs in writing tablets are shown by The Copp, Clark Co., Limited. The covers are beautiful and are real art productions. Two specials are called "Salome" and "Louise." Large sales are predicted for these lines as they contain high-class paper and are entirely new.

RUINING THE STATIONERY TRADE.

The annual report of the Austrian Association of Paper Dealers says that the stationery business will be ruined unless the use of picture postal cards as substitutes for letters should diminish. The enormous extent to which the picture cards are used on the continent is shown by the fact that more than 250,000 of them were mailed from Graz this week during the German Saengerbund festival.

TRADE CHAT.

R. S. Pelton, publisher, Atwood, Ont., has sold out.

W. H. Mason, bookseller, Ladysmith, B.C., has removed to Vancouver, B.C.

Morley & Lang, book and stationery dealers of Nelson, B.C., have dissolved.

The estate of E. E. Dalton, fancy goods dealer, Stratford, Ont., has been sold to J. C. Woods.

The fancy goods and notions store of Wm. Eacrett, London, Ont., has been burned out.

The book business of J. McK. Beattie, Pictou, N.S., has changed hands. D. B. Gray is the successor.

F. P. Ronnan, publisher, Halifax, N.S., has been succeeded by The Industrial Publishing Co., Limited.

The fancy goods firm of M. Greenberg & Son, Montreal, has been dissolved, and will in future be known as Moses Greenberg.

Thomas McAuley, stationery dealer, Kingston, Ont., recently discovered that his Summer house on Howe Island had been broken into and ransacked. The thieves carried off some of Mr. McAuley's fishing tackle and a quantity of supplies.

A CHRISTMAS GOODS CATALOGUE.

Nerlich & Co. are preparing their Fall and holiday catalogue and expect to have it ready for mailing by September 1. It will fully describe and illustrate the greater portion of their immense range, and every dealer interested in Christmas goods should write to Nerlich & Co. for a copy.

SCHOOL TRADE ITEMS

The Copp, Clark Co. have just issued a new map of Manitoba, Saskatchewan and Assiniboia all in one large map. Price \$6. So many schools are opening up in this section that there has been a constant demand for just such a map and it is meeting with large sales. The scale is 9 miles to the inch. They have also issued another entirely new map of British Columbia, Alberta and the Yukon, all in one. Price \$5. Scale of miles, 25 miles to the inch. These maps are complete in every detail and should be in all schools.

An edition of Shakespeare, dated 1823, brought last year the sum of £1,720 in Great Britain.

It is a curious fact that while many ancient manuscripts are almost illegible, from the ink fading, manuscripts of the fifth and of the twelfth centuries have, so far, shown hardly any trace of fading.

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WINDOW AND INTERIOR DISPLAYS.

By "Onlooker."

I NOTICED an effective arrangement of books on Richmond street, Toronto. A large window was divided into two portions by a mirror placed in the middle at right angles to the window. A curve of books, on end, side by side was made from the left front of the window to the right front. This curve faced the front of the window. Another curve faced the mirror and stretched the depth of the window. On these books, arranged on end, were others skillfully placed on their sides so as to effect a curve as well. There was not too much of a conglomeration of books.

* * *

An easy grace is characteristic of perfection in display. Shun rigidity; don't overcrowd. Avoid these veritable appearances of evil. Have a method; but be not rigidly methodical. Freedom in details produces an artistic, negligee effect.

* * *

In a window display, waste-paper baskets and barrels can be utilized to good effect. Place some crumpled paper in the bottom. A neatly printed sign, mounted on the basket thus, "Keep your floor clean; price —c." will induce the distracted housewife to purchase.

* * *

A number of books are sold with leaves uncut. A good window display is something like this: Open wide a book, with leaves still uncut; at the first page insert the paper knife as though a reader were just about to cut the leaves. Then a neat card might suggest; "Paper knife; handy for reading-room and office. Price —c." Always tell your prices. Customers sometimes are loath to betray their ignorance.

* * *

Better to have two fair windows in a certain period than one of superior quality for the same time. A display often has no other merit than that it is new. A display last month bent the leaves of some cheap books. I would not advise it in expensive books. As no one had thought of doing it or had dared to do it, it attracted attention and sold books.

* * *

In a King street window, Toronto, last week, was shown an article that attracted much attention. Some crows hovered about a nest with pieces of coal in their mouths. It was a presentation to Col. H. M. Pellatt by some shareholders of the Crow's Nest

Coal Mine. The idea was good, and received favorable criticism.

* * *

I asked a prominent Toronto retailer how often his window display was changed. His reply was: "In Summer, every three weeks; in Winter, not so often." A hasty survey of his window told me the same tale. "It's too much work to change oftener," he added. Don't overcrowd windows; change at least once a week, is my advice. "Village Work in India," by Rev. Norman Russell, was well printed on a bright card. Under ordinary circumstances this would have been enough; but Rev. Norman Russell has just died. He was a great missionary worker of Mhow, India. Keep abreast of the times. Use every legitimate means to push sales. Would not advise any sensational booming, but straight-ahead push. Rev. Norman Russell deserves more than mere casual mention; he is the noted missionary worker of Mhow; he is the late, lamented leader of mission work; he is an authority on village life in India. Strike straight from the shoulder. Tell the truth, briefly, concisely, but emphatically.

