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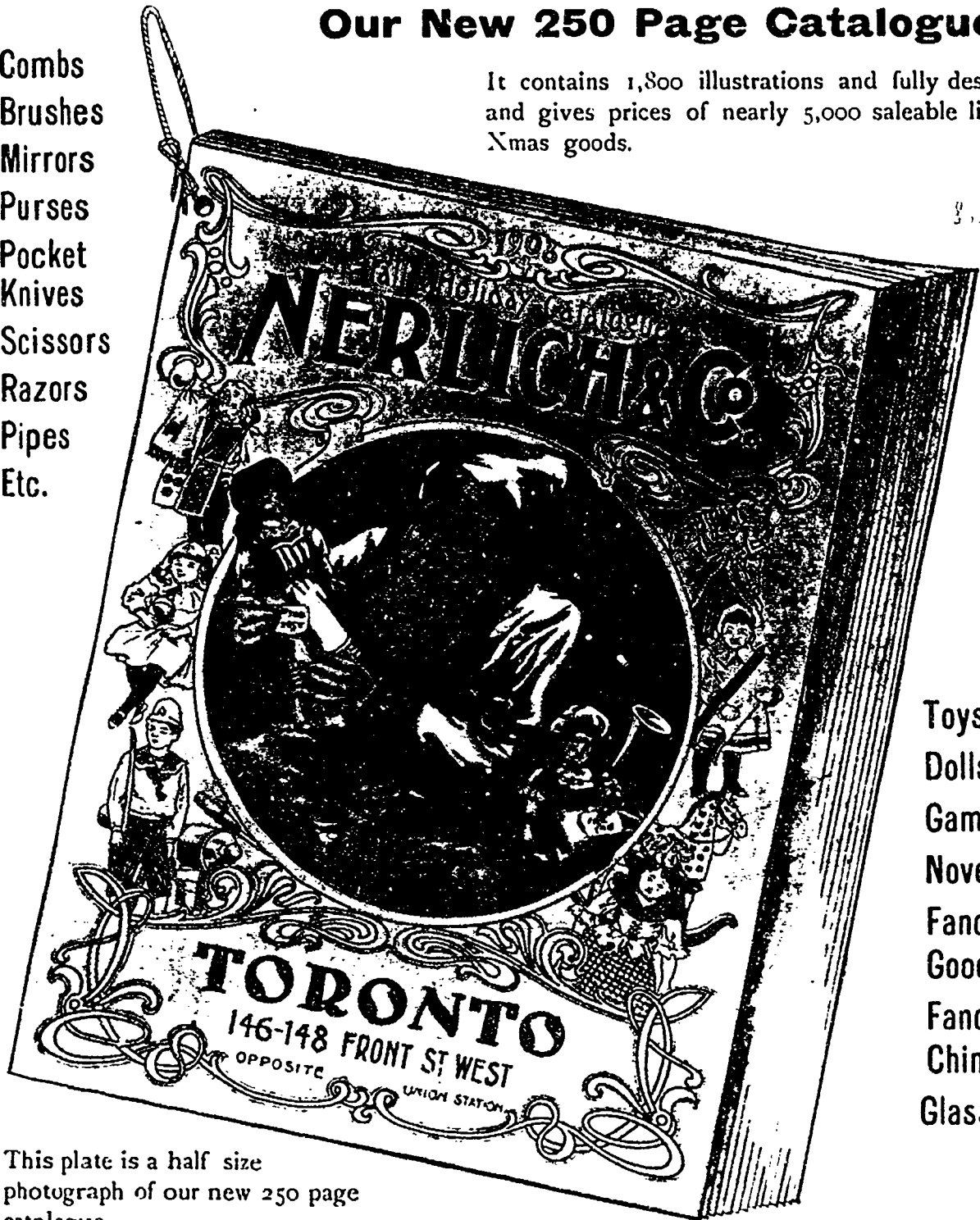
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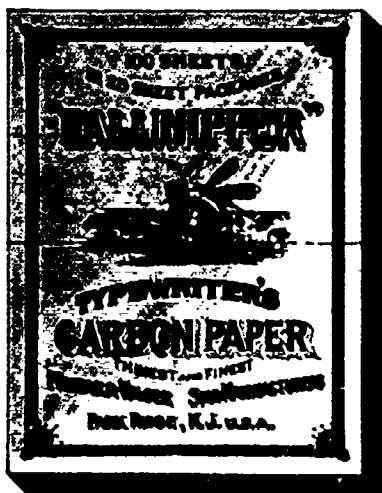
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THE Bookseller and Stationer

Vol. XIX.

