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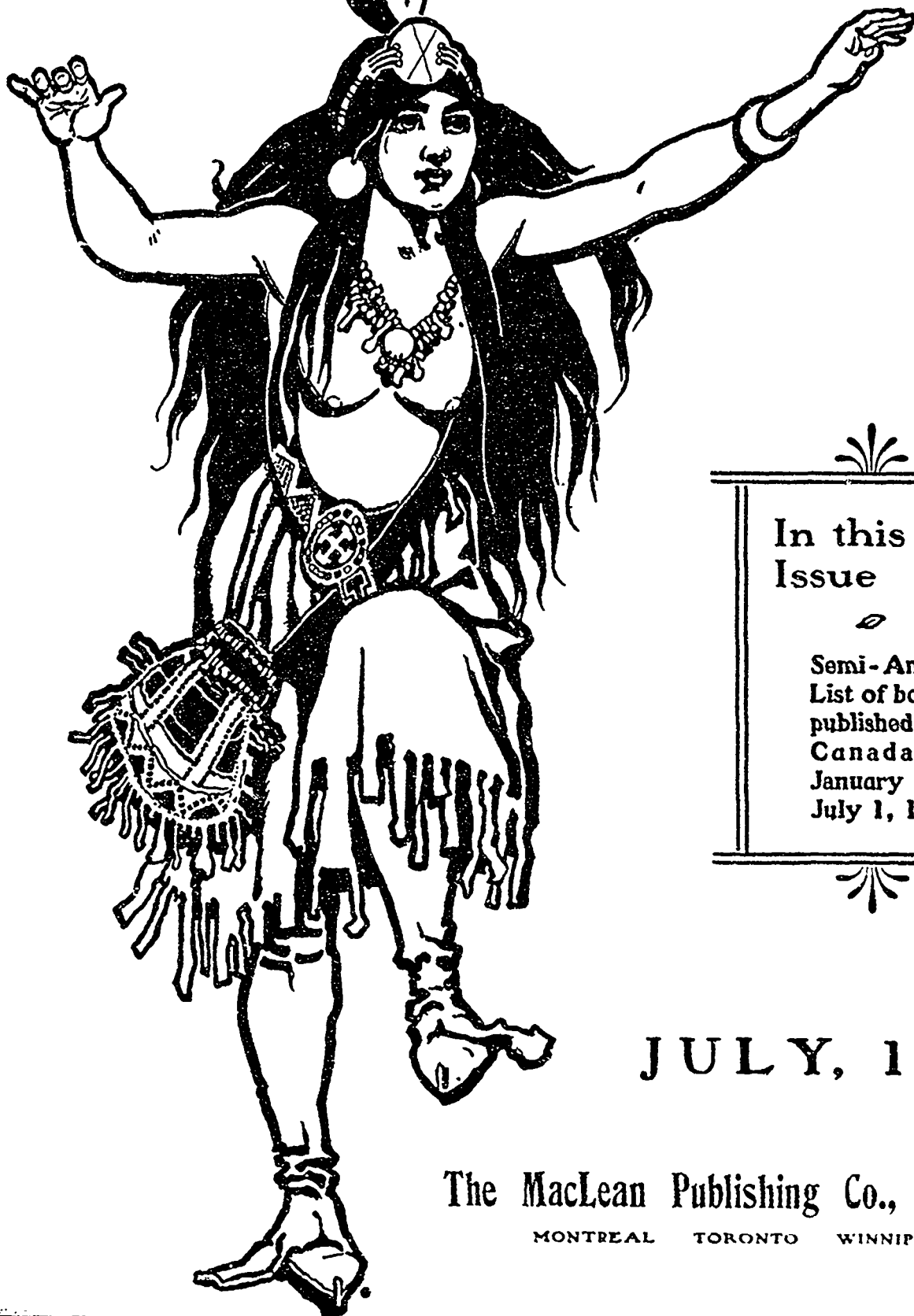
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BOOKSELLER AND STATIONER



In this Issue

Semi-Annual
List of books
published in
Canada,
January 1 to
July 1, 1904.

JULY, 1904

The MacLean Publishing Co., Limited

MONTREAL TORONTO WINNIPEG

Fall Papeteries

Our travellers are showing a range of Fancy Boxed Stationery for fall and holiday trade, which for dainty and artistic effects are unequalled. Delivery of these goods will be made in the early fall in good time for the season's trade.

Fancy Post Cards

A shipment of the choicest numbers of Fancy Post Cards, published by Raphael Tuck & Sons, has just come to hand. These include many new designs in the popular "Write Away" series. Samples will be mailed immediately on request.

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The Trade will not be disappointed by this House.

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CASH BOXES, GLASS INK STANDS, SPONGE CUPS, and
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SUPPLIES of

SCRIBBLERS, EXERCISE BOOKS, PENS, ERASERS, CRAYONS,
DRAWING BOOKS, LEAD PENCILS, RULERS, BLACKBOARD ERASERS,

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A BOOK OF ANIMAL LIFE

By Charles G. D. Roberts

Author of "The Kindred of the Wild," "The Heart of the
Ancient Wood," etc.

With 48 full-page plates and many decorations from
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Cloth only, \$2.00.



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

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ONE OF MANY
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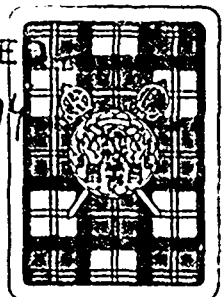
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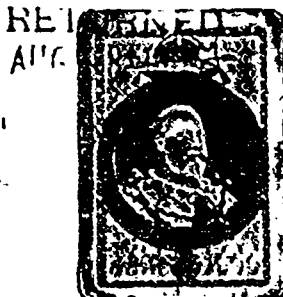
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"Fortune Telling"
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THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XX.

MONTREAL AND TORONTO, CANADA, JULY, 1904.

No. 7.

CURRENT TOPICS.

BOOK business has been quiet for the past month. With the exception of a few paper editions of recent novels, there have been scarcely any new publications. The attention of publishers is being directed instead towards securing attractive manuscripts for Fall, and in this they have been successful, so far as lending books are concerned.

Book Trade Thus, one publisher has secured the Canadian rights for a new Corelli book; another will open his Fall campaign with a strong novel by Hall Caine; whilst a third is banking on the success of a more pretentious work by the author of "Wee Macgregor." The feature of book sales for the month has been the widespread popularity of "The Crossing," by Winston Churchill, of which a second edition is now almost ready. Other books that have sold well include: "In the Bishop's Carriage," "Strong Mae," "Deliverance" and "The Imperialist." Paper editions are being featured at present, and according to latest reports, sales are shifting from the cloth to the paper editions. This is merely a temporary phenomenon, however.

A PERTINENT question, which might be asked of all readers of Bookseller and Stationer, is: "Do you read the advertisements?" The reading matter in such a trade paper as Bookseller and Stationer is certainly of much value and assistance to the dealer, and we would not hesitate for a moment to im-

The Value of press on subscribers the importance of **Advertisements.** reading and acting on what the reading columns contain. But, at the same time, the value of the advertising pages must not be minimized, as, unfortunately, is too frequently the case. Subscribers are not getting the best value out of their subscriptions, if they do not systematically read the advertisements. By watching the advertising columns, many a dealer will be able to increase materially the volume and importance of his business, while at the same time he will be adding to his store of knowledge. Bookseller and Stationer is proud of the appearance of its advertising pages and, in addition to deriving trade information from them,

the dealer can get practical pointers on how to prepare and display his own advertising.

CANADIAN booksellers are to-day in the enjoyment of an advantage, of which a large proportion of them are oblivious. This advantage can be best explained by the experience of a Canadian bookseller with a visitor from Chicago, who chanced to enter his shop. After inspecting the stock of books on the shelves and show-stands, the visitor expressed his delight with the many fine editions of noted books, and the general excellence of the stock. He stated, in fact, that he did not know of a bookstore in the United States which contained such a variety of both handsome and serviceable books. The bookseller was surprised, and for a time was unable to explain this seeming impossibility. Then it suddenly dawned on him that the visitor's delight was occasioned by the presence of a great many English editions, which, owing to the stringent copyright laws in force in the United States, were not to be seen in that country. Owing to the increasing tourist traffic from the United States, the sale of books to travelers is on the increase, and, in their ability to handle choice English editions, the Canadian booksellers possess a valuable advantage.

A Pleasant Advantage.

THE majority of book and stationery stores lose sight of the fact that a few good standard books would find a sale if properly displayed. At present the ordinary store caters only to the demand for fiction, and people desirous of securing standard works have to look to the book agent for what they want. Publishers to some extent **Stock Standard** are to blame, carrying two different **Works.** classes of publications; the fiction for the bookstore and standard works for the book agents, but so long as the bookseller neglects to keep a supply of standard books, he cannot complain if sales do go to book agents.

BOOK BREVITIES

AS a head-liner for the Fall season, the Copp-Clark Co. announce a new book by J. J. Bell, the now famous author of "Wee Macgregor." The title is "Jess and Company," and it is the story of a young couple, six months married.

Morang & Co. have decided to issue a Canadian edition of "The Singular Miss Smith," by Florence Morse Kingsley, which will be ready this month.

Hall Caine's new story, "The Prodigal Son," will be published in Canada about November 15, by Morang & Co. It is now running serially in Everybody's Magazine.

"The Prospector" is the title of Ralph Connor's forthcoming book. It will be published about November 1, by the Westminster Co. Another new Canadian book by Marion Keith will also be published by this company on the same date. (Cloth, \$1.25.)

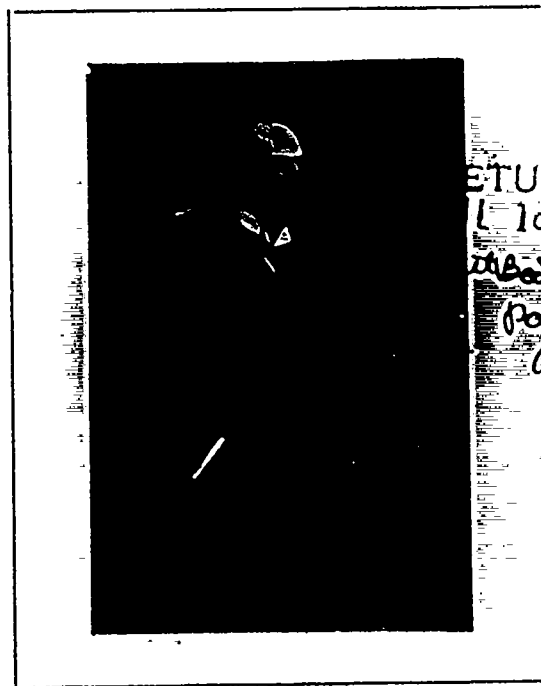
The first Canadian edition of "The Crossing," by Winston Churchill, is now almost exhausted, and a second edition is in preparation. The Copp-Clark Co. are delighted with the sale of this book.

Paper editions of three Canadian stories have been prepared by the Copp-Clark Co. They are, "The Foss River Ranch," by Ridgwell Cullum, "The Ploughshare and the

house. There will also be ready this month paper editions of "Incomparable Bellairs," by Agnes and Egerton Castle, and "Over the Border," by Robert Barr.

A sequel to "The Lightning Conductor," by C. N. and A. M. Williamson, entitled, "The Princess Passes," will be one of the first Fall publications of McLeod & Allen, Toronto.

A volume of verse entitled "Between the Lights," by Mrs. Isabel E. Mackay, of Woodstock, will be pub-



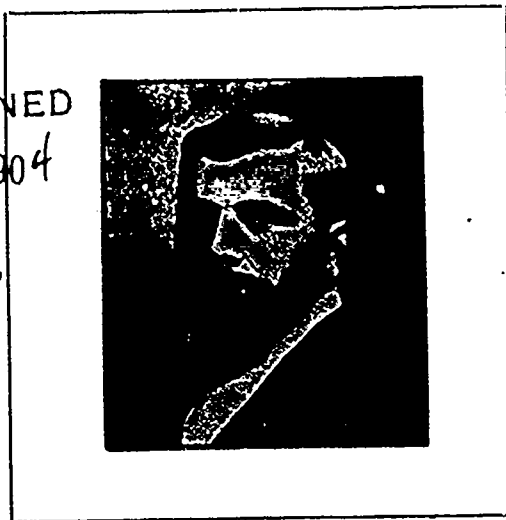
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Maurice Hewlett.
Author of "The Queen's Quair," a notable historical novel.

lished by William Briggs early in September. The same publisher will likewise issue during the present month a pretty booklet of poems, entitled, "A Song of December," by Miss H. Isabel Graham, of Seaforth.

A rare volume of church history, entitled, "Old Time Primitive Methodism in Canada," from the pen of Mrs. R. P. Hopper, of Claremont, and illustrated with numerous portraits of leading ministers and laymen, is in the press of William Briggs.

William Briggs has secured the Canadian market for a new story, said to be uncommonly strong in its characterization, by Mark Ashton, author of "She Stands Alone." Mr. Ashton entitles his story, "Azalim: A Romance of Old Judea." The leading character of the tale is Jezebel, the Jewish queen, whose name stands in evil eminence as the most wicked woman in Bible history. She first appears in all the glory of her young girlhood, innocent as yet of the dreadful crimes later attributed to her. Her career is followed closely up to her death, and her acts and motives furnish the material for the story. Contrasted with her are the prophet Elijah and the shepherd Azalim, who forsakes the God of his fathers and falls a victim to the wiles of the queen.



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any.

Robert Barr.
A paper edition of whose "Over the Border" is being prepared by the Copp, Clark Co

Sword," by Ernest Henham, and "Conjuror's House," by S. E. White

The Copp-Clark Co. have just issued "The Amazing Judgment," a novel by E. P. Oppenheim, in paper and cloth editions. The paper edition retails at 50c; the cloth at \$1. A new story by J. C. Sneath, entitled, "Broke of Covenden," will be among the July publications of this

OUR HALF-YEARLY BOOK LIST

Books Published in Canada
January 1 to July 1, 1904

IN presenting the following list to our readers, a few explanatory words are necessary. In the first place, the list does not pretend to contain the name of every book published in Canada during the past six months. There are some books published outside the regular channels, of which it is almost impossible to keep a record. Unless these have been copyrighted, they have necessarily been omitted. On the other hand, the list may be considered complete, so far as the regular publishers are concerned.

In the list of works of fiction, both authors and titles have been alphabetically arranged, though, in order to save space and prevent unnecessary repetition, the name of the publisher only appears in connection with the name of the author. Thus, if only the title of a book is known, the publisher's name can be found by first looking up the title, thence securing the author's name, and referring to the author's entry.

FICTION.