There seems to be a lamentable lack of price cards in windows. People often do not buy because they don't know the price; when they see an article can be purchased cheap, you can make a sale.

* * *

I saw a card exhorting passers-by to read Ralph Connor's new serial in *The Westminster*, an illustrated monthly magazine. I also noticed two splendid pictures of Ralph Connor placed in a rather secluded portion of the window. Don't scatter energy. Associate kindred ideas. Bring every influence to emphasize leading lines. A better arrangement would have been to put Ralph Connor's picture in a conspicuous place. A card placed prominently might have suggested: "Ralph Connor—see his new serial in the new monthly, *The Westminster*."

* * *

A business in Toronto boasts to be a first-class book establishment. Some defects were noticeable in their window display. I instance some of the more noticeable faults: A handsomely embossed wall card entitled, "The Changed Cross," was hung neatly—mark this excellence—but it was exactly upside down. Two cards had fallen face down, not only destroying their

own usefulness as an advertising medium, but obstructing the view of some books. Some wire stands for holding mottoes had fallen down, and looked unseemly. I made my inspection of the window at noon, August 1. In the window was a card advertising a moonlight excursion of a young men's bible class for July 31. To be sure only half a day had elapsed, but this is enough to create the impression of "behind the-times." The binding on one treatise was completely racked. Poor George Eliot! Had she seen how her volumes were treated, she would have thought things looked like some "Mill on the Floss." A case contained six volumes, a case, badly racked and torn; and two of the six volumes were upside down. Had it not been for the quiet restful appearance of the dust and deceased flies, I should have suspected that some of Ernest Seton-Thompson's "Wild Animals that I have Known," had come forth alive from the seclusion of the book on the bottom shelf to create havoc and disturbance in display cards and books.

* * *

Leave no doubt in the minds of the onlookers as to the utility of any article. I could not understand the purpose of a rather handsome volume entitled "Postal Cards," placed prominently in a King street window. Doubts were dispelled at a competitor's window. A display sign suggested: "Save post cards and souvenirs; price — cents." On each of the pages were four post cards containing such interesting keepsakes as, "Just heard of your graduation. Well done, old man. Accept congratulations. Jack." Also "Joe and Flo were married last night. Isn't that a stunner? George." It suggested to me that it was just the thing I had been looking for, a method of keeping interesting relics of friendly messages. I would have gone right in and purchased, but I had no money. I know where to go next time, however.

* * *

Grouping can be done to advantage, or, better still, have windows to emphasize different phases of your business. One man once had what he styled a "Mail Window for Females." He will be pardoned for the name because the display was good. He displayed all the accessories of correspondence; scales for weighing, tickets with postage rates, stamps, post cards, envelopes of various tints, writing paper, tablets, sealing wax, initialing stamps, pens, inks, pencils, calendars, Christmas cards and birthday cards. The window display suggested to the feminine mind that her happiness was at present incomplete without some of the lines of goods carried by the stationer. The dealer was repaid.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

BELLEVILLE.

1. "The Mississippi Bubble," by E. Hough. McLeod & Allen.
2. "Mlle Fouchette," by C. T. Murray. Copp.
3. "The Strollers," by F. S. Isham. McLeod & Allen.
4. "T. Racksole and Daughter," by Arnold Bennett. McLeod & Allen.
5. "The Minority," by F. T. Hill. Copp.
6. "The Man from Glengarry," by R. Connor. Briggs.

BRANTFORD.

1. "The Mississippi Bubble," by E. Hough. McLeod & Allen.
2. "Dorothy Vernon," by C. Major. Morang.
3. "Sarita, the Carlist," by A. W. Marchmont. McLeod & Allen.
4. "The Fighting Bishop," by H. Hopkins. McLeod & Allen.
5. "The Strollers," by F. S. Isham. McLeod & Allen.
6. "Rock Haven," by C. C. Munn. McLeod & Allen.

GODERICH.

1. "Count Hannibal," by S. Weyman. Copp.
2. "Herb of Grace."
3. "The Lady Paramount," by H. Harland. Briggs.
4. "Heralds of Empire," by A. Laut. Briggs.
5. "Hound of the Baskervilles," by C. Doyle. Morang.
6. "The Man from Glengarry," by R. Connor. Briggs.

GUELPH.

1. "Sir Richard Calmady," by L. Malet. Copp.
2. "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan. Briggs.
3. "Right of Way," by G. Parker. Copp.
4. "The Virginian," by O. Wister. Morang.
5. "Dorothy Vernon," by C. Major. Morang.
6. "Hound of the Baskervilles," by Conan Doyle. Morang.

HALIFAX.