MONTREAL AND TORONTO, CANADA, SEPTEMBER, 1903.

No. 9.

CURRENT TOPICS.

SALES of books during August have not been particularly encouraging. There was a deadness apparent about the market, probably due to the lack of really good fiction. Such books as did sell well were old favorites and their sales were necessarily much smaller than in the days of their earlier popularity. The book that probably took best during the month was McGrath's "The Grey Cloak." Reports from many centres gave it a good sales record. Its companion volume, "The Puppet Crown," likewise sold well. "Gordon Keith" maintained its earlier sales to a fair degree. With eastern readers "The Sacrifice of the Shannon" was popular. Crockett's "Banner of Blue" had fair sales, and the Spring favorites, "Lovey Mary" and "Letters of a Self-Made Merchant," continued to sell in paper editions. "Wee Macgregor" was also noticeable in the selling list. Prospects for the Fall are brighter. A fair range of fiction, in which all the leading writers of the day are represented, is promised.

THE Autumn season, so far as books are concerned, is now well under way. Publishers are beginning to bring out their Fall publications, which in point of numbers show no diminution and in point of quality little or no improvement. In fact, the Fall season of 1903 promises to be somewhat barren. Canadian publishers, as usual, have secured what may be termed the cream of the popular fiction and in addition a few standard works. With these they are now entering the market. In the announcement pages of this issue of BOOKSELLER AND STATIONER will be found lists of the books to be brought out during the next two months or so. The immense preponderance of books by United States writers is noticeable. Only a few, and those the most prominent, of English novelists are represented. This is a state of affairs which appears irremediable. Only the efforts of English publishers themselves can counteract it. Certain English publishers are doing something in this direction by means of advertising in Canadian papers. This is a good move which should be supported and encouraged by readers in Canada.

"MADE in Canada" notions have at last infected the minds of purchasers of note paper. And manufacturers have found a good thing in pushing home-made papers. In fact, the Canadian-made article is quite the thing at present, it having ousted a great deal of foreign stuff from the market. And the product sold as Canadian paper is the genuine article in most cases. Canadian factories are well-equipped to make excellent goods and facilities for boxing the finer grades are quite as good as any place else. The same statement applies to many other articles in the bookseller and stationer's stock. The dealer who adopts the patriotic programme reaps his reward. Never before has so much emphasis been laid on national industry. However, the idea that Canadians are going to consume only home-made stuff must not be too hurriedly taken for granted. United States, British and German goods are still intensely popular and there cannot be said to be any falling off in the demand for them. Proportionately, however, the sale of Canadian goods is increasing.

*Patriotic
Purchasers*

CANADIAN manufacturers of stationery and kindred goods do not complain of any difficulty in securing orders and placing their goods this Fall. Rather do they make complaint about filling orders. Factories have not the equipment requisite to supply the demand, nor can sufficient skilled labor be secured to keep plants in entire operation. It is a common saying of manufacturing stationers that they have been compelled to put on night shifts to keep up with the calls of the market. This is a statement of fact. No longer has it become necessary to secure the keenest of salesmen to cover the routes or to crowd on men in the sales department. The tendency has been to cut down the travelling list and to direct every energy towards filling orders. The buoyant tone of the market shows little sign of falling off and stationers are confident that the present wave of prosperity has something of permanency about it.

*Manufacturers'
Difficulties.*

BOOK BREVITIES

GEOERGE N. MORANG & CO. have secured the Canadian rights for several important Autumn novels. Jack London's "Call of the Wild" has already appeared. Charles Major's "The Forest Hearth" will be published in October. H. S. Merriman's "Barlasch of the Guard," Sir A. Conan Doyle's "Adventures of Gerard," Stewart Edward White's "Magic Forest," Eden Phillpott's "An American Prisoner," and William Stearns Davis' "Saint of the Dragon's Dale" will appear shortly.