- "Albert Gate Affair." By Louis Tracy. Cloth, \$1.25. Paper, 75c.
- "All's Fair in Love." By J. C. Sawyer. \$1.50.
- "American Prisoner, The." By Eden Phillpotts. \$1.50.
- "Anna the Adventuress." By F. P. Oppenheim. \$1.25 and 75c.
- "Barrier, The." By Allen French. \$1.25 and 75c.
- Bell, J. J.** "Mrs. M'Levie." Toronto: Langton & Hall.
- "Bindweed, The." By Nellie K. Blissett. \$1.25 and 75c.
- Blissett, Nellie K.** "The Bindweed." Toronto: Musson Book Co. Cloth, \$1.25. Paper, 75c.
- "Brave Hearts." By W. A. Fraser. \$1.25.
- "Bright Face of Danger, The." By R. N. Stephens. \$1.50 and 75c.
- "Broke of Covendon." By J. C. Sneath. Cloth, \$1.25. Paper, 75c.
- "By Snare of Love." By A. W. Marchmont. \$1.25 and 75c.
- "By the Good Sainte Anne." By A. C. Ray. \$1.25.
- "Cap'n Eri." By Joseph C. Lincoln. \$1.25 and 75c.
- Carling, John E.** "The Viking's Skull." Toronto: Langton & Hall. Cloth, \$1.25. Paper, 75c.
- "Castaway, The." By H. E. Rives. \$1.25 and 75c.
- Churchill, Winston.** "The Crossing." Toronto: The Copp, Clark Co. Cloth, \$1.50.
- "Cost, The." By D. G. Phillips. \$1.25 and 75c.
- Cotes, Sarah Jeanette Duncan.** "The Imperialist." Toronto: The Copp, Clark Co. Cloth, \$1.25.
- Crockett, S. R.** "Strong Mac." Toronto: The Copp, Clark Co. \$1.50 and 75c.
- "Crossing, The." By W. Churchill. Cloth, \$1.50.
- Curtis, Wardon Allan.** "The Strange Adventures of Mr. Middleton." Toronto: McLeod & Allen. 75c.
- "Custodian, The." By Archibald Eyre. \$1.25 and 75c.
- "Darrow Enigma, The." By M. L. Severy. Cloth, \$1.50. Paper, 75c.
- "Deliverance, The." By Ellen Glasgow. \$1.50 and 75c.
- "Denis Dent." By E. H. Hornung. Cloth, \$1.50. Paper, 75c.
- Dickson, Harris.** "She That Hesitates." Toronto: McLeod & Allen. \$1.25 and 75c.
- "Dorothea." By Maarten Maartens. Cloth, \$1.25. Paper, 75c.
- "Duke Decides, The." By H. Hill. \$1.25 and 75c.
- "Effendi, The." By F. B. Whitehouse. \$1.50.
- Eyre, Archibald.** "The Custodian." Toronto: Langton & Hall. Cloth, \$1.25. Paper, 75c.
- "Fat of the Land, The." By J. W. Streeter. \$1.50.
- Fraser, W. A.** "Brave Hearts." Toronto: Morang & Co. Cloth, \$1.25.
- Freeland, H.** "Trelawny." Toronto: McLeod & Allen. 75c.
- French, Allen.** "The Barrier." Toronto: William Briggs. Cloth, \$1.25. Paper, 75c.
- Garland, Hamlin.** "Hesper." Toronto: Book Supply Co. Cloth, \$1.50.
- Glasgow, Ellen.** "The Deliverance." Toronto: Musson Book Co. Cloth, \$1.50. Paper, 75c.
- "Grafters, The." By F. Lynde. \$1.25 and 75c.
- Guelton, Elizabeth.** "The Story of Peter, a Canadian Cat." Toronto: William Briggs. Paper, 15c.
- Haggard, Rider.** "Stella Fregelius." Toronto: The Copp, Clark Co. Cloth, \$1.25. Paper, 75c.
- Harland, Henry.** "My Friend Prospero." Toronto: William Briggs. Cloth, \$1.25.
- "Hermit, The." By C. C. Munn. \$1.25 and 75c.
- "Hesper." By Hamlin Garland. \$1.50.
- Hewlett, Maurice.** "The Queen's Quair." Toronto: Morang & Co. Cloth, \$1.50.
- Hill, Headon.** "The Duke Decides." Toronto: McLeod & Allen. 75c and \$1.25.
- Hill, Headon.** "A Ruce With Ruin." Toronto: Langton & Hall. Cloth, \$1.25. Paper, 75c.
- Hopkins, Herbert M.** "The Torch." Toronto: McLeod & Allen. \$1.25 and 75c.
- Hornung, E. H.** "Denis Dent." Toronto: The Copp, Clark Co. Cloth, \$1.50. Paper, 75c.
- Hume, Fergus.** "The Yellow Holly." Toronto: Langton & Hall. Cloth, \$1.25. Paper, 75c.
- Hume, Fergus.** "The Red Window." Toronto: Langton & Hall. Cloth, \$1.25. Paper, 75c.
- "Imperialist, The." By Mrs. Cotes. Cloth, \$1.25.
- "In the Bishop's Carriage." By M. Michelson. \$1.25 and 75c.

- Johnston, J. Wesley.** "The Mystery of Miriam." Toronto: Wm. Briggs. Cloth, \$1.25. Paper, 75c.
- Johnston, Mary.** "Sir Mortimer." Toronto: Book Supply Co. Cloth, \$1.50.
- Keays, H. A. Mitchell.** "He That Eateth Bread With Me." Toronto: Musson Book Co. Cloth, \$1.50. Paper, 75c.
- "Lady Cakemaker, The." By L. T. Mead. Cloth, \$1.25. Paper, 75c.
- "Lightning Conductor, The." By C. N. and A. M. Williamson. \$1.25 and 75c.
- Lincoln, Joseph C.** "Cap'n Eri." Toronto: William Briggs. Cloth, \$1.25. Paper, 75c.
- "Little Joan." By John Strange Winter. \$1.25 and 75c.
- London, Jack.** "People of the Abyss." Toronto: Morang & Co. Cloth, \$1.50.
- Lynde, Francis.** "The Grafters." Toronto: McLeod & Allen. Cloth, \$1.25. Paper, 75c.
- Maartens, Maartens.** "Dorothea." Toronto: The Copp, Clark Co. Cloth, \$1.25. Paper, 75c.
- Marchmont, Arthur W.** "By Snare of Love." Toronto: McLeod & Allen. Cloth, \$1.25. Paper, 75c.
- ***Mead, L. T.** "The Lady Cakemaker." Toronto: The Copp, Clark Co. Cloth, \$1.25. Paper, 75c.
- Michelson, Miriam.** "In the Bishop's Carriage." Toronto: McLeod & Allen. Cloth, \$1.25. Paper, 75c.
- Miller, Elizabeth.** "The Yoke." Toronto: McLeod & Allen. \$1.25 and 75c.
- Moss, Mary.** "A Sequence in Hearts." Toronto: Langton & Hall. Cloth, \$1.25. Paper, 75c.
- "Mrs. M'Loirie." By J. J. Bell.
- Munn, Charles Clark.** "The Hermit." Toronto: McLeod & Allen. 75c and \$1.25.
- "My Friend Prospero." By Henry Harland. \$1.25.
- "Mystery of Miriam, The." By J. Wesley Johnston. \$1.25 and 75c.
- Oppenheim, F.** "Anna the Adventuress." Toronto: The Copp, Clark Co. \$1.25 and 75c.
- Parrish, Randall.** "When Wilderness Was King." Toronto: McLeod & Allen. Paper, 75c. Cloth, \$1.25.
- Pemberton, Max.** "Red Morn." Toronto: The Copp, Clark Co. Cloth, \$1.25. Paper, 75c.
- "People of the Abyss." By Jack London. \$1.50.
- Phillips, David Graham.** "The Cost." Toronto: McLeod & Allen. Cloth, \$1.25. Paper, 75c.
- Phillipotts, Eden.** "The American Prisoner." Toronto: Morang & Co. Cloth, \$1.50.
- "Pillar of Light." By Louis Tracy. \$1.25 and 75c.
- "Queen's Quair, The." By Maurice Hewlett. \$1.50.
- "Race With Ruin, A." By Heaton Hill. \$1.25 and 75c.
- Ray, Annie Chapman.** "By the Good Sainte Anne." Toronto: Musson Book Co. Cloth, \$1.25 net.
- "Real Diary of a Real Boy." By H. A. Shute. \$1.25.
- "Rebecca of Sunnybrook Farm." By Kate Douglas Wiggin. \$1.25.
- "Red Morn." By Max Pemberton. Cloth, \$1.25. Paper, 75c.
- "Red Window, The." By Fergus Hume. \$1.25 and 75c.
- "Rev. John and a Few Philanthropists." By Cyrus Thomas. \$2.50.
- Rives, Halle Erminie.** "The Castaway." Toronto: McLeod & Allen. \$1.25 and 75c.
- Roberts, Charles G. D.** "Watchers of the Trails." Toronto: Copp, Clark Co. Cloth, \$2.
- Robinson, Fletcher.** "The Trail of the Dead." Toronto: Langton & Hall. Cloth, \$1.25. Paper, 75c.
- Sawyer, Josephine C.** "All's Fair in Love." Toronto: Musson Book Co. Cloth, \$1.50.
- "Sequence in Hearts, A." By Mary Moss. \$1.25 and 75c.
- Severy, Melvin L.** "The Darrow Enigma." Toronto: The Copp, Clark Co. \$1.50 and 75c.
- "She That Hesitates." By H. Dickson. \$1.25 and 75c.
- Shute, Henry A.** "The Real Diary of a Real Boy." Toronto: McLeod & Allen. \$1.25.
- "Sir Mortimer." By Mary Johnston. \$1.50.
- "Silent Places, The." By S. E. White. \$1.50.
- Sneath, J. C.** "Broke of Covendon." Toronto: The Copp, Clark Co. Cloth, \$1.25. Paper, 75c.
- "Stella Fregelius." By H. R. Haggard. Cloth, \$1.25. Paper, 75c.
- Stephens, Robert Neilson.** "The Bright Face of Danger." Toronto: Copp, Clark Co. \$1.50 and 75c.
- "Story of Peter, a Canadian Cat." By Elizabeth Guelton. 15c.
- "Strange Adventures of Mr. Middleton." By W. A. Curtis. 75c.
- Streeter, John Williams.** "The Fat of the Land." Toronto: Morang & Co. Cloth, \$1.50.
- "Strong Mac." By S. R. Crockett. \$1.50 and 75c.
- "Sure." By T. W. Townsend. 75c.
- Thomas, Cyrus.** "The Rev. John and a Few Philanthropists." Montreal: John Lovell & Sons. Cloth, \$2.50.
- "Torch, The." By H. M. Hopkins. \$1.25 and 75c.
- Townsend, Thomas W.** "Sure." Toronto: Musson Book Co. Cloth, 75c.
- Tracy, Louis.** "The Pillar of Light." Toronto: McLeod & Allen. Cloth, \$1.25. Paper, 75c.
- Tracy, Louis.** "The Albert Gate Affair." Toronto: The Copp, Clark Co. Cloth, \$1.25. Paper, 75c.
- "Trail of the Dead, The." By F. Robinson. \$1.25 and 75c.
- "Trelawny." By H. Freeland, 75c.
- "Viking's Skull, The." By J. R. Carling. \$1.25 and 75c.
- "Watchers of the Trails." By C. G. D. Roberts. Cloth, \$2.
- "When Wilderness Was King." By R. Parrish. \$1.25 and 75c.
- Whitehouse, Florence Brookes.** "The Effendi." Toronto: Musson Book Co. Cloth, \$1.50.
- White, Stewart Edward.** "The Silent Places." Toronto: Morang & Co. Cloth, \$1.50.
- Wiggin, Kate Douglas.** "Rebecca of Sunnybrook Farm." Toronto: William Briggs. Cloth, \$1.25.
- Williamson, C. N. and A. M.** "The Lightning Conductor." Toronto: McLeod & Allen. 75c and \$1.25.
- Winter, John Strange.** "Little Joan." Toronto: Langton & Hall. Cloth, \$1.25. Paper, 75c.

- "Yellow Holly, The." By Fergus Hume. \$1.25 and 75c.
 "Yoke, The." By E. Miller. \$1.25 and 75c.

HISTORY AND BIOGRAPHY.

- "Brief History of Canada, with a Short Sketch of Canadian Civics." Quebec: John E. Walsh.
Burwash, Nathanael. "Egerton Ryerson." Vol. II, of Makers of Canada. Toronto: Morang & Co. Subscription only.
Clements, Ernest W. "A Handbook of Modern Japan." Toronto: William Briggs. \$1.40 net.
Dickson, Rev. J. A. R. "Ebenezer, a History of the Central Presbyterian Church, Galt." Toronto: William Briggs. \$1.25 net.
Ferguson, George D. "Lectures on the History of the Middle Ages." Kingston: G. D. Ferguson.
Graham, Franklin. "Histrionic Montreal." Montreal: John Lovell & Sons. Cloth, \$2.50.
Hossack, Donald Calvin. "Illustrious Men." Toronto: Daniel Rose, 35c.
Huestis, Rev. G. O. "The Beginnings of Methodism." Toronto: William Briggs. 50c.
McIlwraith, Jean. "Sir Frederick Haldimand." Makers of Canada Series. Toronto: Morang & Co.
MacVicar, John H. "Life and Work of Donald Harvey MacVicar." Fergus: J. H. MacVicar.
Morice, Rev. A. G. "History of the Northern Interior of British Columbia." 1660-1880. Toronto: William Briggs. \$2.50.
Roberts, Charles G. D. "Discoveries and Explorations in the Century." Vol. XIV. The Nineteenth Century Series. Brantford: Bradley-Garretson Co.
Wolseley, Lord. "The Story of a Soldier's Life." Toronto: Book Supply Co. 2 volumes. \$5.
Wood, W. "The Fight for Canada." Toronto: Musson Book Co. Cloth, \$5 net.
Wrong, George M. "The British Nation." Toronto: Morang & Co. Cloth, \$1.

POETRY.

- MacGeorge, David.** "Original Poems." Galt: David MacGeorge.
Ryan, Carroll. "Poems, Songs, Ballads." Montreal: John Lovell & Sons.
 Waifs From the Hedges and Highways." Montreal: The Anon Publishing Co. of Canada.

RELIGIOUS.

- Smith, Goldwin.** "Lines of Religious Enquiry." Toronto: Goldwin Smith.
 "Syllabus of Six Short Courses in the Historical and Literary Study of the English Bible; and the Past and Current History of the Christian Church." Waterloo: Alfred Edward Lavell.
Warden, R. H. and Campbell, Robert. "Rules and Forms of Procedure in the Church Courts of the Presbyterian Church in Canada." Montreal: Robert Campbell, D.D.

YEAR BOOKS AND ANNUALS.

- "Book of Canada, The." The Book of Canada Company, Montreal.

- "Canadian Annual Review, 1903." Edited by J. Castell Hopkins. Toronto: Annual Review Publishing Co. Cloth, \$3.
 "Canadian Industrial Blue Book. The Manufacturers' List and Buyers' Guide of Canada." Montreal: The Manufacturers' List Company.
 "La Revue Canadienne." 1904. Montreal: La Compagnie de Publication de la Revue Canadienne.
 "Year Book and Clergy List of the Church of England in the Dominion of Canada," 1904. Toronto: Joseph P. Clougher.

NATURE BOOKS.

- Chapman, Frank M.** "A Color Key to North American Birds." Toronto: William Briggs. Cloth, \$2.50 net.
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- Sedgwick, Henry D.** "Francis Parkman." American Men of Letters Series. Boston: Houghton, Mifflin & Co. \$1.10 net. The life of the eminent American historian, who has done so much to illuminate the early history of Canada, is admirably summed up in this compact volume. Special attention is bestowed on his earlier years, and the holiday journeys of his youth, a part of his life to which his diaries give free access. The biographer writes sympathetically of his later years and the sufferings he endured.
- "Strenuous Epigrams of Theodore Roosevelt." New York: H. M. Caldwell & Co. A dainty little booklet containing a collection of short, pithy epigrams, evidently taken from speeches delivered by the President. As an introduction, a short sketch of Roosevelt's life is inserted.
- Weymouth, Richard Francis.** "The New Testament in Modern Speech." 674 pages. London: James Clarke & Co. Cloth, 2s 6d. Blue leather, 5s. An idiomatic translation into everyday English from the text of the *Resultant Greek Testament*. Warmly endorsed by the British and Foreign Bible Society and by numerous divines.
- Wing, Rev. Russell.** "Some of Life's Gleanings." London: Chas. J. Thynne, 2s cloth. Containing the thoughts of gifted writers on a large number and variety of subjects. These have been gleaned from the manuscript books of the late Rev. Russell Wing, where they had been transcribed from a vast number of sources. By means of an index and a careful arrangement of topics, the reader has at his command an excellent storehouse of material.
- Wood, William.** "The Fight for Canada." London: Archibald Constable & Co. Price, one guinea net. A new and complete account of the campaign, which culminated in Wolfe's capture of Quebec, compiled from the official documents. This is the first authentic history of the war of conquest, combining the military and naval manoeuvres in a united whole. Hitherto historians have built on theories and fancies and have neglected the actual side of the campaign. Major Wood has had access to all the original documents, and has produced a most valuable work.