1. "Sarita the Carlist," by A. W. Marchmont. McLeod & Allen.
2. "Heralds of Empire," by A. Laut. Briggs.
3. "The Mississippi Bubble," by E. Hough. McLeod & Allen.
4. "The Heroine of the Strait," by M. C. Crowley. Morang.
5. "The Firebrand," by S. R. Crockett. Copp.
6. "Right of Way," by G. Parker. Copp.

HAMILTON.

1. "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan. Briggs.
2. "The Mississippi Bubble," by E. Hough. McLeod & Allen.
3. "Battle Ground," by E. T. Fowler. Musson.
4. "Sir Richard Calmady," by L. Malet. Copp.
5. "Dorothy Vernon," by C. Major. Morang.
6. "Marietta," by F. M. Crawford. Copp.

KINGSTON.

1. "Dorothy Vernon," by C. Major. Morang.
2. "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan. Briggs.
3. "The Leopard's Spots," by J. Dixon. jr. Briggs.
4. "Sir Richard Calmady," by L. Malet. Copp.
5. "Audrey," by M. Johnston. Morang.
6. "Kindred of the Wild," by C. G. D. Roberts. Copp.

LONDON.

1. "Dorothy Vernon," by C. Major. Morang.
2. "The Mississippi Bubble," by E. Hough. McLeod & Allen.
3. "Audrey," by M. Johnston. Morang.
4. "Hound of the Baskervilles," by C. Doyle. Morang.
5. "The Man from Glengarry," by R. Connor. Briggs.
6. "The Magic Wheel," by J. S. Winter. Copp.

MONCTON.

1. "The Mississippi Bubble," by E. Hough. McLeod & Allen.
2. "The Valley of Decision," by E. Wharton.
3. "The Fighting Bishop," by H. Hopkins. McLeod & Allen.
4. "The Strollers," by F. S. Isham. McLeod & Allen.
5. "Sarita the Carlist," by A. W. Marchmont. McLeod & Allen.
6. "Dorothy Vernon," by C. Major. Morang.

MONTREAL.

1. "Truth Dexter," by S. McColl. McLeod & Allen.
2. "Sarita the Carlist," by W. Marchmont. McLeod & Allen.
3. "Right of Way," by G. Parker. Copp.
4. "The Fellow's Friend," by Mrs. Alexander. Langton & Hall.
5. "The Thrall of Lief the Lucky," by O. A. Liljencrantz. McLeod & Allen.
6. "Audrey," by M. Johnston. Morang.

PETERBOROUGH.

1. "The Man from Glengarry," by R. Connor. Briggs.
2. "Audrey," by M. Johnston. Morang.
3. "The House with the Green Shutters," by G. Douglas. Copp.
4. "Policeman Flynn," by E. Flower. Copp.
5. "Adventures in Tibet," by W. Carey.
6. "Right of Way," by G. Parker. Copp.

SARNIA.

1. "The Man from Glengarry," by R. Connor. Briggs.
2. "The Mississippi Bubble," by E. Hough. McLeod & Allen.
3. "Dorothy Vernon," by C. Major. Morang.
4. "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan. Briggs.
5. "The Thrall of Lief the Lucky," by O. A. Liljencrantz. McLeod & Allen.
6. "Sarita the Carlist," by A. W. Marchmont. McLeod & Allen.

ST. JOHN, N.B.

1. "Truth Dexter," by S. McColl. McLeod & Allen.
2. "Sarita the Carlist," by A. W. Marchmont. McLeod & Allen.
3. "The Man from Glengarry," by R. Connor. Briggs.
4. "Velvet Glove," by S. Merriman. Copp.
5. "Sir Richard Calmady," by L. Malet. Copp.
6. "Hound of the Baskervilles," by C. Doyle. Morang.

TORONTO.

1. "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan. Briggs.
2. "The Mississippi Bubble," by E. Hough. McLeod & Allen.

3. "The Man from Glengarry," by R. Connor. Briggs.
4. "Audrey," by M. Johnston. Morang.
5. "Dorothy Vernon," by C. Major. Morang.
6. "The Leopard's Spots," by J. Dixon. jr. Briggs.

CANADIAN SUMMARY. Points.

1. "The Mississippi Bubble," by E. Hough... 80
2. "Dorothy Vernon," by C. Major..... 64
3. "The Man from Glengarry," by R. Connor 42
4. "Sarita the Carlist," by A. W. Marchmont. 30
5. "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan..... 25
6. "Audrey," by Mary Johnston..... 20

ENGLAND

1. "The Way of Escape," by Graham Travers.
2. "Audrey," by M. Johnston
3. "The Web of Empire," by Sir D. M. Wallace.
4. "Greater Love," by Silas K. Hocking.
5. "Mr. Dooley's Opinions."
6. "The Diary of a Goose Girl," by K. D. Wiggin.

SCOTLAND.

1. "The Way of Escape," by Graham Travers.
2. "A Blaze of Glory," by J. S. Winter.
3. "On the Old Trail," by Bret Harte.
4. "Between Ourselves," by Max O'Rell.
5. "The One Before," by Barry Pain.
6. "The Mechanism of War," by Linesman.

BEST SELLING MUSIC.