McLeod & Allen are to publish shortly "The Sherrods," a new novel by the author of "Castle Crancyerow," G. B. McCutcheon. They have also secured the Canadian rights for "The Little Shepherd of Kingdom Come," by John Fox, jr., and A. W. Marchmont's latest production, "When I was Czar."



HAROLD MCGRATH.

Whose "Grey Cloak" has been among the best sellers during the past summer.

A book of no little interest to Canadians and to Torontonians in particular will be Canon Rainsford's "A Preacher's Story of His Work." For some time Canon Rainsford labored in Toronto, and consequently his book will be appreciated there. Morang is to be the Canadian publisher.

"The Vice-Admiral of the Blue," by Roland Burnham Mohneux, author of "The Room with the Little Door," is an historical romance dealing in a new and absorbing manner with the famous love affairs of Lord Nelson and Lady Hamilton. The story opens in Naples, and gives a graphic picture of court life in the gayest of monarchies, in the days immediately following the battle of the Nile. The story carries the reader to Sicily, to London, where glimpses are had of the beau monde and the old tavern life, and later to the country homes of the England of that time. The book will be one of the new Fall publications of The Copp, Clark Co.

A complete English edition of Guy de Maupassant, in 17 volumes, will be published by Mr. Walter Dunne, of New York.

Mr. James Hannay's account of the war of 1812, which has made The Canadian Magazine doubly valuable of late, will be published in book form by George N. Morang & Co. in November.

"The Millionaire's Son," the latest novel by Anna Robeson Brown, is the story of a young man's bitter struggle to choose between the material advantages of wealth, questionably obtained and ostentatiously spent, and the higher claims of thought and social service. The central situation on which the story turns is one of the most novel and original in modern fiction. There is a large gallery of well-drawn portraits, including that of Alexa Fielding, the heroine, who overflows with vitality and feminine charm, and of Paul Ellicott, the "millionaire's son," whose character is drawn with great insight and sympathy. Boston: Dana Estes & Co.

The long-expected "Life of Gladstone," by John Morley, will be published in Canada (probably during November), by Morang. It will comprise three volumes, and will sell at \$10.50 per set.

In "Earth's Enigmas" (Mr. C. G. D. Roberts' new book) there is a wider range of subject than in "The Kindred of the Wild." There are half a dozen conventional stories of lumber camp and "backwoods" life and character, two or three sketches that border on allegory and several fanciful stories in which the human and the supernatural are blended. (The Copp, Clark Co.)

The Musson Book Co., of Toronto, are bringing out the Canadian edition of Thomas Dixon, Junior's new novel, "The One Woman." Mr. Dixon is known as the author of the successful story, "The Leopard's Spots."

A new edition in three volumes of Macaulay's Essays has just appeared in London. The editor is Francis Charles Montague, author of "Life of Sir Robert Peel."

The Copp, Clark Co. publish "The Valkyries," a romance founded on Wagner's opera, by E. F. Benson. This is an attempt to render as closely as possible into English narrative prose the libretto of Wagner's "Valkyries." The old story is made to live again, and even those who were not acquainted with it previously will be able to appreciate the strength and weirdness of the legend.

Michael Davitt is engaged upon a book to be called "The Fall of Feudalism in Ireland." It will tell the story of the Anglo-Irish struggle for the land of Ireland down to the present day. Harper & Bros. will publish it about Christmas.

Early this Fall The Copp, Clark Co. will publish "Sir Henry Morgan, Buccaneer," by Cyrus Townsend Brady. This is a "real story of a real pirate," written in a most thrilling manner. The volume in its make-up will be one of the handsomest of this firm's publications.

Longmans, of London, announce the early appearance of Mr. Andrew Lang's new novel, "The Valet's Tragedy."

"Whitewash," by Ethel Watts Mumford, is a realistic study of fashionable society in New York, with a dash of Bohemia thrown in. The style is crisp, direct, and brilliant, the plot exciting, and the character drawing relentlessly true to life. A mysterious robbery and the exposure of a clever criminal furnish the main motive, but the book is far more than a very original detective story: it has the love interest.

character development and many sided plot which one looks for in a well-proportioned novel. "Whitewash" attracted unusual attention on its first publication as a serial in The Smart Set. (Dana Estes & Co., Boston.)