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MONTREAL BOOK TRADE.

THE tourist trade in Montreal has commenced, and every bookseller considers the prospects for Summer quite bright. Some new Canadian books of recent publication are doing very well. John Lovell & Sons have published "Historic Montreal; Plays and Players of the Last Century," a book written by Franklin Graham, who was for some time a reporter on the Montreal Herald. It is well illustrated with many of the portraits of the best known celebrities of the drama and lecture platform, who have visited Montreal in past years up to the beginning of this century, containing annals of the Montreal stage and biographical and critical notes of a great many actors and others who have entertained audiences of this city

• • •

"The Life and Work of Donald Harvey MacVicar," by his son, John H. MacVicar, of Melville Church, Fergus, Ont., is selling very well in Montreal, where the reverend gentleman, as principal of Montreal Presbyterian College, made for himself a great many friends.

• • •

Another story of old Quebec has appeared here, "The Ploughshare and the Sword," by Ernest George Henham, and the sales are very gratifying. This book, though of but recent publication, is also doing well with American visitors to the city, who are commencing now to come in numbers.

• • •

Scotsmen cannot but be taken by "The Heather in Lore, Lyric and Lay," by Alexander Wallace. The title of this book is an explanation of its contents, which are quotations from poems and prose appreciations of the heather from many Scottish authors. It is illustrated with photographs of heather in its most useful and attractive forms, (as, for instance, a Highland cottage thatched with heather), while the frontispiece is a beautiful three-color photograph of the heather in its several natural shades.

• • •

Of the other books which are taking the public fancy there are: "When Wilderness was King," which is perhaps the best selling novel of the month in Montreal, "The Bright Face of Danger," "Anna, the Adventuress," "The Effendi," and "Odd Craft."

• • •

A welcome addition to Appleton's business series is "The Modern Bank," by Amos K. Fiske. This is a concise and clear exposition of the banking system of to-day in the United States, showing its functions and methods; and a brief account of the development of this system from the beginning is included. Montreal booksellers tell us that this book is in better demand than might have been expected, considering its apparently limited field.

• • •

F E Grafton & Sons have now had their "Glimpses of Montreal" album on the market for some weeks, and with the commencement of the tourist trade the demand for it is reaching satisfactory proportions. The photo engravings in this are excellent. They show up well against grounds of cover papers of various colors, and the whole production is very creditable indeed.

SOME NEW CANADIAN BOOKS.

There is now in the press of William Briggs a volume of unique interest, a selection from a remarkable series of reminiscence sketches contributed to the press by the Hon. D. W. Higgins, of Victoria, late Speaker of the Legislature of British Columbia. The interest excited by the stories while running serially was so spontaneous and so widespread that publication in permanent form became a necessity to meet the demand from all quarters. Mr. Higgins, who is a native of Nova Scotia, went to California in 1856, and (according to Morgan) founded the San Francisco "Morning Call," which he published until his removal to British Columbia in 1858, where he founded, in Victoria, the "Morning Chronicle," which was afterwards amalgamated with the "Victoria Colonist." He continued to edit the latter paper until 1886, when he sold out to engage in other interests. For nine years he presided as Speaker over the Provincial Legislature, and served his city and province in various other capacities. Entering the province while it was yet in the Hudson Bay Company's hands, Mr. Higgins has been closely identified with the social, industrial and political changes that have since occurred, and has had quite exceptional opportunities of gathering material for the vivid sketches with which he has enriched western literature. Mr. Higgins presents pen-pictures of interesting events and incidents that, but for his rare descriptive power and industry, would never have been preserved.

The volume, which is to be entitled, "The Mystic Spring, and other Stories of Western Life," will comprise over four hundred pages, and will sell at \$1.50. Mr. John Innes, who has made a specialty of depicting western life, is engaged on a series of illustrations for the book. The faith in the book shown in the author's own province is evidenced by advance orders that call for a first edition of 2,000 copies for British Columbia alone.

• • •

A Toronto lady whose work has steadily grown in strength and literary quality is Mrs. Sheard, wife of the Medical Health Officer, and known to the reading public as *Virna Sheard*. Mrs. Sheard's first essay at authorship, "Trevelyan's Little Daughters," was an unambitious tale for children, but it showed promise of a capacity for better work. Since then such leisure hours as she has been able to snatch from the oversight of her home, and her family of boys—of whom she is very fond and proud—have been devoted to writing in both prose and verse for the magazines and current press. Last year a second story of Mrs. Sheard's appeared, with the title, "A Maid of Many Moods." (James Pott & Co., New York), and passed through successive editions, materially enhancing the author's reputation. We now hear that she has completed another story, which has been accepted for publication by the Frederick Stokes Company, of New York, and William Briggs, of Toronto. The story is entitled "By the Queen's Grace," and is said to be a very charming and delightful romance of London, in the stirring times of "Good Queen Bess." The Canadian edition will be published early in September. It should make a popular Christmas book.

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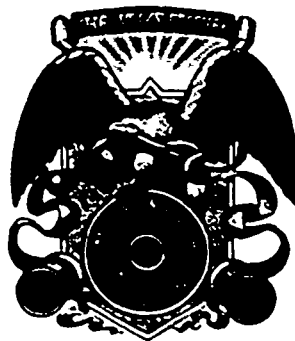
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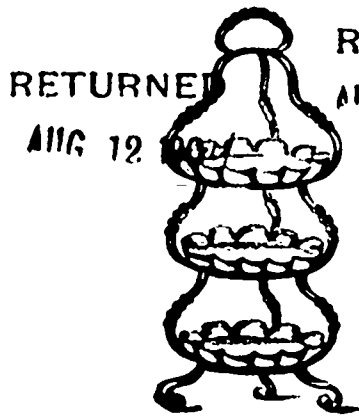
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A DEPARTMENT FOR BRASS GOODS

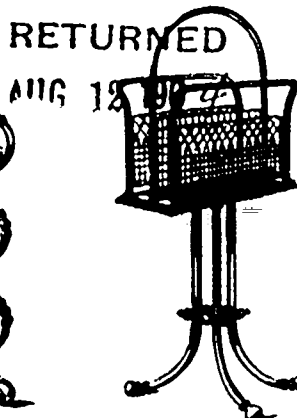
BRASS goods have for years been handled in small quantities by booksellers and fancy good dealers, in connection with their stationery lines. Brass inkstands, brass paper knives, brass blotters, stationery cabinets of brass, brass pen trays, and letter balances, and articles of this nature have all had a place in the best stores.

materials, and let brass be the one and only idea. It will be surprising what an insistence and force the one-idea department will have. A customer will not need to look here and there and everywhere for something made of brass. The whole collection will be massed in one place, and almost at a single glance the customer will be able to grasp just what the stock contains.

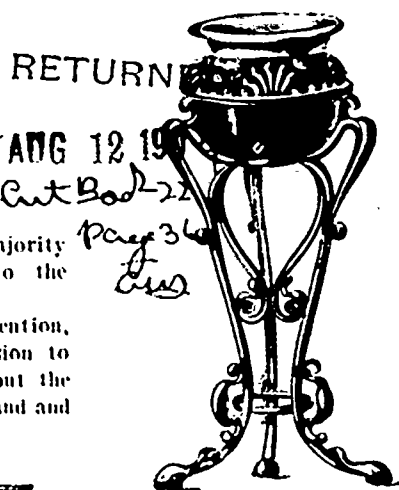
There are so many articles made of brass at the present day that this material has come to be one of the utmost importance to the fancy goods dealer. Beyond the regular lines already handled by stationers, there are excellent possibilities in the handling of candelabras, candlesticks, fern pots, jardinières, kettles, flower holders, gongs, brush sets, mirrors, match cases, music stands, photo frames, pipe racks, shaving glasses, ash trays, etc. Some new designs in these goods are to be found on this



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Revolving Paper Rack



All Brass Jardiniere.



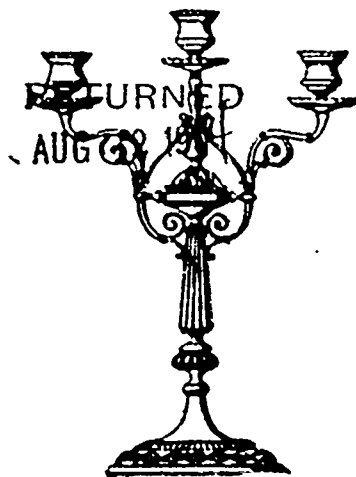
Gong.

Beyond this few dealers have ventured. The majority have held to the principle that there is a limit to the field.

There is a certain amount of truth in this contention, and one can readily understand a dealer's aversion to handling say brass fender suites or brass grates, but the practical difference between handling a brass inkstand and



Royal Home Chimney.



Polished Brass Candelabrum

a brass tea-kettle is really so slight as to be scarcely worth attention. In this larger conception of a brass goods department, a splendid field is opened up to the enterprising dealer.

To begin with, strengthen the stock of brass goods already on hand, and let this be a nucleus for a regular brass goods department. Remove all goods made of other

page, which will give the dealer some idea of their attractive qualities.

A few recommendations might be added. 1st—Arrange to have a brass goods department for the coming holiday season. 2nd—Put in stock as complete a range as possible. 3rd—Group the several articles together, ticketing each with neat price cards. 4th—Draw attention to the department by means of a large show-card. 5th—Insert an announcement of the opening of the department in the local paper. By acting along these or similar lines a profitable trade should be built up.

THE ILLUSTRATIONS.

THROUGH the courtesy of Menzies & Co., Toronto, several illustrations of new designs in brass goods are here inserted. These goods are of English manufacture, coming from the factory of the Townshend Art Metal Co., Limited, of Birmingham. Menzies & Co. are Canadian agents for this company, and they have now on display a complete and attractive line of the Townshend goods. A visit to the Menzies' showrooms opened the eyes of The Bookseller and Stationer representative to the value and utility of brass goods for the fancy goods dealer.



LEATHER GOODS



THE past year has seen a volume of business in the leather goods trade that has made that department in the fancy goods store one of the most important. The old method of laying in a few purses, staple shapes of handbags and valises, will never be a success in the present state of trade. Buying has become a fine art, and a most careful study of styles and novelties, etc., must be made. Manufacturers are offering a variety that renders success possible in any store, and the public are becoming so educated as to look for something special in every stock. As gifts, leather goods cannot be excelled; there is a substantialness, durability, and usefulness combined with luxury about them that make them peculiarly suitable as presents.

The strongest line has been, perhaps, the hand bag in all its variety of forms and leathers. The extensive demand for this line has developed such a prodigality of variety as to rather injure it, both for the maker and the retailer. With a few staple shapes the stock can be kept

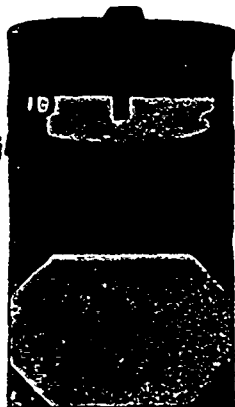
the best to carry and sell regularly through it all. A great splash was made by the "Peggy From Paris" bag, and the advertising it received made it one of the best known styles. But it has had a rather poor sale, in spite of it all, its initial success being momentary. A partial cause for its rapid fall was the cheap imitations that followed its introduction. A large departmental store was offering a couple of months ago a small "Peggy" for ten cents, and the large sizes were selling for a dollar. This imitating has been responsible for the small success of several shapes, for the multitude of new designs.

The novelties that are offered in leather goods are innumerable. From trunks to the tiniest purses there are included bags, writing folios, dressing cases and bags, hat boxes, jewel cases, watch fobs, pin cases, card and cigar cases, ticket holders, telephone registers, bill books, collar, cuff and brush cases, drinking glasses, sponge bags, belts, music holders, traveling pockets, flasks, etc., and each is useful and ornamental. And in each individual

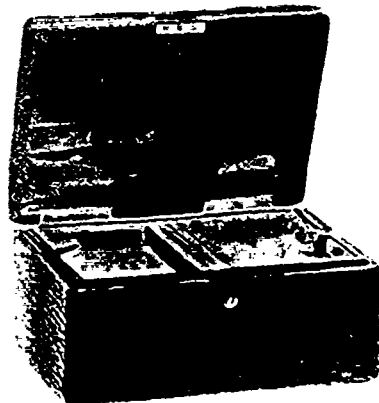
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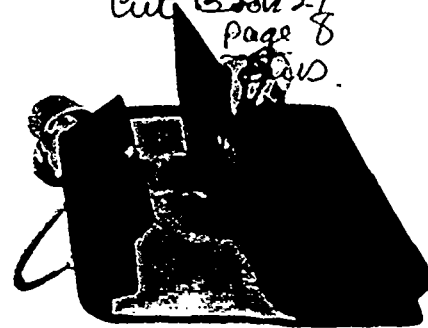
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A Folding Writing Case.



A Jewel Case.



A Music Holder.

down, but when hundreds of styles are thrown on the market, the size of stock must be large, and the tastes of customers wander. Many manufacturers, especially in the United States, have lost thousands of dollars in this branch of leather goods on account of the fact that special machinery is often required, and before the new shape begins to pay a newer comes in and the older one must be dropped. There is, too, the greatest rivalry in the manufacturing trade, and shapes that sell are immediately copied by rival makers, who sell them at cut prices. So keen has this competition become that New York manufacturers show their newest goods in far off parts of the country before putting them on the market in New York. This is done in order to delay the adoption of the shape by local makers.

It has been found that, while there is a momentary demand for new shapes, the staple, moderate designs are

taste can be gratified. The prices, too, varying as they do from a few cents to a great many dollars, put the lines in touch with every purse.

Travelers' needs are among the most important for this season of the year. For this there is a ready sale in bags, trunks, writing cases, traveling cases for playing cards and other games, safety pockets, jewel cases, toilet bags, collar and cuff cases, drinking glasses, etc. In the illustrations are shown a convenient writing case, music holder and jewel case. These cuts are from the Catalogue of the Julian Sale Leather Goods Company.

Among fancy goods there is a great demand for cushion tops in the lithographed designs in the fancy worked patterns, and in tapestries. Such well known pictures as The Fencing Girl, St. Cecilia, the Angelus, are included, and special designs are shown for bachelor quarters.

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FIRE AND MARINE

Head Office
Toronto, Ont.
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Assets, over - 3,546,000.00
Annual Income - 3,678,000.00

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$1,000,000.00.
TOTAL ASSETS, \$2,024,006.02.
LOSSES PAID SINCE ORGANIZATION, \$21,886,005.32.

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HON. GEO. A. COX, President. J. J. KENNY, Vice-President and Managing Director
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HEAD OFFICE, - TORONTO, CANADA.

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Paid-up Capital, \$8,700,000
Res., \$3,000,000

HON. GEO. A. COX, President. B. E. WALKER, General Manager.

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NEW YORK AGENCY,
16 Exchange Place.