The Canadian-American Music Co. report the best selling music of the past month to be :

1. "Unless You Love Me," by J. B. Oliver.
2. "Just for To-Night," by F. O. French.
3. "At Twilight," by Kate Vannah.
4. "Blooming Lize," by Ben. M. Jerome.
5. "Romana Waltzes," by Bert. R. Anthony.
6. "The Storm King," by E. T. Paull.

The Anglo-American Music Publishers' Association, Limited, find the best selling music of the past month to be as follows :

1. "This," by Paul Rodney.
2. "The Blacksmith," bass song, by D. I. Slater.
3. "Remembrance," (piano), by M. Telman.
4. "Somebody's Dolly," by Noel Johnson.
5. "The Empire March," by E. Bogetti.
6. "Stillin' the 'Tempest," sacred song, by Michael Watson.

The music that sold best during the month for Whaley, Royce & Co. was as follows :

1. "The Train Rolled On," by H. Vontitzer.
2. "Remembrance," by F. Bowers.
3. "Only Once in a Lifetime," by R. Browne.
4. "Mississippi Bubble," by Chauncey Haines.
5. "Sunny Susan," by H. Frankenstein
6. "I'll be There, Mary Dear," waltz, by H. Vontitzer.

METHODIST BOOK PUBLISHING.

The Methodist Book Publishing Agents, of the United States, met in convention in Toronto on July 7. The Methodist Book Concern control all the Methodist Publishing Houses of the United States and those attending the convention were mostly managers of these concerns. They were very much pleased with Toronto and the manner in which they were entertained, and before leaving passed a resolution of thanks to Rev. Dr. Briggs and those associated with him for the kindness they had received.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during the month of
July, 1902

*** This list is compiled monthly for THE BOOKSELLER AND STATIONER, and, under the new Copyright Act, it is an imperative necessity for the dealer in books to keep it on file.