The Copp, Clark Co. will publish this month a new and delightful book by William J. Long. The volume is dedicated to all true sportsmen, for whom the killing is the least part of the hunting. Mr. Long's two books, "Fowls of the Air" and "Beasts of the Field," are still very popular.

Messrs. Cassell & Company will publish during the Autumn pocket editions of "Kidnapped" and "Catriona," by R. L. Stevenson. The volumes will be printed on a thin plate paper, in clear readable type.

"O'er Moor and Fen," by Joseph Hocking, is a tale of Methodism in Lancashire. Mr. Hocking's new book is a story of the Spanish inquisition entitled "A Flame of Fire." Both books are published by The Copp, Clark Co.

A new edition of Lord Macaulay's "Critical and Historical Essays" is being issued by Messrs. Methuen under the editorship of Mr. F. C. Montague, M.A. This issue is the only complete annotated edition in existence.

One of the most successful novels of the Summer season has been "Bubbles We Buy," by Miss Alice Jones, daughter of Lieut.-Gov. A. G. Jones of New Brunswick.

Charles Major, who made such a hit with his "Dorothy Vernon," enters an entirely new field in his "Forest Hearth," to be published shortly. The scene of his new novel is laid in Indiana.

"The Unnamed," by William Le Queux, is a romance of modern Italy. From the first page to the last the reader follows the narrative breathlessly. The Camorra (secret society), which has gained such a hold on Southern Italy, plays an important part in the story. (The Copp, Clark Co.)

"The Pool in the Desert" is the title of Mrs. Everard Cote's (Sara Jeanette Duncan), new volume of short stories, to be issued in October.



Specimen illustration from "Under the Rose."

Marion Crawford's forthcoming novel is entitled "The Heart of Rome," and deals intimately with Roman life and character.

The projected English edition of Dumas' novels will contain 75 volumes, of which 30 have never been translated from the French before.

A second edition of Jack London's "Call of the Wild" has been necessitated to meet the demand of United States' readers.

John Lane, the English publisher, is bringing out a novel under unusual circumstances. It is alleged that the manuscript of the novel was left at the publisher's office, without any clue being given as to whence or from whom it came. The novel is called "The Man in a Red Box."

A new Ruskin book is to appear this Autumn from the pen of W. G. Collingwood, Ruskin's biographer, entitled "Ruskin Relics."

Edward Arnold, of London, Eng., announces the early publication of "Sport and Travel in the Northland of Canada," by David P. Hamburg.

The Copp, Clark Co. publish this month "The Foss River Ranch," by Ridgewell Cullum; "Our Neighbors," by Ian McLaren; "A Passage Perilous," by Rosa N. Carey, and "Mc-Todd in the Arctic," by Cutcliffe Hyne.



Frontispiece to "The Grey Cloak."

An edition-de-luxe of the late Phil May's inimitable drawings is being brought out in London by Thacker & Co.

Justin Huntly McCarthy's new novel is called "The Proud Prince" and will be published on this side the Atlantic during the Autumn.

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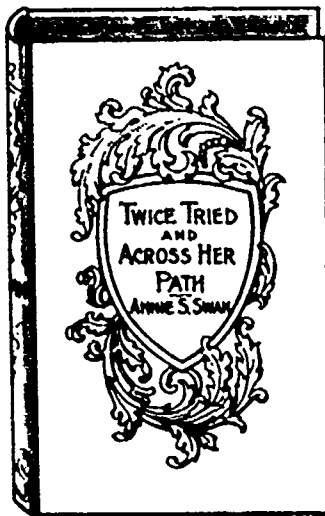
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NEW AND FORTHCOMING BOOKS



FICTION.