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- UNITED STATES**—New York: The American Exchange National Bank, The Fourth National Bank; Boston: The Bank of Nova Scotia, The National Shawmut Bank, The National Suffolk Bank; Buffalo: The Marine National Bank; Chicago: The Northern Trust Company; Detroit: The People's Savings Bank; The Commercial National Bank; Minneapolis: The North-Western National Bank; New Orleans: The Commercial National Bank.
- FRANCE**—Credit Lyonnais, Paris; Messrs. Lazard Freres & Co, Paris.
- GERMANY**—Deutsche Bank.
- HOLLAND**—Disconto Maatschappij, Rotterdam.
- BELGIUM**—Messrs. J. Mathieu & Fils, Brussels; Banque d'Anvers, Antwerp.
- SWITZERLAND**—La Banque Fédérale, Zurich.
- INDIA, CHINA, JAPAN and the PHILIPPINE ISLANDS**—Chartered Bank of India, Australia and China; Hongkong and Shanghai Banking Corporation.
- SOUTH AFRICA**—Standard Bank of South Africa, Limited; Bank of Africa, Limited.
- AUSTRALIA and NEW ZEALAND**—Union Bank of Australia, Limited; Bank of Australasia; National Bank of Australasia, Limited.
- HAWAIIAN ISLANDS**—First National Bank of Hawaii, Honolulu; Bishop & Co., Honolulu.
- SOUTH AMERICA**—British Bank of South America, Limited; London & Brazilian Bank, Limited; Bank of Tarapaca and Argentina, Limited.
- MEXICO**—Banco de Londres y Mexico.
- WEST INDIES**—Bank of Nova Scotia, Kingston, Jamaica; Colonial Bank and Branches; National Bank of Cuba, Havana, Cuba; Bank of Bermuda, Hamilton, Bermuda.

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The London Guarantee & Accident Co., Limited,

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

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RESERVE FUND, - - 1,000,000.

THE METROPOLITAN BANK.

DIRECTORS

R. H. WARDEN, D.D., President S. J. MOORE, Esq., Vice-President
D. R. THOMPSON, Esq., K.C. His Honor W. MORTIMER CLARK, K.C.
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SAVINGS DEPARTMENT
at all Branches.

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Drafts Bought and Sold.
Letters of Credit Issued.

FINANCE AND INSURANCE

TWENTY years ago the annual premium income of British life assurance societies was only £14,766,000, representing an annual saving of only 8s 4½d per head of population, or £2 1s 10d per family of five persons. Ten years ago the premium income reached to \$22,283,000, an annual saving of 11s 8½d per head of population, or £2 18s 5d per family; but according to the most recent returns the annual premium income of life companies is now no less than £33,264,000, an annual saving of 15s 10d per head of population, or £3 19s 2d per family. Thus in 20 years the annual sums set aside as a provision for death and old age have increased 125 per cent., and as the growth in population has been only 19 per cent., the annual rate of savings per head of population for this purpose has nearly doubled.

ACCORDING to the New York Journal of Commerce the United States is rapidly becoming afflicted with a multiplicity of small banks of no considerable resources or reliability. Congress in 1900 authorized the establishment in places of not more than 3,000 inhabitants of so-called "national banks," the minimum of capital permitted being \$25,000. Since this action at Washington no less than 1976 new national banks have been created, with an aggregate capital of \$114,591,000. These small institutions have appeared in the largest number in the west and the south, though many have cropped up in the eastern states also.

FINANCIALLY, Canada is at present in a sound condition. In his budget, the Minister of Finance announced a further reduction in the national debt of probably seven and one-half million of dollars. Canada's debt reached its highest point two years ago, when it amounted to nearly \$272,000,000. Last year a reduction of seven million was effected, and this, together with the present reduction, will bring the debt down to about \$257,500,000. The possibility of making these reductions has been due to an excess of revenue over expenditure during the past two fiscal years. In 1903 this excess was \$14,345,166. This year it is estimated at \$10,500,000. A considerable portion of the surplus has in both cases gone towards expenditure on capital account, which accounts for the fact that less than fifty per cent. has been applied to a reduction of the debt.

AS the Summer advances the amount of United States silver circulating in Canada increases, and the tills of our merchants are found on inspection to contain quite a noticeable percentage of foreign coin. The presence of this foreign money is detrimental in more ways than one. It hurts the national pride in things Canadian

and it removes a source of revenue from the Government. The coinage of silver is carried on by the Government at a profit, being the difference between the face value of the coin and the cost of the material and manufacture. So long as the coin is not issued too freely, it maintains its standard value and the Government receives its profit. If, instead of the Government keeping the supply of coins up to the demand, that demand is supplied by foreign coins, the Government loses the profits on a corresponding amount of coin. Under these circumstances, some method should be introduced by means of which the foreign coins could be periodically cleaned out. The banks would naturally appear to be the proper channels through which to accomplish the work, but the banks are not directly interested. The Government is the real sufferer, and the Government should make it worth while for the banks to collect and ship out of the country all foreign coins.

ENDOWMENT life insurance is growing very fast, while insurance for the whole term of life is relatively stationary. In the past fourteen years the sums insured by endowment insurance in Great Britain increased from £31,000,000 to £183,000,000, a growth of £149,000,000. During the same period the growth in insurance for the whole term of life was only £67,000,000.

THE N. B. Board of Fire Underwriters have sent copies of the following circular to the local civic authorities of each town in the province:

The New Brunswick Board of Fire Underwriters have had under consideration the urgent necessity which exists for improvement of building laws and in the fire protection of the various towns in this province.

The numerous conflagrations in Canada and elsewhere have emphasized the necessity for the enactment of stringent regulations to prevent the spread of fires.

The rates fixed by this board are based largely on the construction and situation of the buildings, and the means of fire prevention, and in the future still more attention will be paid to these points.

It is recommended that in all congested framed districts the height of buildings be limited, and shingle roofs entirely prohibited.

The New Brunswick Board of Fire Underwriters trust, that in their efforts to diminish the fire loss in this province, they will meet with the hearty support of the civic corporations and property owners generally of the various towns and that the public will recognize the fact that, independent of the fire insurance companies, they are largely interested in reducing the fire hazard and in the adoption of measures tending to prevent the spread of fires.

THE OFFICE END

DEVOTED TO THE
OFFICE STAFFS OF
BUSINESS
ESTABLISHMENTS

TREATMENT OF CASH DISCOUNTS.

By C. A. Rose in The Bookkeeper

It is understood that cash discount is handled separately from bank discount, but the latter being a form of cash discount the writer claims that it should be posted in a general "discounts" account.

The subject must be handled from the business man's point of view, and not from a book-keeper's theoretical standpoint. The well posted salesman has in mind, when making a price, whether his customer takes advantage of cash discounts or takes full time. It is a fact when the salesman makes a very close price he stipulates "no cash discount." It therefore follows that cash discount on sales should appear in trading account. The buyer also considers whether his firm "discounts" or not when determining the price he will pay on purchases.

The matter of interest of loans from bank to enable the business man to take advantage of discounts, and the discounting of notes which he has been obliged to take for goods sold (bills receivable) are entirely different matters and pertain to capital, or the lack of it. Such being the case, it would seem that bank discounts are a "general expense" and must be transferred from "discounts" account to profit and loss direct.

Therefore, to get a clear idea of this subject it is necessary to divide cash discounts into three parts.

- Discounts on bills receivable (bank discounts).
- Discounts on purchases.
- Discounts on sales.

The first is a general expense, and not chargeable to purchases, for the reason that discounts are not taken at the bank except when capital is short. The second should be carried to trading account with the amount of purchases. The third is also a matter for trading account. By putting the latter two in trading account the writer is claiming that the business man considers the discounts when making purchase or sales prices. It is contended also that the amounts of discounts should appear in trading account on the same side of the account as the amount on which it is a discount.

The writer holds that the simplest way to handle cash discounts is to carry all cash discounts in one tabular account under sub-heads. The account may be called cash discounts.

The ledger should be double ruled, Dr. and Cr. under each head.

The balance of interest and discount should be transferred to profit and loss direct with the other general expense items at the end of the period.

The balance of discount purchases should be transferred to purchases account and from that transferred to trading account at the end of the period. When making the transfer to trading account it should be itemized, as

Trading account Dr	
To Purchases account	\$.....
Less discount	\$.....
	\$.....

The balance of "discount sales" should be treated in the same manner as discount on purchases.

Sales account Dr.		
To Trading account	\$.....	
Less discount	\$.....	\$.....

It is advisable to transfer accounts to trading account and profit and loss account only once a year because all comparisons and calculations are made by the year, and it makes it much simpler for the accountant to make his monthly statement of earnings and expenses. By keeping the above accounts as suggested for the whole year before transferring to profit and loss and trading account, the asset and liability statement can be made more easily. All the open expense and earning accounts showing as undivided expenses and undivided earnings. The columns of each discount account will have to be footed at the end of each month for the trial balance, and these footings can be of use when making up the monthly statement. Deducting the footing used at the end of the previous month from that of the present month, the result will be discount for the present month and the item to be used in making up the monthly statement.

When itemizing in the monthly earnings statement the deductions and totals on the line below when a "short column" is used should be put:

	JANUARY.		
Sales account		\$.....	
Less discount		\$.....	
Net			\$.....
Purchases account	\$.....		
Less discount	\$.....		
Net		\$.....	
Balance gross profit from Trading account		\$.....	
Totals		\$.....	\$.....
Gross profit as above			\$.....
Sundry Trading Expense accounts	(\$.....)		
	(\$.....)		
	(\$.....)		
Balance, net trading profit		\$.....	
Totals		\$.....	\$.....
Net trading profit as above			\$.....
List)	(\$.....		
General)	(\$.....		
Expenses)	(\$.....		
"Int & Disc.")	(\$.....		
Salaries)	(\$.....		
Pay roll, etc.)	(\$.....		
Balance, net profit month January		\$.....	
Totals		\$.....	\$.....

By making up this statement in a trial balance ruled for twelve months with fly leaves and putting deductions and addition on the line below, it is possible to make comparisons with any previous month's business. For convenience the yearly deductions and totals may be transferred to a special statement book ruled after the same manner with numbered lines, and, by putting each account on the line in the yearly book that it occupies in the monthly book ready reference and comparison may be made of the monthly and yearly expenses.

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 Heats gas, electricity, or coal oil. Satisfaction guaranteed. Catalogue on request.
AUER LIGHT CO., - MONTREAL,
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Esterbrook's Pens
LEADING NUMBERS:
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 Broad Points, 312, 313, 314.
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BAD BREAKS IN BUSINESS.

From The Saturday Evening Post.

AN illustration of the results of allowing an employe to monopolize information comes to my recollection in connection with a large wholesale drug house. In this business, as in several others, prices on a large variety of goods are subject of daily fluctuation. Therefore "pricers" are employed to each day figure the prices to be charged for certain commodities, in accordance with the law of supply and demand and other significant considerations. This is not the simple task which it might seem, for a certain ingredient of a compounded drug may suddenly become scarce while another will depreciate in value.

One day the chief pricer of a large house left on a vacation. When he returned at the end of two weeks he carefully examined the prices made by his assistant. The figures, which he showed with considerable pride to the head of the house, demonstrated that through his absence for twelve days the house had lost \$1,500 because the prices had not been figured from all the data that should have been taken into consideration by the pricers. It did not occur to him that by the same token he convicted himself of a failure so to systemize his work and record vital data that another might take up his work without serious loss to the establishment. Judged on his own figures for the one week, this loss would in a year have amounted to about \$35,000.

Another serious "break" in business is the failure systematically to keep vigilance upon the comparative amounts of trade done by a customer during different periods. When a customer who is in the habit, for example, of ordering five bags of coffee orders only one, there is but one conclusion to be drawn from the viewpoint of the house; he is dividing his coffee trade with another firm. Certainly the only safe thing for the house to do is to draw this inference. Under a thorough system this deviation from the habit of the customer would be instantly noticed, and he would be written a letter politely inquiring if anything unsatisfactory in the previous treatment he had received from the establishment was responsible for the falling-off in the amount of his order.

When the management of a large commercial house is not alive to the fact that the office end of the business should be a positive trade-producing factor, he is in one of the business errors that will cut deeply into his profits if he is not in the enjoyment of a monopoly. It is a poor office that is not a close second to the salesmen's department as an actual trade-getting factor.

Often some decidedly fantastic complications are brought about in the order department, owing to a lack of proper method. In a very large wholesale house a telegram from a distant customer was received which read: "Duplicate our order No. 865." A few days later a letter from the same customer again instructed the duplication of the order bearing that number. While this second order was being filled the buyer from the firm in question arrived in the city, went to the wholesale house, and among other purchases duplicated the items in "order 865."

Several days later the distant customer was heard from with emphasis, frantically asking why the house had shipped three times the amount of each kind of merchandise that had been ordered. Of course, the explanation of the matter was very simple. The letter was intended as a confirmation of the telegram, not as a new

order. Then the house of the customer had failed to notify its buyer in the market that a sudden demand for goods which were on his "buying list" had made it necessary for them to be ordered by wire. The buyer had made several stops on his way to the city and was in ignorance of the fact that these goods had already been bought. Had this whole transaction been properly made the buyer in the market would have been advised by wire that the order had been telegraphed to the house; the letter to the house would have read: "Confirming our telegram of November 10," etc.; then the buyer would have found a similar letter of confirmation from his own house awaiting him at the wholesale house.

WE NEVER ACCEPT DRAFTS?

Editor Dry Goods Review.

THERE are two sides to every question, and the draft is no exception. I have read articles or letters in your valuable paper on this subject at different times, but always on one side. I now say a word for the other side. Granting that some men use this draft question as stated, others only do it in self defence and on the soundest of business principles. Where there is no branch of any bank, and a merchant has to remit his money away by mail, he is keeping his accounts with each house he deals with. They don't all draw on him. He may not be able to meet all his bills at thirty days. Why should he sign a draft acceptance which, if he failed through miscarriage of the mail to meet, would be protested, thus proving expensive and injurious to his credit? The retailer cannot always call in his money just as he wants it. He has to use patience and tact, and sometimes is disappointed then. For years I positively refused to accept drafts, as there was no bank here, and the money had to be remitted anyway, but just as soon as a bank was opened here, so that I could be sure of myself, I opened an account with them, and would rather accept drafts than not. We all have our difficulties to overcome in business, and our wholesale friends must bear their share, just as we retailers bear ours, possessing our souls in patience. A.B.C.

CERTIFIED BALANCE SHEETS.

By H. G. Stowell.

I KNOW of some cases in which business men have their books examined every six months, and send a copy of their condensed balance sheet to the mercantile agencies. This balance sheet is certified to by the auditor.

Credit is worth a good deal. It is worth possessing. It may easily be created by that means; and to have one's books audited regularly should be thought of as an expense similar to insurance, rent, light and heat; in other words, a wise and necessary outlay. A detailed audit of the books is not necessary for credit purposes.

Not one of you will doubt the desirability of having before you an examined balance sheet, but the question you will raise is one of practical importance—how shall we secure such information?

Traders will refuse to have it done, on the ground of expense alone, if for no other reason. They will refuse to allow you to have their books examined from fear that you will learn too much about their business.

No secret of a business is given away by the experts. The report would be made to the man who employs the company. Accompanying the report would be a balance sheet condensed, and in the reading of which no information not necessary to the purpose would be shown. The trader or manufacturer could use it for credit purposes if he chose.