13095. Gage's Natural Slant Writing Books. Complete in nine numbers. The Educational Book Company, of Toronto, Toronto.
13096. Belshazzar: A Tale of the Fall of Babylon. By William Stearns Davis. The Copp, Clark Co., Toronto.
13097. Universal Combination Policy re "The Accident and Guarantee Company of Canada." Form. George I. Goddard, Montreal.
13098. The Canadian Magazine. (July, 1902.) The Ontario Publishing Company, Toronto.
13099. Coronation Waltzes. By Joseph St. John, Montreal.
13100. Early Dawn Waltzes. By Joseph Adams, Windsor, N.S.
13101. Tiptoes Polka. By Louis Field, Lanester, Ont.
13102. His Mother's Sweetheart. Song. Words by Frank L. Stanton. Music by Gunnsteinn Eyjolfsson. Gunnsteinn, Eyjolfsson, Icelandic River, Man.
13103. Morang's Annual Register of Canadian Affairs, 1901. Edited and compiled by J. Castell Hopkins, F. S. S. George N. Morang & Co., Toronto.
13104. Policy (Special Disease Policy) re The Accident and Guarantee Company of Canada. Form. George I. Goddard, Montreal.
13105. Canadian Catalogue. Sutton and Sons, Seeds. Sutton & Sons, Reading, England.
13106. Plan IV, re The Identification and Protective Company of Canada. Circular. George I. Goddard, Montreal.
13107. Plan V, re The Identification and Protective Company of Canada. Circular. George I. Goddard, Montreal.
13108. Special Accident and Disease Policy re The Accident and Guarantee Company of Canada. George I. Goddard, Montreal.
13109. Catalogue and Price List. Season 1902-3 The Berlin Rubber Manufacturing Co., Berlin, Ont.
13110. Map of Montreal, Canada. By S. Frappier. Rodolphe Bengrand, Montreal.
13111. Every Human Heart. Sermon by Rev. Frank De Witt Talmage, Chicago. William Baily, Toronto.
13112. Hypnotisme. Cours Elementaire. Par L. Institut des Sciences Occultes de Montreal. Louis Fortier, Montreal.
13113. Home Nursing. Book. Davis & Lawrence Co., Montreal.
13114. Figure Reading or Rapidity in the Simple Rules. By P. McIntosh, Toronto.
13115. The Presbyterian. (July 5, 1902.) The Westminster Company, Toronto.
13116. The Westminster. (July, 1902.) The Westminster Co., Toronto.
13117. Universal Combination Policy (\$2,500.00) re The Accident and Guarantee Company of Canada. Form. George I. Goddard, Montreal.
13118. Universal Combination Policy (\$1,000.00) re The Accident and Guarantee Company of Canada. Form. George I. Goddard, Montreal.
13119. Practical Problems in Arithmetic. By G. J. McCormac. W. J. Gage & Co., Toronto.
13120. The Railway and Shipping World. (July, 1902.) Acton Burrows, Toronto.
13121. General Health Policy re The Accident and Guarantee Company of Canada. Form. George I. Goddard, Montreal.
13122. Ain't That You, Maggie? Song. Words and music by Smith & Bowman. The Canadian American Music Company, Toronto.
13123. Messe de Minuit. Par L. E. D. L. E. Desjardins, Montreal.
13124. Code de Procedure Civile de la Province de Quebec. Par O. P. Dorais et A. P. Dorais. Seconde Edition. Camille Theoret, Montreal.
13125. Foulons le Drapeau, Quel Drapeau Choisir. Livre. Par Henri Bernard, Cote des Neiges Ouest, pres Montreal.
13126. Universal Combination Policy (\$2,000.00) re The Accident and Guarantee Company of Canada. Form. George I. Goddard, Montreal.
13127. Marvelous Rome. Sermon by Rev. Frank De Witt Talmage, Chicago. 13th July, 1902. William Baily, Toronto.
13128. Blair's Canadian Drawing Series. Book III. Intermediate Grade. By David Blair. The Copp, Clark Company, Toronto.
13129. Application re The Identification and Protective Company of Canada. Limited. Form. George I. Goddard, Montreal.
13130. Histoire de la Paroisse de Saint Lagouri, Comte de Montcalm, Province de Quebec. Par A. C. Dugas, Ptre. Paroisse de St. Clet, Comte de Soulanges, Que.
13131. Kindergarten Table Staff. Music Chart. Edith Myers, Toronto.
13132. The Minnesota State Bankers' Association at Napinka, Man. 27th June, 1902. Photo A. 124. Steele & Co., Winnipeg.
13133. The Minnesota State Bankers' Association at Napinka, Man., Photo A. 125. Steele & Co., Winnipeg.
13134. Universal Combination Policy (\$3,000.00) re The Accident and Guarantee Company of Canada. Form. George I. Goddard, Montreal.
13135. The Cricket's Carnival. Two-step Humoresque. By Chauncey Haines Whaley. Royce & Co., Toronto.
13136. Syllabairo du Dessin. Soeurs de la Congregation de Notre Dame de Montreal, Montreal.
13137. Dessin: Cours Preparatoires A Serie. Cartes Introductives Numeros 1 a 15. Soeurs de la Congregation de Notre Dame de Montreal, Montreal.
13138. Dessin: Cours Preparatoires B 2 e Serie. Cartes Modeles Numeros 16 a 30. Soeurs de la Congregation de Notre Dame de Montreal, Montreal.
13139. Dessin: Cours Preparatoires C. 3 e Serie. Cartes Modeles Numeros 31 a 45. Soeurs de la Congregation de Notre Dame de Montreal, Montreal.
13140. Dessin: Cours Preparatoires D. 4 e Serie. Cartes Modeles Numeros 46 a 60. Soeurs de la Congregation de Notre Dame de Montreal, Montreal.
13141. Plan III re The Identification and Protective Company of Canada, Limited. Circular. George I. Goddard, Montreal.
13142. Trust Deeds to Secure Mortgage Bonds and Debentures in the Province of Quebec. By R. D. McGibbon, K.C. Camille Theoret, Montreal.
13143. Outlines of Geography and History of Jamaica. By A. Bruce McFarlane. W. J. Gage & Co., Toronto.
13144. Grow or Die. Pamphlet re Veevee Union. D. L. Bryan, London, Ont.
13145. Official Telephone Directory Eastern Ontario. The Bell Telephone Company of Canada, Montreal.
13146. Universal Combination Policy (\$4,000.00) re The Accident and Guarantee Company of Canada. Form. George I. Goddard, Montreal.
13147. Now to Rest a While. Sermon by Rev. Frank De Witt Talmage, Chicago. William Baily, Toronto.
13148. General Accident and Health Policy re The Accident and Guarantee Company of Canada. Form. George I. Goddard, Montreal.
13149. Public School History of England and Canada. By W. J. Robertson, B.A., LL.B., and G. U. Hay, Ph.B., D.Sc. The Copp, Clark Co., Toronto.
13150. From Far and Near: Graded Stories for Little Folks. First Book. By Mrs. Sylvia Chapin Ballis. George N. Morang & Co., Toronto.
13151. The Tourist's Guide to Montreal. John Parratt, Montreal.
13152. Plan II re The Identification and Protective Company of Canada, Limited. Circular. George I. Goddard, Montreal.
13153. Oxodonor: Cet instrument fait absorber l'Oxygene de l'air et par ce moyen elimine du corps humain toutes maladies. Circular. Dr. H. Sanche & Co., Montreal.

13151. The Non Contestable Accumulation Policy re The Accident and Guarantee Company of Canada. Circular. George I. Goddard, Montreal.

13155. The Mischiefs. Painting. Frank Milton Thornton Armington, Winnipeg.

13156. A Manual on Cardboard Modelling. By Albert H. Leake and William Brown. W. J. Gage & Co., Toronto.

13157. Public School History of England and Canada. By W. J. Robertson, B.A., LL.B. British Columbia Edition. The Copp, Clark Co., Toronto.

13158. The Montreal Pocket Guide. J. O. Proulx, Montreal.

13159. Map of Eastern Assiniboia, showing 29 Townships North of the International Boundary, and the Country from the Second Meridian to Range 30 West. Bulman Bros. & Co., Winnipeg.