- EARTH'S ENIGMAS.** By C. G. D. Roberts, Toronto: Copp, Clark Co. \$1.50. A collection of Roberts' earlier stories, republished with the addition of three new ones, and several illustrations.
- HIS DAUGHTER FIRST.** By Arthur S. Hardy. New York: Houghton, Mifflin & Co. A New England love story, written to amuse.
- THE MS. IN A RED BOX.** Anonymous. London: John Lane. A novel, the publisher of which has no clue as to the identity of its author.
- ELSIE VENNER.** By Oliver Wendell Holmes. New York: Houghton, Mifflin & Co. A reprint of Holmes' famous novel.
- JOHN MAXWELL'S MARRIAGE.** By Stephen Gwynn. New York: The Macmillan Co.
- THE HOUSE ON THE SANDS.** By Charles Marriott. New York: John Lane.
- A FLAME OF FIRE.** By Joseph Hocking. London: Cussell & Co. A tale of Spain and the Armada.
- PA GLADDEN: THE STORY OF A COMMON MAN.** By Elizabeth Cherry Waltz. New York: The Century Co.
- ELEANOR DAYTON.** By Nathaniel Stephenson. New York: John Lane.
- A DOCTOR OF PHILOSOPHY.** By Cyrus Townsend Brady. New York: Charles Scribner's Sons. A Philadelphia novel to be published shortly.
- PEGGY O'NEAL.** By Alfred Henry Lewis. Illustrated by Hutt. Philadelphia: Drexel Biddle. A novel, popular in New York, by the author of "Wolfville."
- THE RIVER.** By Eden Phillpotts. New York: F. A. Stokes. A strong novel by a noted English novelist.
- WHITEWASH.** By Ethel Watts Mumford. Boston: Dana Estes & Co. \$1.50.
- THE CRIMSON DICE.** By George Nov McCain. South Penn Square: J. Murray Jordan. \$1.50. An exciting though most improbable story.
- THE METTLE OF THE PASTURE.** By James Lane Allen. New York: The Macmillan Co. \$1.50.
- THE MILLIONAIRE'S SONS.** By Anna Robeson Brown. Boston: Dana, Estes & Co.
- DAPHNE.** By Margaret Sherwood. Boston: Houghton, Mifflin & Co.
- MISS SYLVESTER'S MARRIAGE.** By Cecil Charles. New York: Smart Set Publishing Co. \$1.00.
- DR. LAVENDAR'S PEOPLE.** By Margaret Deland. New York: Harper & Bro.
- THE FOREST HEARTH.** By Charles Major. New York: The Macmillan Co. A tale of Indiana, by the author of "Dorothy Vernon of Haddon Hall."
- A PRINCE OF SINNERS.** By F. Phillips Oppenheim. Toronto: Copp, Clark Co. \$1.50.
- PENELOPE BRANDLY.** By Vernon Lee. London: Fisher Unwin. A tale with scene laid in a desolate castle in Wales.
- THE PROUD PRINCE.** By Justin Huntly McCarthy. New York: Harper & Bros. To be published this month.
- MONSIGNY.** By Justus Miles Forman. New York: Doubleday, Page & Co. Price \$1.50. A more ambitious work than its predecessor, "Journey's End."
- CASTLE OMERAGH.** By F. Frankfort Moore. Toronto: Copp, Clark Co. \$1.50.
- THE ONE WOMAN.** By Thomas Dixon, Jr. New York: Doubleday, Page & Co. \$1.50. A story of Modern Utopia.
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Mr. Harry White, jr., representing H. Northwood & Co., Wheeling, West Virginia, was in Toronto last week for a few days in the interest of his firm, Northwood & Co., manufacturers of glass and tableware, salts and peppers, pressed common tumblers, and novelties of different kinds in the glass trade. The firm has been doing trade in Canada for some years, but has decided to make an effort to enlarge it, and Mr. White will hereafter make regular trips to this country for that purpose.

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CANADIAN COPYRIGHT.

The Discussion Before the Imperial Chambers of Commerce.

ONE of the most interesting subjects to the bookselling and stationery trade discussed before the Imperial Chambers of Commerce recently in session in Montreal was that appertaining to copyright. It is to be regretted, however, that it was introduced late in the session and that adjournment was made without definite conclusions being arrived at in regard to the matter. A synopsis of the addresses on the subject will no doubt interest the readers of BOOKSELLER AND STATIONER.

Mr. D. E. Thomson, K. C., of the Toronto Board of Trade, introduced the subject by moving the following resolution :

It is resolved that the Parliament of Canada has, or should have the same right to make its own laws on the subject of copyright as on the other subjects within its jurisdiction enumerated in section 91 of the British North America Act, and that without the absolute and unqualified recognition of this right by the Imperial authorities the status of Canada, as a self-governing colony is incomplete.