<p>This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books.</p>		<h3>Leading Canadian Accountants and Auditors</h3>		<p>adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.</p>
<p>DAVID HOSKINS, F.C.A. Chartered Accountant, Auditor, Financial Valuator. 207 Manning Chambers, City Hall Sq., Toronto, Canada.</p>	<p>F. H. KIDD, Chartered Accountant, Auditor, Assignee, Etc. 506 McKinnon Bldg., Toronto.</p>	<p>HENRY BARBER & CO., Accountants and Assignees. Offices: 18 Wellington St. E., Toronto, Ont.</p>	<p>GEO. O. MERSON, Chartered Accountant, Auditor, Assignee, etc. Regular and Special Audits. 37 Wellington St. E., Toronto. Phone Main 4744.</p>	
<p>Cable Address: "Wigwam." T. G. WILLIAMSON, Chartered Accountant and Auditor, 15 Toronto St., Toronto, Canada.</p>	<p>JENKINS & HARDY, Assignees, Chartered Accountants, Estate and Fire Insurance Agents. 15 1/2 Toronto Street Toronto. 444 Temple Building, Montreal. 100 William Street, New York.</p>	<p>WILLIAM FAHEY, Accountant and Auditor. 402 McKinnon Building, Toronto.</p>		<p>This space \$15 a year.</p>
<p>This space \$15 a year.</p>		<p>This space \$15 a year.</p>		<p>This space \$15 a year.</p>

<p>This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,</p>		<h3>LEGAL CARDS.</h3>		<p>organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature. For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.</p>
<p>BEATTY, BLACKSTOCK, FASKEN & RIDDELL, BEATTY, BLACKSTOCK, CHADWICK & GALT, Barristers, Solicitors, Notaries, Etc. Offices, Bank of Toronto. Tel., Main 2118. Toronto, Ont.</p>	<p>JAS. H. BURRITT, K.C. Solicitor, Notary, Etc. Pembroke, Ont.</p>	<p>I. L. O. VIDAL, Barrister, Solicitor, etc. Collections and Commercial Law. Montmagny and Quebec City, Que.</p>	<p>J. C. HAMILTON, LL.B., Barrister, Solicitor and Notary. McKinnon Building, Toronto. Phone, Main 65.</p>	
<p>D. O. CAMERON, Barrister. Equity Chambers, Toronto. Branch Office, Oakville, Ont.</p>		<p>TUPPER, PHIPPEN & TUPPER, Barristers, Solicitors, Etc. Winnipeg, Canada.</p>	<p>ATWATER, DUCLOS & CHAUVIN Advocates, Montreal. Albert W. Atwater, Q. C., Consulting Counsel for City of Montreal. Chas. A. Duclos, Henry N. Chauvin.</p>	

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

We Want Booksellers and Stationers
to receive subscriptions for, and sell, current issues of the MacLean Trade Newspapers:

Dry Goods Review Canadian Grocer Hardware and Metal
Military Gazette and Canadian Gentleman's Magazine.

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

MacLean Publishing Co., MONTREAL AND TORONTO

THE
Picture Postcard Co.

We are constantly adding to our stock of

View Postcards

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

Fancy Postcards

in colors, as well as a complete range of beautiful

Christmas Postcards.

We also stock a nice line of

Postcard Albums

of all styles and prices, as well as

Display Stands,

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

ADDRESS :

The Picture Postcard Co.

P. O. Box 334. OTTAWA. ONT.

**COLORED POSTALS
COPPERPLATE POSTALS
At Half Tone Prices**

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

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

SAMPLES ON APPLICATION.

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

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

PICTURE POSTALS REDUCED.

Licht Druck, first 1,000,	\$7.00
Photo Engraving, first 1,000 of one view,	8.00
Imitation Etching, first 1,000,	8.50
Colored Chromo, first 1,000,	9.00

Large Variety of Stock Cards, as Typical, Historical and Winter Scenes.

Views of Montreal, Quebec and Ottawa, 90c. per 100, \$8.00 per 1,000.

Hand-colored Cards at \$12.00 per 1,000.

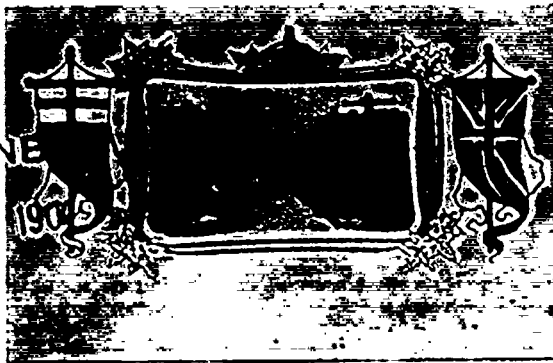
SAMPLES OF ALL LINES SENT.

REVOLVING STAND FOR 56 SPACES, \$8.00.

ILLUSTRATED POST CARD CO., MONTREAL

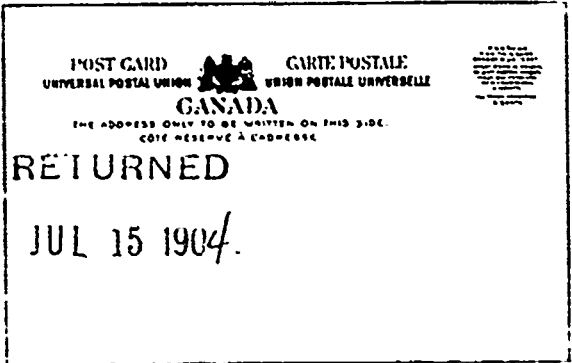
RETURNE

JUL 15 1904



RETURNED

JUL 15 1904.



WE HAVE READY A VERY DAINTY LINE OF

Souvenir Post Cards

lithographed in four colors and embossed, address side printed in blue. These cards are made in three designs, suitable for inserting half-tone cut of prominent scene or building in your town. They are a profitable

line to handle and big sellers. It will pay you before placing your order to see our samples which are now in the hands of our travellers, or quotations and samples will be mailed you on receipt of inquiry.

RETURNE

JUL 15 1904

Part Book 21

Page 21

Exp.



THE "AUTOMAT." Our latest in Fountain Pens.

No filler required, no rolled or inky fingers. Large barrel handsomely chased, large 14 K gold pen. Retail at \$1.50. Special price in gross lots with name or imprint free. SEND FOR A SAMPLE.

W. J. Gage & Co., Limited,

VICTORIA RINK. Toronto.
Huron St..

WHOLESALE STATIONERS.



PICTURE POST CARDS



A PHILOSOPHER'S OPINION.

WRITING in Macmillan's Magazine for June, a gentleman of philosophic temperament eulogizes the picture postcard, seeing in it a valuable educative instrument. The picture postcard, he explains, has been taken up in England principally by the artisan classes, and has formed the nucleus of many little art galleries in the simple homes of the people. These have created in one place a taste for art and in another a taste for history, so that what superior persons superciliously term a cheap fad is in reality an inestimable boon to the ordinary mortal.

"The most remarkable fact of all is that the prophets who declared that the fancy was utterly ephemeral, seem one and all to be wrong. True, the same was said of stamp collecting, and yet this amusement is probably more in favor than it ever was. But none could have prophesied, a few years back, that the rage for picture postcards would grow to such a pitch that some of the best artists are content to design them, some of the best printing firms are eager to excel in the production of them, and in villages far away from any particular loveliness of nature there are those who are delighting in scenes which their eyes will never behold, witnessing them through the medium of the picture postcard. We are informed on excellent authority that the sales of these simple, artistic devices in the Lancashire industrial districts alone is to be numbered by hundreds of thousands, a factor in social life the importance of which should not be minimized. Not least important is the further fact that the art of picture printing is receiving an impetus which will do more to develop it than any influence which has so far been exercised upon it. The collector is by his nature an aspirant for the very best that can be produced, and when the rivalry takes the form of producing that which will impress those collectors who are day by day improving in the quality of their taste, we can well see that there are yet fields for enterprise which offer opportunities far beyond any of which we could have dreamed only a few years ago."

FORTY-TWO VIEWS OF TORONTO.

A HANDSOME set of Toronto views, numbering 42 choice cards, has been added by the Picture Postcard Co., of Ottawa, to their "Imperial Series." These cards have been produced by the photographic process, giving a beautiful soft effect, as rich as a steel engraving.

This firm believe in covering Canadian cities thoroughly from the very outset, instead of issuing a few cards here and there all over the country. They have now 60 views of Quebec, 45 of Montreal, and 32 of Ottawa. In addition they have produced a large number of cards depicting typical scenes, besides Christmas and fancy cards.

Their trade for June has been brisk. One order booked called for 200,000 cards, a splendid sale for this country.

They have also issued a number of specials for dealers in different towns.

THE GAGE CO. BEGINS.

A PICTURE postcard department has been added by W. J. Gage & Co., Limited, of Toronto, to their large stationery business. They intend to pay particular attention to the wants of dealers desiring series of local views. To this end they have prepared a number of handsome colored designs in which such views can be inserted to good effect. The address side of the card has been prepared in both French and English, and over the place where the stamp is to be affixed have been printed postage directions.

NOTES.

Three minutes after the result of the Derby was known in London, England, a publisher of picture postcards had delivered to boys in the street, for sale, cards bearing a picture of the winning horse. The cards were dispatched by means of 25 motor cars and 50 bicycles, and they were sold as quickly as the boys could get them.

Cards depicting scenes on the Lower St. Lawrence and in the Canadian Northwest are found to be in good demand by the Illustrated Postcard Co., of Montreal. This company are now introducing a useful stand for displaying cards. The stand has 56 brackets, holding from 1 to 100 cards, and is equipped with a revolving device.

Wm. Macfarlane, of Toronto, has a line of nearly 200 subjects in colors, and about 500 subjects in black and white, all Canadian cards. Many of these are embellished with crests in colors of the different cities and provinces of the Dominion.

A definite stand has been taken by the Illustrated Postcard Co., of Montreal, on the question of cheap and vulgar cards. When they entered upon the regular publication of pictorial cards, they decided that it was advisable not to pander to this trade, and they have held by this principle, with happy results. They have further kept in view the question of price, and have reduced the cost to the dealer to the minimum.

Wm. Tyrrell & Co., Toronto, have issued a series of eight views of Toronto, which they have placed with the retail trade, with excellent results. The cards are colored in soft tones, and present an extremely natural appearance. This firm have also placed with the trade a Souvenir Letter Card, containing eight views of prominent buildings in Toronto, executed in half-tones. These letter cards are a new idea, and should take well.

Warwick Bros. & Rutter have no fewer than five printing plants at work, getting out pictorial postcards for them. Orders have come in for their cards from the Atlantic to the Pacific, and they are preparing local views for a great many Canadian dealers. Having come into the field at an early date, and having turned out first-class work from the outset, this firm have secured a very large proportion of the Canadian trade.

Not "How Cheap," but "How Good"
IS THE MOTTO IN THE FACTORY
MANUFACTURING

"JAPANESE"
**WRITING INK
AND MUCILAGE.**

Best ingredients and most improved processes and machinery here combine to produce the best possible results.

At the same time, you will find our prices right.

If our travellers miss you, drop a card for samples and prices.

We manufacture and will be pleased to send samples of Typewriter Ribbons of all kinds, and Carbon Paper for use with Typewriter, Pen or Pencil, all colors and sizes.

THE COLONIAL INK CO.
PETERBOROUGH, CANADA. LIMITED



Are you handling
the : : : :

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

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

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

Picture Post Cards.

Our stock of Picture Post Cards of all Canadian Cities and Scenic Places is now complete.

It would pay you to carry our full line. We have nearly One Thousand Subjects. We sell them assorted, as follows:

- Plain Black and White, \$12.00 per thousand.
- Colored, \$15.00 per thousand.
- Black and White, with crests of Great Britain, Dominion, Provinces, Cities and Flags in gold and colors, \$15.00 per thousand.
- This latter is a very attractive line.
- We can get you up special sets of your locality in these styles:
- Black and White, one thousand of each subject, \$5.50 to \$7.00.
- Colored, one thousand of each subject, \$10.00, two thousand of each subject, \$7.00.
- Embossed, in three colors, including gold, one thousand of each subject, \$9.00.

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

C. Brandauer & Co.'s - Limited



SEVEN PRIZE MEDALS.

**CIRCULAR
POINTED PENS**

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM.

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

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

STANDARD INK-RESERVOIR

CHEAPEST SUBSTITUTE FOR FOUNTAIN PENS.

MAKES INK SUPERFLUOUS CAN BE USED WITH ANY KIND OF PEN.

Entirely New.

Away with Ink.



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

AGENTS WITH FIRST-CLASS REFERENCES WANTED

SAMPLES SENT ON RECEIPT OF RETAIL PRICE

Retails at: HOLDER AND RESERVOIR (Complete), 15c. EXTRA FILLERS, 5c. each.

IMPORT NOVELTY CO., 31 Union Square West, NEW YORK CITY. Sole Agents U.S.A.
Canadian Office—(309 Carlaw Bldg.) 28-30 Wellington St. W. TORONTO.

STATIONERY

MONTHLY TRADE SUMMARY.

SCHOOL supplies are the main feature in the trade at present, and the season of 1901 will not be behind any of its predecessors in the volume of business handled. Indeed, there are indications that it will be a record breaker. Orders are being filled by the jobbing houses with as much dispatch as possible. The Toronto houses have, of course, been handicapped somewhat, owing to a lack of proper facilities, but under the circumstances they are covering the field excellently.

There is at present a heavy demand noticeable for writing tablets, and the Fall business in papeteries is opening up with excellent prospects. There is to be noted a growing tendency to place on the market Canadian-made papeteries. Some of the goods being manufactured to-day in this country certainly compare favorably with the bulk of imported articles.

As regards the paper supply, a prominent paper dealer stated that the paper industry is at present in a flourishing condition. To use his own words, "It is safe to say that very few mills are idle at the present moment. Whereas at this time last year many mills were working on stock, at present all are busy on orders. This all points to the necessity for more and better mills. In fact, we expect to operate a new one some time next month."

UNITED STATES PAPER MARKET.

ALL grades of paper are a little weak because of the poor demand due to midsummer dullness. As a rule, though, prices are held quite firmly, as the manufacturers realize that cutting their prices will not do much good. Any cutting of prices that is going on is being done by the smaller mills, that cannot fall back on contract orders or run on stock sizes. These mills are in most cases selling under the market price, though in doing so the owners are not making any money.

SOME GERMAN NOVELTIES.

A NEW cleanser for slates is made of wood in the shape of a U. It can be slipped over the frame of the slate, where it is held by means of a spring. The outside sides and end of the cleanser are covered with thick felt. The end piece takes the place of a sponge, and the side pieces are reserved for drying the slate.

A new device for making envelopes more secure against attempts of indiscreet people has been introduced. It consists of an ornamental gummed paper star, which is stuck over the point of the closing flap. The ornamentation is provided by a perforated design underlaid with colored tissue paper. It is claimed that the latter would tear were an attempt made to clandestinely remove the star. To make steaming of the letter without detection impossible, the coloring matter in the tissue paper is of such a nature that the slightest amount of moisture will cause it to run.

German stationers have taken up a new article for horticulturists. It consists of waterproof paper bags for the protection of rose trees and the like against frost.

Since then the idea has been carried further, and now a large business is being done in similar but perforated bags for pears, apples, and grapes. There are even large perforated sheets to take the place of nets which protect fruit trees trained on walls or trellis against birds.

Paper fly-catchers are made in three different styles, and consist of cardboard boxes containing scented bird-lime, besides a rolled paper tape. The end of the latter is drawn out through a slit in the side of the box and comes to light covered with the sticky substance. As soon as it is black with flies it is simply cut off and a further length pulled out. One such fly-catcher contains material sufficient for a whole season.

Mother-of-pearl paper and cardboard are new materials for the first time introduced at the last Spring fair in Leipzig, Germany. The paper or cardboard is in the first instance colored brightly on one side only, and then tiny scales of mother-of-pearl, closely placed together, are securely stuck all over it, only allowing a little of the colored foundation to become visible where the scales do not quite meet. It shines, however, through the very thin scales, thus considerably adding to their natural brilliancy. This new material is of highly decorative effect, and will, in the form of cardboard, for instance, be found useful for picture mounting, and in the manufacture of greeting cards or fancy cardboard boxes.

Another novelty is the cloud paper. In the manufacture of this material some very fine short fibre, like cut cotton, is dyed and then deposited on paper of a different color. As the fibre floats on to the only half-finished paper, there are never two pieces alike, and the effect produced is mostly that of more or less massive clouds. These effects can be varied to any extent by the employment of differently colored fibres for the same paper, in which case the finished material often resembles stone-like granite, malachite, marble, etc. White fibre on dark paper and vice versa, however, produces most realistic cloud pictures. This paper has already been used for envelopes and for bookbinding purposes, and it is sure to become very popular.