13160. Map of the Winnipeg District, showing 25 Townships North of the International Boundary, and the Country between Ranges 11 East and 15 West inclusive. Bulman Bros. & Co., Winnipeg.

13161. Map of the Winnipeg District, showing 17 Townships North of the International Boundary, and from Range 3 East to 5 West inclusive. Bulman Bros. & Co., Winnipeg.

13162. Map of the Winnipeg District, showing 17 Townships North of the International Boundary, and the Country between Ranges 8 East and 9 West inclusive. Bulman Bros. & Co., Winnipeg.

13163. Craig's A. B. C. Key to River St. Lawrence Channels. Part II. Tourist Edition. Thomas John Craig, Toronto.

13164. Chart No. 1. River St. Lawrence, showing Government Improved Waterways in American and Canadian Channels through the 1000 Islands and Rapids from Lake Ontario to tidewater, with Corrections from United States and Canadian Government Charts and from personal observations. By Thomas John Craig, Toronto.

13165. Chart No. 2. River St. Lawrence, showing Government Improved Waterways in American and Canadian Channels through the 1000 Islands and Rapids from Lake Ontario to tidewater, with Corrections from United States and Canadian Government Charts and from personal observations. By Thomas John Craig, Toronto.

13166. Chart No. 3. River St. Lawrence, showing Government Improved Waterways in American and Canadian Channels through the 1000 Islands and Rapids from Lake Ontario to tidewater, with Corrections from United States and Canadian Government Charts and from personal observations. By Thomas John Craig, Toronto.

13167. Chart No. 4. River St. Lawrence, showing Government Improved Waterways in American and Canadian Channels through the 1000 Islands and Rapids from Lake Ontario to tidewater, with Corrections from United States and Canadian Government Charts and from personal observations. By Thomas John Craig, Toronto.

13168. Chart No. 5. River St. Lawrence, showing Government Improved Waterways in American and Canadian Channels through the 1000 Islands and Rapids from Lake Ontario to tidewater, with Corrections from United States and

Canadian Government Charts and from personal observations. By Thomas John Craig, Toronto.

13169. Chart No. 6. River St. Lawrence, showing Government Improved Waterways in American and Canadian Channels through the 1000 Islands and Rapids from Lake Ontario to tidewater, with Corrections from United States and Canadian Government Charts and from personal observations. By Thomas John Craig, Toronto.

13170. Chart No. 7. River St. Lawrence, showing Government Improved Waterways in American and Canadian Channels through the 1000 Islands and Rapids from Lake Ontario to tidewater, with Corrections from United States and Canadian Government Charts and from personal observations. By Thomas John Craig, Toronto.

13171. Chart No. 8. River St. Lawrence, showing Government Improved Waterways in American and Canadian Channels through the 1000 Islands and Rapids from Lake Ontario to tidewater, with Corrections from United States and Canadian Government Charts and from personal observations. By Thomas John Craig, Toronto.

13172. Chart No. 9. River St. Lawrence, showing Government Improved Waterways in American and Canadian Channels through the 1000 Islands and Rapids from Lake Ontario to tidewater, with Corrections from United States and Canadian Government Charts and from personal observations. By Thomas John Craig, Toronto.

13173. Chart No. 10. River St. Lawrence, showing Government Improved Waterways in American and Canadian Channels through the 1000 Islands and Rapids from Lake Ontario to tidewater, with Corrections from United States and Canadian Government Charts and from personal observations. By Thomas John Craig, Toronto.

13174. Messieurs les Maires des Villes et Villages du District de Montreal en 1902. Photo. Lapres et Lavergne, Montreal.

13175. L'Execution de Lacroix. Photo. A. Napoleon Belanger, Hull, Que.

13176. L'Execution de Lacroix. Photo. B. Napoleon Belanger, Hull, Que.

13177. The Circuit Guide. No. XV. Autumn Assizes, 1902. Archibald Young Blain, Toronto.

13178. The Ottawa City Directory, 1902. Night Directories, Limited, Toronto.

13179. Promise of Christ. Sermon by Rev. Frank De Witt Talmage, Chicago. William Baily, Toronto.

13180. Universal Accident Policy (\$1,000,000) re The Accident and Guarantee Company of Canada. Form. George I. Goddard, Montreal.

INTERIM COPYRIGHTS

750. The World's Review (Illustrated) and Pungent Critic. A Weekly Summary of the World's Affairs. John Wallis Davies, Toronto.

751. Montreal. Book. Henry Miles, Montreal.

752. The Wandering Yankee and How to see Montreal. Book. Anson A. Gard, Montreal.

THE LIBRARY COLUMN.

*** In future this will be a regular feature of BOOKSELLER AND STATIONER and will contain the latest information of value to libraries.

ASSISTANCE will be granted by the Education Department of Ontario to school libraries throughout the Province. Any rural school board selecting books for its library from a catalogue that will be prepared by the Minister of Education will have a share of any money the Legislature may appropriate for the purpose. The grant will be equal to half the amount expended by the board, but will, in no case, exceed \$10 in any one year. In case the Legislative Assembly does not vote enough money to go round a pro-rata payment will be made. The trustees may purchase any books they desire, but the grant only applies to the amount expended for books catalogued by the Minister of Education. The librarian will be the principal of the school, and proper arrangements will be made by the trustees for the care of the library.