The mover of the resolution explained that before Confederation, in 1842, the Copyright Act, which is still in a large measure the law of England, was passed by the Imperial Parliament. It was made applicable to England and the colonies. Even at that time the most strenuous protests were made on behalf of the colonies, and particularly of the British American colonies, against making the law applicable, partly because they perceived its provisions to be unsuitable to their conditions, and partly because they thought they ought to have the right to legislate on that subject even at that early day, and that agitation became so forcible that, in 1846, Mr. Gladstone, then the Prime Minister, gave the Englishmen a warning that they would have to modify any exclusive view which might prevail in regard to this important subject. Shortly afterwards Earl Grey, then the Secretary of the Colonies, gave the assurance to the Board of Trade that he was addressing that after repeated remonstrances had been received from the North American colonies on the subject of circulation there of literary works of the United Kingdom, he proposed to leave to the colonial legislature the responsibility and the work of enacting the laws which they might deem proper in the interest of the authors and in the interests of the public.

Not only did the Secretary of the Colonies make that public statement at the time in England, but a formal despatch was sent by him to the Governor of each of the colonies embodying the same promise. Now, that is an extraordinary thing: that promise was solemnly made in 1846 and remains unfulfilled to the present date. Instead of that, as Lord Knutsford, in a communication in 1891 or 1892 to the heads of the department points out, the Imperial Parliament passed what is known as the Foreign Imprints Act of 1847, which, without going one step further than the law had gone before in the direction of recognizing the right of the colonies to make their own laws, altered the Imperial law and provided that on certain provisions being made by the colony to the satisfaction of the Imperial authorities for the collection of a fair royalty to the author, then these foreign reprints might be admitted into the country. That was the means of supplying Canada at that time with American reprints.

"The position of the matter is this," concluded Mr. Thomson, "we are still denied our rights to legislate on this subject. I think we have no right to submit to this, and we ought not to be expected to submit to it."

MR. W. F. GUNDY

Mr. W. F. Gundy, of the Toronto Board of Trade, followed. He pointed out that copyright is a monopoly. The Copyright

Act of 1842, to which Mr. Thomson referred and which governs us to-day, was framed in the interests of the English authors and publishers, and was made to apply to the colonies as well as to the United Kingdom, to quote Sir John Thompson: "Assuming, as was the custom of those days, that the inhabitants of these colonies had no rights of self-government which were inconsistent with the interests of British producers."

It is now the only monopoly which does so extend to Canada. This action of the British Government was promptly resented by Canada at that time and the agitation for redress continues until this day.

The Canadian public assumed that in the British North America Act of 1867 a tardy fulfilment of Earl Grey's pledge, referred to by Mr. Thomson, had been made, because copyright was named as among those subjects with which the Government of the Dominion should alone have power to deal. In this they have hitherto found themselves mistaken.

It has all along been contended by such Canadian authorities as the late Sir John Thompson (who had made a very special study of the subject), the late Sir James Edgar and Mr. Justice Mills, that Canada had exclusive jurisdiction in this matter, and had Sir John Thompson lived to carry out the negotiations with which he had been entrusted it is possible the matter would have been settled before this.

There has never been any question kept so far above and apart from politics in Canada as this one, and during sixty years our leaders in Parliament, of both political parties, have from time to time urged this view upon the Home authorities, but up to the present moment without tangible success. For many years Canada was told that nothing could be done, fearing that an arrangement might prevent or retard negotiations with the United States, and when these negotiations were brought to an end by the passing of the Chase Bill in the United States in 1891, it was found that Canada all along had been asking much less than was freely conceded to the people to the south of us.

The Imperial Parliament agreed to an arrangement with the United States whereby the British or Canadian author or publisher, in order to get copyright protection in the United States, is obliged to print his book from type set in the United States. Having done so he may secure copyright throughout the British Empire by sending a few copies of the book printed in the United States to London and registering them at Stationers Hall. And yet England withheld from Canada the concession of allowing a Canadian publisher to reprint at all, even from plates imported from Great Britain, and on payment of a tax levied in favor of the copyright holder on every copy of the publication.

In a word, if the English or Canadian author or publisher desires to secure copyright in the United States the book must be set up with American type, printed on American paper and on American presses and be bound in the United States.