Where pins are used in offices and warehouses some delay is often caused if they have to be picked out of boxes, but they can easily be got at if kept in a newly introduced glass tray specially constructed for the purpose. The bottom of this tray is curved as if it were constructed of a bent strip of cardboard or metal, and it rises at either end to the edge of the receptacle.

Ever since quite a fortune was made by the lucky individual who hit on the good idea of providing pencils with a piece of india-rubber at the end, various pencil attachments have from time to time appeared on the scene. The latest is a twine cutter of very simple but effective construction, which no doubt will be found very useful in certain trades.

There is also a new self-closing ink well, very cleverly constructed, but not much good for practical purposes. The user is expected to press with the little finger of his right hand on a lever which causes the lid over the well to slide back, and while that finger is thus occupied the pen has to be dipped in the ink, as the lid closes again as soon as the lever is released.

OPENED CANADIAN BRANCH.

THE L. E. Waterman Co., manufacturers of Waterman's Ideal fountain pens, have now a branch agency at 36 Alliance building, (formerly the Imperial building) 107 St. James street, Montreal. Mr. E. B. Clark, who has represented the company for some ten years, has been placed in charge, and has for his assistant Mr. J. N. Marley, who has been transferred from the San Francisco office. Mr. Marley has also represented the L. E. Waterman Co. at their London and Paris offices. He will cover the territory about as far west as Winnipeg, calling at the cities of minor importance, while Mr. Clark will devote his time to the larger centres.

It will be a great convenience to the trade and public using these pens to have a local branch, for, although Canadian orders will still be filled from New York, the repairing will be done in Canada, a complete repair department having been installed here. This will save Canadians not only several days' delay, but will also do away with the Canadian customs' duty, which is charged on pens brought back to Canada after being repaired in the United States.

The Alliance building, where the L. E. Waterman Co. are installed, is in one of the finest business districts of Montreal. The sample room is neatly arranged and a splendid array of their pens of all descriptions and prices can be seen by the trade, all of whom will be cordially welcomed.

W. J. GAGE & CO.

W. J. GAGE & CO., Limited, are proud of the fact that they did during June a greater turn-over than during the same month of last year. When the conditions under which the firm are working are considered it will be realized that this is an achievement for which they are entitled to feel highly satisfied. It certainly reflects great credit on the management, and on the staff of workpeople.

The factories of the firm are still working day and night to execute orders. Among the new lines of stationery offered by this firm is the "Hall" linen note paper and envelopes, in white, mauve, azure and grey. It is anticipated that this line will prove highly popular. Special attention is being paid to the requirements of the trade in the matter of visiting cards, etc. A complete range of best procurable lines have been secured. Gage & Co. are in a position to fill all orders for number eight and official hand-made envelopes, full supplies of materials of all grades being on hand.

FALL PADS AND PAPETERIES.

WARWICK BROS & RUTTER, Limited, Toronto, have now ready their series of "Lorraine" writing tablets, and are prepared to handle orders for imprint supplies. These tablets contain cloth finish paper of excellent quality, and come in four sizes and two tints, with envelopes to match. This firm have also on hand a stock of their old regular lines, "Vulcan" and "Kenmore."

In new Fall papeteries, Warwick Bros. & Rutter have a collection of new goods that are well worth seeing. Advance samples are now in their travelers' hands. These goods are home-made, and the manufacturers are justifiably proud of them. They include a handsome series in white seal leatherette, with the cover decorated by hand in floral designs. In the series the "Chameleon" is an interesting number in grey alligator leatherette. Another

line is in silk with gilt metal trimmings, presenting a bright and attractive appearance. In addition there is a splendid assortment of celluloid designs to please every taste.

A NEW FOUNTAIN PEN.

THE "Automat" is the name of a new fountain pen which is being placed upon the market by W. J. Gage & Co., Limited. It is claimed for this pen that it possesses qualities which will make it a highly popular line with stationers. Gage & Co. are convinced that it is the best thing in fountain pens they have yet seen. The chief feature of the pen is that it fills itself automatically, the usual inconveniences attending the refilling of pens being entirely done away with. The barrel is handsomely chased and fitted with a fourteen karat gold pen, made with fine, medium or stub point. Gage & Co. are the sole selling agents for Canada, and can supply the "Automat" at prices which will permit it to be retailed at \$1.50. Where gross lots are bought customers can have their own imprint on the pen.

MAIL ORDERS.

MAIL orders nowadays seem to play a much more prominent part in our commercial world than they have in the past. Printers when given a rush order find sometimes to their displeasure that they have not any paper, of the quality wanted, in stock and have therefore to use the mail order system and send to some wholesale house for the paper wanted. In doing this they must have the strictest confidence in the firm with whom they deal that their order will be filled to their entire satisfaction.

Buntin, Gillies & Co., Limited, Hamilton, who have always been known to give every satisfaction in filling these orders have lately, owing to their increasing mail order business, put this department under the management of one who is thoroughly well posted, in not only all printers' supplies, but stationers' as well, and they feel confident that any orders placed through the mail in their care will give the same satisfaction to the dealer as if personally selected from their traveller.

CATCHING UP.

THE Copp-Clark Co. are well advanced in the manufacture of their staple lines, and are now prepared to make large shipments of all kinds of pads, miscellaneous account books and school supplies.

The new map of Ontario has been reprinted and is ready for the trade; the same applies to the Dominion map. The map of Manitoba is now in preparation and will be ready very shortly.

The sale of the Copp-Clark diaries is this year proving a record breaker. Some lines are now ready for shipment, and the whole of the range will be completed in a few days.

READY FOR FALL.

BROWN BROS., Limited, report business as being exceedingly brisk in all departments. Full stocks of all lines are on hand, and attention is now being paid to the production of further new lines of leather goods, etc., for the Fall trade. The Christmas card, calendar and diary trade is particularly good, and compares favorably with the business done in previous seasons. Excellent progress is being made with the rebuilding of the Wellington street premises.

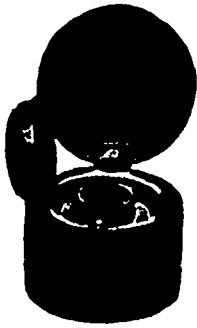
July, 1904

BOOKSELLER AND STATIONER

ESTABLISHED
1880.

C. F. Rumpff & Sons

CABLE ADDRESS:
"RUMPSO."



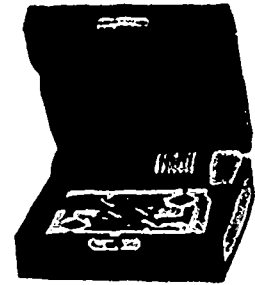
TOURISTS'
INK STANDS.

Manufacturers  Exporters

FINE LEATHER GOODS

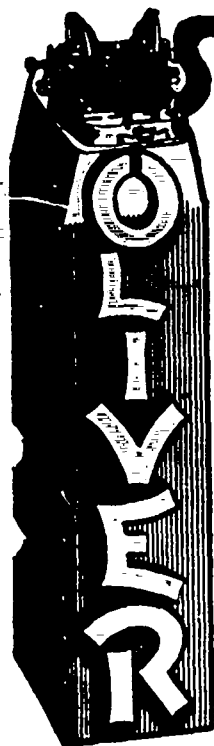
Pocket Books, Hand Bags, Dressing Cases,
Cigar Cases, Stationery Sets, etc.

Philadelphia



PLAYING CARD
CASES.

NEW YORK SALESROOM: - - - 683 and 685 Broadway.
CHICAGO SALESROOM: - - - 35 Randolph St.



A DISTINCT TYPE

The OLIVER has
certain superior fea-
tures and unique im-
provements exclusi-
vely its own.

The OLIVER

Typewriter
The Standard VISIBLE Writer.

Operates as smoothly
as the delicate mech-
anism of a watch, dur-
ability unquestioned.

Works in a Whisper

Art Catalogue Free.
THE CANADIAN OLIVER
TYPEWRITER CO.

183¹/₂ St. James St.
MONTREAL.

Agents wanted in all
unoccupied territory.

Write for our Great Special Offer.

CABLE FROM LONDON.

London, May, 27, 1904.
British Government to-day ordered fifty more Oliver
Typewriters. LONDON.

3 in One



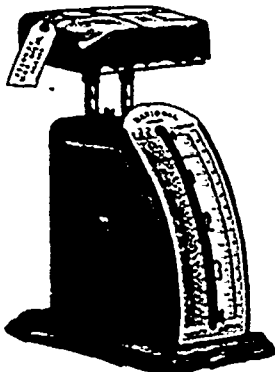
Out of 116 trial orders (12
bottles each) from small
dealers in New York City
there were 112 repeats.

Maybe you know of
a better Household Oil
than "3 in 1." If so tell us.
Otherwise tell your jobber
to "3 in 1": you—quick. He can
supply any quantity, but maybe you
had better go slow—till you are sure

G. W. COLE CO.

of New York,

141 Washington Life Building.



New "NATIONAL"

National, 4 lbs. Columbian, 2 lbs.
Union, 2 1/2 lbs. Star, 1 lb.
Green, 1 lb.

Dealers who sell the PELOUZE POSTAL SCALES
have the satisfaction of knowing that they sell the
best in the art—the scales with the **Double Needle
Index That Starts at the Top and Moves Through
a Slot**, and points exactly to the information sought
—no guesswork.

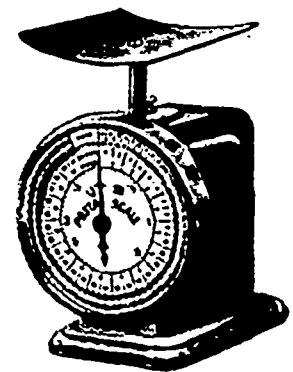
PELOUZE SCALES are the Standard for Postal
purposes throughout the world. One price, one
quality; always accurate, always the best.

"THEY TELL EVERYTHING AT A GLANCE."

Send for new Postal Catalog—12 styles.
Order through your jobber. Excellent profit.

PELOUZE SCALE & MFG. CO.

118-132 W. Jackson Boulevard, Chicago.



U.S. 4 lbs. by 1/4 oz.

ART DEPARTMENT

PICTURES A FEATURE.

JUDGING from the attention a show-window full of pictures attracts from the passers-by, the love of art is strong in the public mind. Up to a few years ago this taste could only be gratified by the expenditure of large sums of money. But, thanks to the advances in the art of engraving and printing, works of art can now be placed within reach of the poorest man at a mere song.

Each class of humanity has its own tastes. Children are attracted by almost any brightly colored picture. The young person's fancy turns to the fairer creations of Gibson or Christy. Their elders are gratified by pictures of a more sombre hue.

All these tastes can be gratified by the manufacturers of these art goods, who provide a wide range of subjects and designs, at remarkably low prices. During the holi-

means familiar with the merits and attractions of these cards, an introduction is necessary. Let the clerk arm himself with sample books and become for the time being a traveling salesman. He could visit the homes of likely customers, and show the goods in person, and the chances are that he would do a paying business. By selling the cards in Summer, ample time would be available for having the names printed and the cards in the hands of purchasers at a sufficiently early date for the Christmas mails.

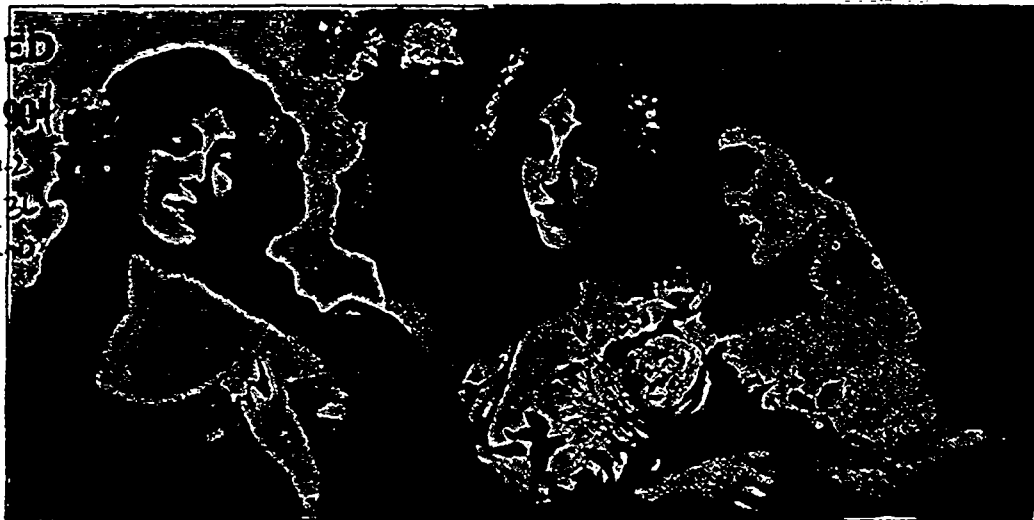
The manufacturers of the cards prepare serviceable sample books, filled with large assortments of cards in varied designs. These books are furnished to dealers, enabling them to exhibit the cards in a convenient and profitable manner. The number of Canadian dealers who have taken up private greeting cards as a feature of their business is comparatively small. More should go

RETURNED

AUG 12 1904

W. B. Ash

Paul B. Ash



A Beautiful Art Creation by Savory.

day season, the purchase of pictures for presents is becoming a feature. They are considered by a large proportion of Christmas shoppers. It consequently behooves dealers to lay in an attractive stock and make a feature of pictures for the holiday trade. Pictures are extremely useful for window-displays, and they are an ornament to any store at any time.

WORK FOR THE DULL SEASON.

DURING July and August, it is often a problem with both employer and employe to find something to do to fill in the time. A suggestion is offered for the benefit of both. The Summer months are an excellent time for securing orders for private greeting cards for Christmas. As Canadian families are by no

into the business, since there are few localities in which there are not some families who would not purchase the cards.

THE SAVORY PICTURES.

AMONG the best class of art productions are to be numbered those manufactured by E. W. Savory, Limited, of Bristol, England. Sporting pictures are a feature in this collection, and the work of several famous artists has been contributed. In addition to their pictures, the Savory lines of Christmas cards and private greeting cards are extremely attractive. For Christmas, 1904, they are profuse in their beauty and variety. Sample books of greeting cards are now ready, each containing a large number of cards. The lines are handled in Canada by Menzies & Co., of Toronto.

Is Your Stock Low ?



OUR LINE OF
Canadian-Made
Envelopes

in SQUARES, SEVENS and
SALISBURY sizes is strong.



SEND FOR SAMPLES.



The Copp, Clark Co., Limited,
83 Colborne Street, TORONTO.

OUR LINE OF

Scholars'
Requisites

IS READY FOR
IMMEDIATE DELIVERY.

MacFarlane, Son & Hodgson

WHOLESALE STATIONERS,
MONTREAL.

CHRISTMAS

OUR TRAVELLERS ARE NOW SHOWING OUR
COMPLETE RANGE OF HOLIDAY NOVELTIES

Celluloid and Leather Cases (Toilet, Manicure, Work Boxes, etc.), Soft Celluloid Boxes and Frames, Hand-Painted Satin and Silk Novelties, Burnt Leather Articles of all descriptions—including Purses, Bags, etc., Calendars, Thermometers and a particularly fine line of Card Novelties.

We are manufacturers and our prices are right. We can at least save you the duty the importers must charge you. Every point in Canada will be visited.

YOUNG BROS., 33 CHURCH STREET
TORONTO

WALL PAPER

NEW WALL PAPERS.