Halifax is still discussing the site for the Carnegie library.

The plans of William and Walter Stewart, architects, of Brantford, have been selected for the new \$30,000 Carnegie library building to be erected in Brantford.

The town of Lindsay, Ont., which was considering the advisability of asking Mr. Carnegie to increase his already large gift of \$10,000 to that town, has decided not to do so.

The Carnegie library of Winnipeg is again before the people. A site had been selected for the building, but for some reason it was rejected, and interest in the question of the location of the building has again been brought up.

In St. John, N.B., the council and the library board are still having considerable discussion as to the plans for the Carnegie library building. No decision has yet been reached, and plans are coming in from all parts of the country.

The public library board of Sarnia, Ont., have under consideration two plans for their new library building, and it was decided to have the architect prepare specifications and ask for tenders for the purpose of ascertaining whether the cost would be within the limit of Mr. Carnegie's donation. It is expected that the building will be rapidly pushed on when the plan is selected.

The directors of the Collingwood public library, to which Mr. Carnegie promised to give \$20,000, are waiting patiently for something to turn up. Some time ago they submitted the tenders to Mr. Carnegie, which were thought by them to be too high. They have received no answer from Mr. Carnegie, and are becoming anxious, so much so, that they are afraid Mr. Carnegie will go back on his promise.

NEW IDEAS IN TEXT BOOKS.

GEORGE N. MORANG & CO., Limited, Toronto, have adopted a new idea in introducing to the public their Twentieth Century Text Books through the advertising columns of the press. Instead of waiting until the books made a way for themselves on their merits, the publishers have used a twentieth century method of interesting the public at once.

The books themselves are modern, and will appeal to the progressive. They are authorized by the Minister of Education to be used in the public schools of Ontario, while some are authorized for use in the high schools and collegiate institutes. The greatest departure of all is made in the Morang geography, which has the same sized page as the other school books, and is illustrated with photographic reproductions of scenes in our own country. It is essentially a geography for Canadians, and the new idea embodied in it will make it popular.

"Morang's Modern Geography" is a Twentieth Century text book, and is specially prepared to meet the requirements of the age in which the pupils live. Discarding the form in which the geographies of the last century were issued, the publishers have adopted a form both tasteful and convenient. No pains have been spared to make the illustrations accurate; the greater number of the 479 cuts, in particular those dealing with our own land, are photographs of actual scenes. The book is not a collection of pictures; each illustration explains and has a direct reference to the text. The information given is the latest obtainable; the statistical matter in the appendix is taken from the very latest census returns.

"Our Home and its Surroundings" has been prepared with a view to attract and interest the child who is beginning to study geography. This most interesting study is frequently made distasteful by introducing the pupil at the very beginning of his school career to a world foreign to him, and of which, in consequence, he has no conception. In this book the sound pedagogical principle "from the known to the unknown," has been followed throughout.

Special attention has been given to the illustrations; the aim has been to make them accurate, interesting and of value in their connection with the text. The publishers believe in this book; their opinion is supported by hundreds of inspectors and teachers, who have examined and used it.

"Morang's Modern English Grammar," by H. G. Buckler, has been adapted to the needs of Canadian schools by the Canadian editor, Pelham Edgar, Ph.D. He has adhered for the most part to the original arrangement, and additions have been made solely for the purpose of bringing the book up to the standard of the junior matriculation and junior leaving examinations. Many grammars are spoiled by being too ambitious—they are reservoirs as

rang's Modern Phonic Primer." They drew attention to the following among other points:

1. The possibility of seat work for the pupils in writing, drawing and coloring, thereby saving time and labor to the teachers.

2. The forms of letters being given uniformly in script.

3. The thoughts in the lessons being within the reach of the youthful minds and the language used being such as they are capable of using.

And, in addition, the committee commended the beautiful illustrations with which the book is filled.

The inspectors and teachers, as individuals, held the same opinion in regard to the primer, as those who comprised the committee of the educational association. Letters of praise are being constantly received by the publishers.



Meditating on the Sport in store for the Master and Himself.

it were into which is poured for the confusion of the student a muddy stream of useless knowledge. "Morang's Modern English Grammar" is upon a sound pedagogical basis. It contains all that a public school or high school pupil can or need absorb. The exposition is inductive, and omits all rubbish or useless matter. The exercises possess an independent literary value, and serve likewise the practical purpose of drilling the pupil thoroughly upon the principles of the paragraphs which precede.

Teachers and pupils will note the fact that the authorization carries this grammar into the high schools of the Province.

The committee appointed by the Ontario Educational Association, after examining all the primers that they could gather, unanimously reported in favor of "Mo-

A GOOD TRADE.

Stauntons Limited, Toronto, report business good in all their wall paper lines. Their travellers are all out, and are doing well, taking large orders. The samples shown this season seem to be meeting with the approval of the dealers better than ever.