WITH the beginning of the month of July, travelers for wall paper factories commence their new season. For months the factories have been busy working out and printing new designs, and preparing their books of samples. From the range inspected by The Bookseller and Stationer they can go on the road with the full consciousness that they have this year the best that was ever shown, and that the retailer has very little opening to offer criticisms.

In the new samples there is an attention to purity of color, symmetry of design, suitability of color to design, and to novelties that exceeds last year's offerings to a very noticeable extent. The innovations, or perhaps rather developments of new ideas, are shown in the crown and panel patterns. These will both be of interest to retailers, since they are of particular merit as to artistic effects, and will be certain to catch the eye of customers. Both have been popular in the United States.

A great use has been made of over patterns of fine thread, and the result is very pleasing. It softens what would be too violent, and relieves the abruptness of a great number of designs. Small embossed patterns are another feature. Particular strength is shown by some in parlor papers, and the quality of design of the 2½ and other cheap papers is raised. Stripes are much shown, and these are carefully worked into various colors contrasting and blending. The number of embossed papers is greater and the expensive pressed papers in imitation leather are shown for the first time by factories.

The general character of design is a combination floral and conventional, the floral very often running in the centre. As a rule more floral are shown. There is a tendency in parlor papers to French effects, and with the suitable delicate shadings introduced these will be sure to take well. Moires are still carried in good qualities, but are not so frequent as last year, save that they are prominent as combinations with other designs. Special attention is being paid to the matching of frieze and side wall.

The newest color is brown. This comes in all shades, and is freely used with good effect. French greys and fawns are also well employed. There is a care in blending colors that is especially apparent in the frieze. Contrasting colors are frequently risked, and self tones are effective features. Gold and silver are plentifully employed.

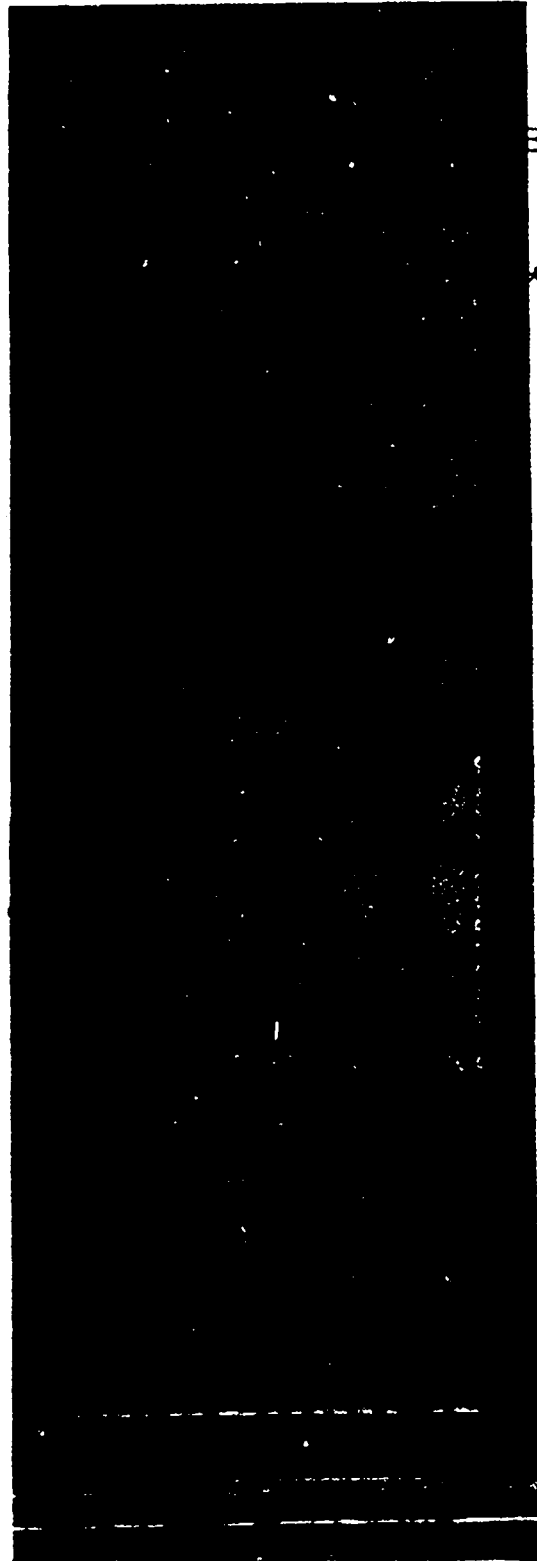
— — — STAUNTONS LIMITED.

IN addition to the regular lines of cheaper papers which this year have exceptionally good patterns, several special lines are shown. The burlap effects are new, and with their peculiar mottled appearance will be attractive. Oriental designs are prominent, and are well worked out in the colors. A fine over-thread pattern in black or gold is one of the features. Tapestries are strong. There are beautiful things shown in crown and panel effects, as well as in upper third papers of floral design, with or without the popular trellis.

Remarkable strength is shown in parlor designs, and catchy French designs are effectively worked in. A good range of embossed bronzes, and an attractive over design

of floral embossed, is skillfully employed in many papers. Moires are shown in all the delicate colorings.

Brown and yellow are two colors of new effect, and drab is sure to go well. A peculiar pink is one of the exclusive shades, and odd greens and blues are features. The most delicate and careful shading characterizes the friezes. Stripes of color form attractive designs, as well as unexpected combinations of green and red, two contrasting reds, silk and gilt stripes, etc. There are some beautiful climbing rose and floral lattice work designs. A special effect is in the continuation of the stripe effect of the side wall in the frieze.



Wall decoration with Crown Frieze, showing panel treatment, from the new Staunton line.

RETURNED

L 16 1904

at Booth 21

Ogilby
C.S.

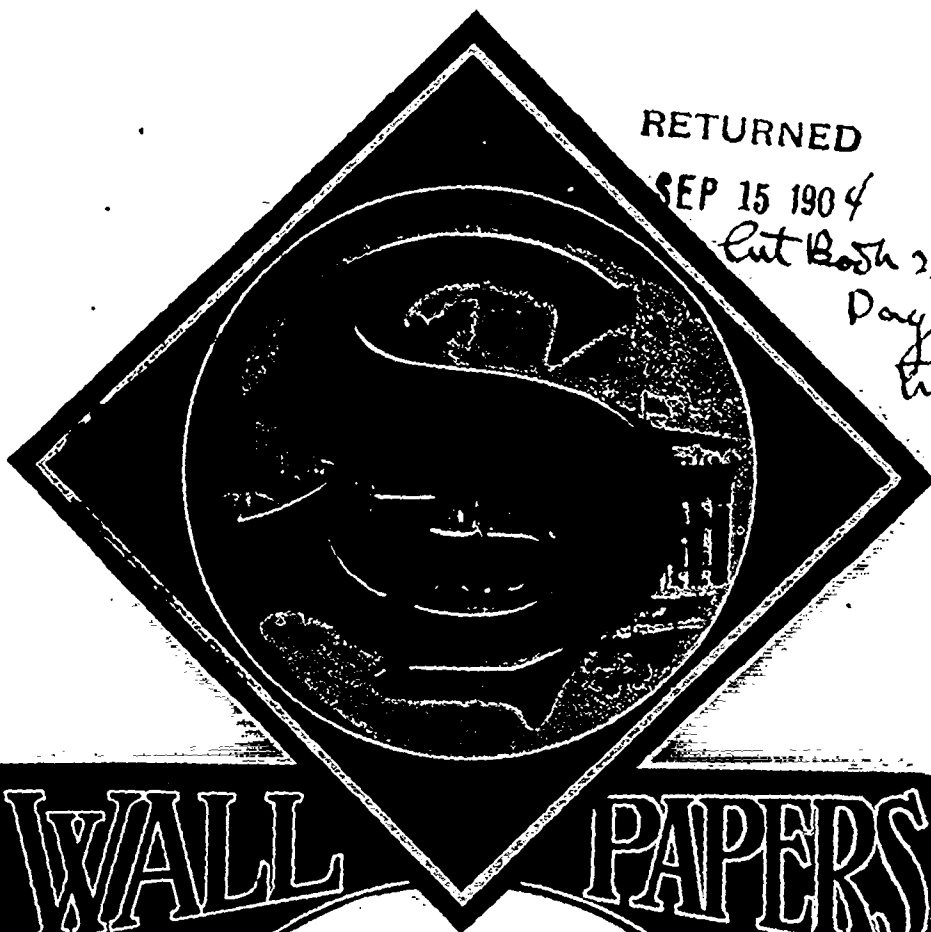
RETURNED

SEP 15 1904

cut Book 23

Page 68

two.



RETURNED

SEP 15 1904

WALL

PAPERS

Let the
1904-5 Samples
Speak for themselves

THE DESIGNS AND THE COLORINGS THE
WHOLE LINE THROUGH SHOW GOOD STYLE,
ORIGINALITY AND INDIVIDUALITY — JUST
THE LINE OF WALL PAPERS TO MEET POPU-
LAR FAVOR AND JUST THE GOODS THE
DEALER MUST HAVE TO BUILD UP AND
HOLD A PROFITABLE BUSINESS.

Our Travellers are out this
month. Wait. See the
Staunton line.

Let us have your
order.

STAUNTONS LIMITED

TORONTO

344 YONGE ST.

CANADA



PERSONAL AND BUSINESS NOTES.

Work on the new building of the Copp, Clark Co., Toronto, is progressing rapidly. It will be a five-storey and basement building of slow burning construction.

Mr. Nelles, of Guelph, has been on a visit to the Toronto jobbers.

Mr. C. L. Kenney, of Toronto, has sold his stationery stock to Miss N. Ferguson.

Mr. W. A. Bishop, of Richardson & Bishop, Winnipeg, visited the trade in Chicago towards the end of June.

Morton, Phillips & Co., publishers and stationers, Montreal, have dissolved partnership, and Mr. C. S. J. Phillips has registered a new company.

Mr. Cloke, of Hamilton, has been visiting the Toronto wholesale houses, with a view of securing "the best," with which to stock his new premises.

Langton & Hall, the publishers, have removed from the Carlaw Buildings, Wellington street, Toronto, to more suitable premises in the Nordheimer Buildings, Colborne street.

Mr. Sloan, manager of L. & B. Hardtmuth, London, England, has been paying a visit to the Canadian trade. Mr. Sloan was accompanied by Mr. Irving P. Favor, the United States sales agent of the firm.

Brampton has carried a by-law granting a loan of \$25,000 to the Copeland-Chatterson Co. of Toronto. The company in return contracts to erect buildings to the value of \$30,000 and to employ 125 hands.

The book and stationery business recently conducted by Mr. W. Metcalf on King street, Brockville, is now in the hands of Salmond & Co. The business is under the direct management of Mr. G. B. Salmond.

Mr. George Stewart, who has been connected with the Methodist Book Room for fourteen years, has accepted a position with the Toronto branch of the Oxford University Press. On leaving the Book Room, he was presented with a handsome marble clock and an address.

Warwick Bros. & Rutter are pressing forward the erection of their factory building, near the corner of Spadina avenue and King street, Toronto. It will be built on the most up-to-date principles, and when completed will be a model printing and binding establishment.

Mr. A. H. Cobb, of London, England, arrived in Montreal on the Bavarian on Saturday, July 9. Mr. Cobb will spend some time in Canada as the representative of the following firms: Wm. Heinemann, J. F. Shaw & Co., Walter Scott Publishing Co., R. & T. Washbourne, Kunzli Freres, John Dicks, the De La More Press, John Hogg, and Thomas Yardley.

Mr. Cloke, bookseller and stationer, Hamilton, is moving from his old stand in James street to No. 16 King street west. The new premises are particularly well suited for a book and stationery house, being composed of four flats, twenty by seventy-five feet in dimension, and splendidly situated. The business is an old established one, and is keeping pace with the progress of the city; hence the necessity for more commodious premises. Mr. Cloke contemplates securing a large portion of the commercial stationery trade in the district, and will devote a good deal of attention to that department of the business. Mr. Cloke is a old subscriber to Bookseller and

Stationer, and thinks it compares favorably with any similar publication.

TWO REFERENCE BOOKS

"Meals of the Day" is the title of a recently published book. The subject itself is translated more clearly in the line, "A Guide to the Young Housekeeper." The rare gift of knowing how to cook a meal is possessed by few young women to-day, and perhaps no accomplishment can be more easily obtained than by studying the pages of this little work. The author claims that every recipe in the work has been tested, either by herself, or by her friends, and certainly there are amazing and delicious novelties suggested all through it. The book is well printed, and contains a complete index, the large margins making it easy to read. Mrs. Sarah Lovell, who prepared the work, deserves great praise. It is published by John Lovell & Sons, Montreal, and is on sale at all book stores.

The Canadian Annual Review for 1903 is now ready, and makes a substantial volume of some 600 pages. The editor, Mr. J. Castell Hopkins, is to be congratulated on the results of his industry, for the volume seems to have omitted nothing of value for reference in the affairs of last year. The Chamberlain fiscal proposals and the Alaskan boundary question are treated very fully. The book will be found of the greatest possible service to everyone interested in public affairs. It is embellished by forty-five portrait engravings and a number of maps, and retails at \$3 net. It is for sale by William Briggs.

A SUPERB BOOKSTORE.

MR. E. M. RENOUF, the Montreal bookseller, is now established in his handsome new building at the corner of St. Catherine and University streets. The structure is seven storeys in height, of solid construction, relieved near the top by some fine Roman carving. The main entrance, on St. Catherine street, is handsomely decorated with carved symbols of time and learning, and the show windows are equipped with the latest devices for the successful display of goods.

The interior arrangements are rich and substantial. To the right on entering are to be seen two handsome plate glass bookcases, in which choice leather editions are displayed. The regular fixtures are of South African mahogany, containing books and stationery. On the left of the entrance is located a handsome magazine counter. Down the centre of the store are arranged handsome African mahogany tables and show cases, made after Mr. Renouf's own designs. On the same floor is located the branch post-office, of which Mr. Renouf is postmaster.

On the next floor is to be found an ideal spot for weary shoppers and a pleasant rendezvous for book-lovers. This is the Mezzanine gallery, fitted up with bookcases, reading tables and window seats. On the same floor is the educational department, the business offices, and the room of the McGill College Book Club.

The basement is utilized for the extensive reserve stock of books, and the other floors of the building are given over to tenants. The whole structure is very much to the credit of Mr. Renouf, who has demonstrated in no uncertain way the splendid possibilities which lie before the enterprising bookseller.

ARE YOU TAKING ORDERS FOR

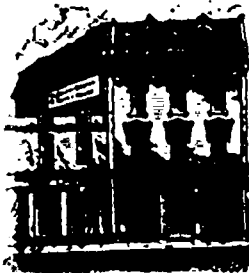
EMBOSSING
PLATE PRINTING and ENGRAVING?

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.



- BLANK BOOKS
- SCRIBBLERS
- TABLETS
- PAPERERIES
- PENCILS
- PENS
- SCHOOL SUPPLIES
- FANCY GOODS

TORONTO'S WHOLESALE STATIONERS

G. A. WEESE & SON, 44 Yonge Street
Filling all orders from stock promptly at regular prices.

10,000 DIFFERENT
KINDS OF
BLANK BOOKS
CARRIED IN STOCK

WE HAVE THE LARGEST FACTORY AND
DO THE LARGEST BUSINESS IN OUR LINE
OF ANY ONE IN AMERICA. WE HAVE BEEN
AT IT 62 YEARS.

Doesn't it stand to reason
that we can supply you
with the best goods at the
lowest prices?

WE PROTECT YOU IN THAT WE NEVER SELL
THE CONSUMER DIRECT. WRITE FOR CATALOGUES.

Boorum and Pease Company
MFRS. OF STANDARD BLANK BOOKS
101-103 DUANE ST. NEW YORK CITY
FACTORY—BROOKLYN, N.Y.



TAMBOURNE BACK.



TOBOGGAN BACK.



MISTLETOE BACK.



HOLLY BACK.



MOORISH BACK.

These backs Copyright, 1904, by The United States Playing Card Company, Cleveland, U. S. A.

Congress Playing Cards.

The best selling high grade card, because the most attractive and most extensively advertised.
Intended especially for home and social play.

Dealers are surprised at their ready sale among people who have heretofore bought only cheap cards.
Sold by all Canadian jobbers. Show cards free to all Congress dealers. Write

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



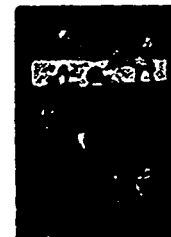
SPRING BACK.



KAATJE BACK.



WIFE TIME BACK.



THE HUNT BACK.



NAPLES BACK.

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THE MAGAZINE COUNTER

FEATURES FOR AUGUST.

SUMMER days are prosperous days for the magazine counter. The demand for light fiction is at its height, and tourists and Summer visitors are good customers. Magazine publishers have realized this, and August numbers will in nearly all cases be special midsummer fiction numbers. It will pay the dealer to have his magazine counter as attractive as possible, stocking it with a good variety of publications, since all sorts of tastes have to be catered to. By means of a sign-board at the door or a showcard in the window, the public can be notified of the arrival of the special numbers. The following are the leading features of some new and promised publications:

Booklovers. (July). Special articles include: "The March of Civilization Into Tibet," "The Philippines at St. Louis," "Mountain and Shore, Typical Playgrounds of America," "The Cooperan Collection in Washington."

Bookman. (English, June). Three nature writers Izaak Walton, Gilbert White and Richard Jefferies, are discussed, and there is a presentation plate of Walton. The illustrations are invaluable to students of these writers.

Book Monthly. (June). An artistic and well-printed literary publication, containing an interview with Sir M. E. Grant Duff, an account of a trip to Shakespeare's birthplace, and much valuable book news.

Burr McIntosh Monthly. (July). Is filled, as usual, with a profusion of choice illustrations, including stage beauties, portraits and sporting scenes.

The Bystander. (June 29). A weekly publication, combining the magazine and the illustrated weekly. It is handsomely printed and illustrated, comments on all passing events of interest in every department of life, and sells at only 6d.

Canadian. (August). This will be the midsummer number, and will contain: "Japan in War Time," by Edward A. Wicher; "Conan Doyle," a sketch by Haldane McFall; "Alderman Ames of Montreal," a sketch by A. R. Carman, and short stories by W. A. Fraser and others.

Cassell's. (July). Contains articles on the Czar, on "The Railway of Tomorrow," and "The Royal Opera House," with several short stories, and an installment of H. Rider Haggard's serial, "The Brethren."

Century. (August). The artist Castaigne will illustrate the St. Louis Exposition. "Russia in War Time" will be a descriptive article by Andrew D. White. Outdoor features will be prominent, and the fiction department will be well stocked. Miriam Michelson, authoress of "In the Bishop's Carriage," will contribute a story.

Cosmopolitan. (July). Five complete short stories of merit are contributed, as well as interesting articles

on ocean travel, the creation of new fruits, and the cotton industry in the United States.

Critic. (July). This number commemorates the centenary of Nathaniel Hawthorne, and is filled with articles and illustrations dealing with the life of the famous American author.

Everybody's. (July). *Hull Caine's striking serial, "The Prodigal Son,"* begins, as well as the story of "Amalgamated Copper," by Thomas W. Lawson, of Boston. "Judge Parker" is sketched by E. M. Kingsbury. In addition, there is the usual supply of fiction.

Forum. (July). This number deals largely with colonial problems, including the Congo, the Philippines and Panama. There are also reviews of American Politics, Foreign Affairs, Science, Education and Literature.

Gunton's. (July). Contains "Principle of the Open Shop," "Is There a Limit to Rising Wages?" "Should Wives be Wage Earners?" "The Northern Securities Case," "American Steel Roads," "Paris of To-Day and Yesterday."

Lippincott's. (August). The August novelette is "Social Logic," by Maude Roosevelt, cousin of the President. In addition, there will be a plentiful supply of excellent short stories for Summer reading.

McClure's. (August). Midsummer Fiction Number, devoted to short stories, contributed by Frances Hodgson Burnett, Henry Wallace Phillips, Alice Brown, George Madden Martin, and others.

Macmillan's. (July). P. T. McGrath contributes a valuable article on "The Future of St. Pierre." There are articles on "Nathaniel Hawthorne" and on "Tobacco," and an instalment of a capital serial, "The Queen's Man."

Metropolitan. In the July Metropolitan begins the sequel to the "Lightning Conductor," by C. N. and A. M. Williamson, entitled, "The Princess Passes." There is a wild-animal story by W. A. Fraser, and numerous short stories. The illustrations are good, several being in color.

Munsey. (July). Fiction is the predominant feature, with Anthony Hope and Stanley J. Weyman as chief contributors. There is also an article on "The Rising Men of Britain."

Outlook. (July). Special articles include an account of the Republican convention, a sketch of Ua Hawthorne, "Village Improvement in Amherst," and there is an installment of "The Mountains," by Stewart Edward White.

Pall Mall. (August). This number, due on July 18, will have several distinguished contributors, among them being Eden Phillpotts, Katherine Cecil Thurston, W. W. Astor, Maurice Hewlitt, George Moore, and Sir F. C. Burnand. The contents will be mainly fiction.

Pearson's. (August). A five-part serial, "Dr. Nicholas Stone," begins, and there will also be published the

first of a series of true ghost stories, edited by the Duke of Argyll. Six short stories, including one by the Canadian, Norman Duncan, will appear.

Red Book. (July). As usual, full of first-class short stories, well illustrated. They all have a bearing on Summer days.

Review of Reviews. (July). As usual, is a helpful of excellent reading matter. President Roosevelt and the Republican convention are prominent topics. Two or three health articles are timely, and there are the usual reviews of magazine articles.

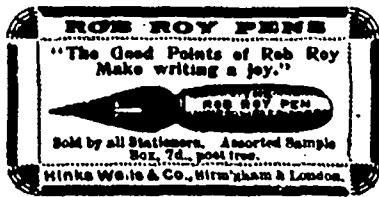
Royal. (July). A number of excellent photos of actors are reproduced, and the supply of short stories is large. Among the more solid articles are, "The World From a Torpedo Boat Destroyer," "The Great Army of Peace," and "Beating the Bounds."

Scribner's. (August). Will contain a splendid col-

lection of short stories by such famous authors as Rudyard Kipling, Thomas Nelson Page, Edith Wharton, Robert W. Chambers, Josephine Daskam, and will be well illustrated.

Strand. (July). "The Memoirs of Sara Bernhardt" are continued, as is also "Dialstone Lane," by W. W. Jacobs. Interesting articles are contributed on "Designs Made by Electricity," "Making a Motor Man," "Christie's," the celebrated auction shop, "Novel Outdoor Games," etc.

World To-Day. (August). A "Midsummer Number" without a word of fiction is promised. Educational subjects will have chief place, including "The Social Life of College Students," "The Private School in a Democracy," and "The Small College, East and West." Another article of value will be on "Newfoundland and Its Fishermen." The price of this magazine is now 10c.



'ROB ROY' PENS

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

TURNED-UP POINTED and other PENS,

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

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

DO NOT TAKE ANY substitution, imitation or variation

THE OF WAVERLEY PEN

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They come as a boon and a blessing to men, The Pickwick, the Owl, and the Waverley Pen.

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MACNIVEN & CAMERON, Limited EDINBURGH AND BIRMINGHAM

The Topaz Pencil

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

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

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Plain and Decorated

No stationer can afford to be without a complete stock of this—the most attractive, useful and least expensive of all decorative fabrics.

Sample Books of our CRÊPE PAPER, CRÊPE PAPER NAPKINS and DOILIES sent all Dealers.

DENNISON MANUFACTURING CO.

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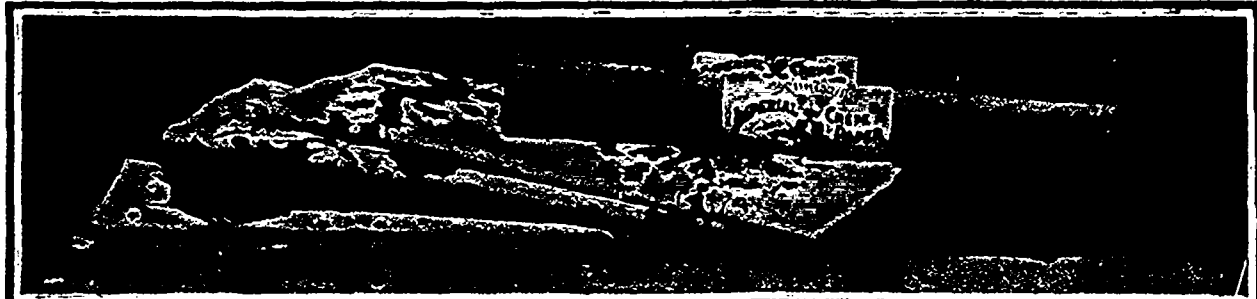
New York

Philadelphia

Chicago

Cincinnati

St. Louis



NEW CANADIAN COPYRIGHTS

Registered at Ottawa during June, 1904

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

14977. The Westminster. June, 1904. The Westminster Company, Limited, Toronto.
14978. Tax Roll for Rural Municipalities of Manitoba. Book. Richardson & Bishop, Winnipeg.
14979. L'Annuaire des Adresses de Quebec et Levis, 1904-1905. The Quebec and Levis Directory. Boullanger & Marcotte, Quebec.
14980. The Boss of the Road. Lithograph. The London Printing and Lithographing Company, Limited, London, Ont.
14981. The Llewellyn Setter. Photo. Robert Samuel Tyns, Toronto.
14982. "The Swallow's Return." By Leander Fisher. Music. M. Leidt, Toronto.
14983. Milne's Score Card for Duplicate Bridge Whist. Chart. James Milne, Toronto.
14984. The Canadian Annual Review of Public Affairs, 1903. By J. Castell Hopkins, F.S.S. Illustrated. The Annual Review Publishing Company, Limited, Toronto.
14985. Where the Fire Started, Toronto, 19th April, 1904. Photo. Galbraith Photo Company, Toronto.
14986. East Fire Limit, Wellington Street, Toronto, 19th April, 1904. Photo. Galbraith Photo Company, Toronto.
14987. The Great Toronto Fire, 19th April, 1904. Cinematographic Photograph. George Scott, Toronto.
14988. Montreal Mode. 1 Juin, 1904. No. 7, E. Gorey, Montreal.
14989. Le Pere Ladebauche. Sculpture. Par Philippe Hebert. L'Hon. Trefle Berthoume, Montreal.
14990. Portion of Vancouver Island and the Adjacent Channels, showing the Track from the Ocean to the Ports of Victoria, Nanaimo, New Westminster, Chemainus, Union and Ladysmith, with Plans of the Harbors. Chart, Victoria and Vancouver Stevedoring Company, Limited, Victoria.
14991. Where the Sweetest Flowers Grow. Words and Music by A. E. Greenlaw. Albert Edward Greenlaw, Woodstock.
14992. The National Monthly. June, 1904. Joseph Phillips, Toronto.
14993. The Evils of Divorce. Sermon by Rev. Frank De Witt Talmage, Los Angeles, California, U.S.A., 5th June, 1904. William Baily, Toronto.
14994. Syllabus of Six Short Courses in the Historical and Literary Study of the English Bible; and the Past and Current History of the Christian Church. Book. Rev. Alfred Edward Lavell, Waterloo.
14995. The Standard Business Guide; or, Safe Methods of Business. By J. E. Hansford, LL.B. The J. L. Nichols Company, Limited, Toronto.
14996. A Fortune Telling Chart. Frederick Orford, Toronto.
14997. The History of the Northern Interior of British Columbia. Formerly New Caledonia, 1660 to 1880. By Rev. A. G. Morice, O.M.I. Rev. Adrian Gabriel Morice, Vancouver, B.C.
14998. McAlpine's Prince Edward Island Directory, 1904. McAlpine Publishing Company, Limited, Halifax.
14999. Map of the City of Halifax, Nova Scotia. McAlpine Publishing Company, Limited, Halifax.
15000. Her Birthday. Words by William F. Collins. Music by J. Lewis Browne. The John Church Company, Cincinnati, Ohio.
15001. Catalogue of Barbers' Supplies: Furniture, Chairs, Show Cases, and Sundries. Jones Brothers & Company, Toronto.
15002. Money Maker. June, 1904. Publication. Norris P. Bryant, Montreal.
15003. Public School Account Book. William Foster Brown, Montreal.
15004. For Our Life's Battle. Sermon by Rev. Frank De Witt Talmage, Los Angeles, California, U.S.A., 12th June, 1904. William Baily, Toronto.
15005. Les Maires de Montreal, 1833-1904. Gravure. La Violette et Masse, Montreal.
15006. Map Showing Position of Wrecks Around the Coast. Compiled by R. White. Richard White, St. John, Newfoundland.
15007. The Lament. Egyptian. Poem from Ben Hur, by Lew Wallace. Music by Lino Mattiolo. The John Church Company, Cincinnati, Ohio.
15008. Thou'rt Like Unto a Lovely Flower. Words from the German of Heine. Music by Lino Mattiolo. The John Church Company, Cincinnati, Ohio.
15009. "Twixt Cup and Lip. Intermezzo for Piano. By M. O. Hoffman. The John Church Company, Cincinnati, Ohio.
15010. Easy Two Part Inventions. For the Piano-forte. By Charles Vincent. Nos. 1, 2, 3, 4, 5, 6 and 7. Whaley, Royce & Co., Ltd., Toronto.
15011. The Study of Literature. By O. J. Stevenson, M.A. Morang & Co., Ltd., Toronto.
15012. La Revue Legale, Nouvelle Serie. Redigee par J. J. Beauchamp, B.C.L., C.R. Tome IX, 1903. Camille Theoret, Montreal.
15013. La Revue de Jurisprudence. Redigee par Charles Chamilly de Lorimier. Tome IX, 1903. Camille Theoret, Montreal.
15014. One Sweetly Solemn Thought. Words by Phoebe Carey. Music by R. S. Ambrose. The Nordheimer Piano and Music Company, Limited, Toronto. Renewal of Copyright No. 813, registered 13th June, 1876.
15015. The Ordway Family Company Agents Circular. Dr. D. P. Ordway, Toronto.
15016. Valse de la Prairie. By Frank Wrigley. Portage la Prairie, Man.
15017. On the Banks of the Resor; or The Man Behind the Baggage. By C. B. Keenleyside. Book. Clifford B. Keenleyside, London.
15018. La Ligne de MM. le Cure, le Maire, le Notaire et le Medecin. Drame en trois actes. Par Honore Boucher, Arthabaska, Que.
15019. Official Telephone Directory, District of Manitoba, May, 1904. The Bell Telephone Company of Canada, Limited, Montreal.
15020. The Corporal's Dilemma. Boer War Puzzle. Chart. Benjamin Baker, Montreal.
15021. Chief Peepin. A Cree Indian. Photo. G. E. Fleming, Maple Creek, Assiniboia, N.W.T.
15022. One of the Past. A Cree Indian. Photo. G. E. Fleming, Maple Creek, Assiniboia, N.W.T.
15023. Le Poulailleur de la Ferme: Elevage Pratique des Volailles. Par Alec Santerre. Livre. Joseph Beauchamp, Quebec.
15024. Wordsworth and Longfellow: Select Poems. Edited with Introduction and Notes. By Pelham Edgar, Ph.D. Morang & Company, Limited, Toronto.
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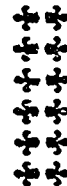
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