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It now seems certain that the Industrial Fair will be held this year as usual, and Toronto will soon be welcoming her Exhibition visitors. Wall paper dealers coming to Toronto should put Stauntons Limited, 944 Yonge street, on their visiting list. The company will be very glad to renew old acquaintances and make new ones with the wall paper fraternity, and will be pleased to show their very attractive list of wall paper samples to those who have not yet bought.

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A CORRESPONDENT of an ingenious turn of mind, who subscribes himself "Nazman," sends us the following:

"In looking through the index to authors in the Sunday School catalogue issued by The Methodist Publishing House, I was struck with the many odd names found therein, and being of a curious turn of mind, I began, for want of better employment, to note the constructions that could be made of these names, and I venture to send you herewith, for those who may be willing to idle over the reading, the results of my researches

"To begin with the creation, finding Eden I am not long in discovering Adam and Eve.

Coming down to modern times, I find Holland and Norway here represented, each with her King in the pomp of Power, surrounded by a brilliant retinue of Dukes, Marshalls, and Knights, each with an attentive Page to look after his personal wants. Six Butlers, two Bakers and two Cookes may be safely trusted to satisfy the demands of their appetites. Amid the variety of color in the brilliant gathering I note the sober Gray and Brown, with Green and Black and White, and other primary Hughes.

"The towns and cities of our Province I see are represented by Collingwood, Hamilton, Hastings, Kingston, London, Cornwall and Milton.

"The devotional element appears not to be lacking, for I note a Temple, a Church and a Chappell, with Parsons and a Dean. These sanctuaries, I find, are provided with two Bells, with Ropes, but have only one Sexton to care for them all.

"One could easily fancy himself in a hive of industry in the company of a Weaver, a Farmer, a Shepherd, a Coker, a Driver, a Porter, two Masons, two Millers and four Smiths, besides representatives of other honorable Crafts.

"What charming landscapes! Let us stand by the Bush of Holley on the lofty Hill and survey the panorama spread at our feet. We see Brooks winding through lovely Meade and luxuriant Fern, here and there widening into a placid Poole on which floats the graceful Swan. Beneath the still waters darts the restless Pike with its flashing Gill. As we gaze far across the Field, here and there broken by Sand and Stock and Stone, we see the spacious Harbour with its protecting Capes. That winding Lane, with its prickly border of Thorne, leads into the sombre Wood, carpeted with yielding Fern. Nor does silence reign there. We hear the voices of the Robin,

the Crowe, the Jay, and the Sparrow, and looking up are not a little surprised to see sailing overhead a gigantic Condor. In the adjacent Meade, there quietly graze a Lamb, a Hart and a Roe, apparently undisturbed by the presence of a Hogg. Little do these genic creatures know that a Knight with Spear of supple Steele has emerged from yon Stables fully equipped for the Hunt. Soon will he be on their Trail in Swift chase.

"A merry party are coming across the Dale in Cupples. 'Cousin Kate' we note among them, Blythe and Gay as usual, with her visiting Cozzens. Sweet she looks in her pretty Hood with a Pansy Garland about her shapely shoulders. That Young fellow is evidently her lover. He Smiles on her in his Bland way, and she Ogles the rest of the company. But see! she has Follen over the Bridge, and, with devotion that danger cannot Daunt, he springs in to the rescue ere she can utter a Howell for help. As he reaches terra firma he calls for his Jewell and vows he will be True to her Tilly dies. As he is a steady Workman, their future appears bright with Hope. One of the company carries a Fife, and as they disappeared over the Hill, we catch the familiar strains of Holmes, Sweet Holm."

A NEW IDEA.

Something entirely new in the shape of a "Letter Card" is being put upon the market just now by E. Reach, 34 Victoria street, Toronto. It is a very unique idea, and Mr. Reach holds the patent for Great Britain, Germany, France, Italy and other European countries; also the United States and Canada. It is so arranged that when the card is closed beneath the covers a leaf is folded, which makes in all six pages without the two outside cover pages. Inside it is tastefully illustrated and the five designs have each different illustrations. They are: A general view of Toronto; one with seven small views of Toronto; the King in high hat, with a verse of "God Save the King"; the Prince and Princess of Wales, and a fifth of selected quotations. They can be made in Canada as cheap, if not cheaper than imported post cards.

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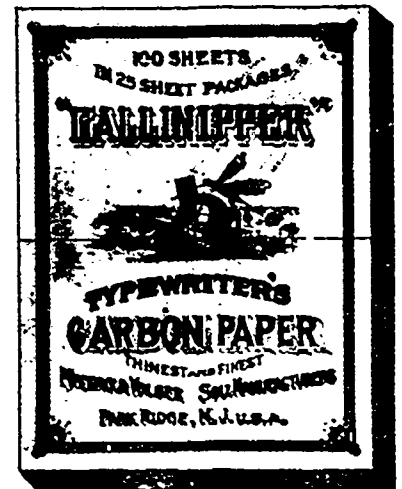
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