On the other hand, supposing the United States author or publisher wants to secure copyright protection throughout the British Empire, what happens? Does he print his book in England or Canada? No, nothing of the kind. He simply sends a few copies of the book, printed in the United States, to Stationers Hall, London, and registers it there and the deed is done, and he thus secures copyright protection throughout the Empire. He has all the power and might of the British Government to protect his interests.

"A previous speaker has said," continued Mr. Gundy, "let us give and take." Why, Mr. Chairman, it amounts to this—they give us the shadow and take the substance. (Hear, hear). As Sir John Thompson very tersely put the case:

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"Now, I refer to this with some emphasis, gentlemen, because it is difficult for people from the old land to understand how embarrassing such arrangements are with the people to the south of us. From the Atlantic to the Pacific, a distance of 3,500 miles, our borders touch at every point. We should be permitted to legislate in matters of this kind in accordance with these our own local conditions.

"In dealing with this matter the Imperial authorities have evidently lost sight of the very different conditions prevailing here from those in Europe, where the reading population is comparatively dense. We have here a population bordering on six millions, covering an area almost as large as the whole of Europe, and while Canadians are a reading people, they must purchase the books they read because they have not access to circulating libraries which so well serve the purpose of the readers of the old land. The expensive editions published in England do not meet with favor here, and it does seem unjust that we should be compelled to look to the publishers of the United States for the works of English authors.

"I have no desire now to prolong my remarks, I am cutting them practically in half, but there is one point I wish to draw attention to; that is, that we are insisting to-day in this resolution on our rights as a free people, to legislate for ourselves in this, as in the other twenty-eight subjects guaranteed to us under the British North America Act. Among those subjects are patents and copyright. They are side by side in the British North America Act. A patent is a monopoly in a machine—copyright is monopoly in a book. Our right to legislate in patents has never been denied to us. Why should it be denied with reference to books?

"Briefly, we want, Mr. Chairman, that our rights in this matter should be relieved of all doubt, that a long standing grievance should be removed, and that this question should be settled in one way or the other by the Imperial authorities. I venture to say, sir, that until this matter is settled the Canadian people will continue to insist on the voice of the Canadian Parliament being sufficient in this, as it is on the other subjects guaranteed to them under the British North America Act."

MR. BLAIKIE.

Mr. Blaikie (of Edinburgh):—"First of all I must controvert Mr. Gundy. Copyright is not a monopoly, but a property. The amendment I intend to move is that to the original motion the following words be added: 'That it is desirable that all legislation on matters of copyright be undertaken in conjunction with the Imperial authorities.' (Hear, hear). To take up the first of Mr. Thomson's objections as they at present stand, he says, in the first place, that Canadians are denied their right to legislate. Gentlemen, this is not so. He says you should not submit yourselves to this. I reply there is no necessity. Canada has already got a copyright, and has her own laws in her own borders, and it seems to me that this is enunciating a grievance which does not exist. It is only a few days ago since I left England, namely on July 27, that the Judicial Committee of the Privy Council decided—I am quoting the words of Lord Lindley reported in the Times—that 'copyright is placed by the British North America Act under the Dominion Legislature, and that copyright must be obtained by complying with the laws of the Dominion, thereby affirming that a Toronto firm had the right to reproduce.'"

Mr. Thomson—"This refers to artistic copyright, not literary copyright. That has nothing to do with books."

Mr. Blaikie, continuing—"What do I say to this: Do not let us attack this great Imperial question piecemeal. I ask you rather to suggest improvement of the Monkswell Bill where it is not satisfactory, and to induce your own Dominion Legislature to adopt this bill, or a similar one, and let us have one grand Imperial measure which every part of the Empire can accept."

The Acting Chairman:—"The amendment moved by Mr. Blaikie, of Edinburgh, is that it is desirable that all legislation on matters of copyright be undertaken in conjunction with the Imperial Parliament."

MR. BOULTON.

Mr. Boulton (London Chamber), said in part:—"The mover and seconder have expressed their opinions very clearly and vigorously and I am bound to say with great moderation. If they will be content with this and to take whatever steps may be proper with their own Governments, I think it will be much better than introducing what is after all a subject of controversy at this late stage of the proceedings. I do very earnestly appeal to these gentlemen, asking them, if after expressing their opinions, they will withdraw their resolution and amendment."

MR. THOMSON REPLIES.

Mr. Thomson (Toronto Board of Trade): "I am disposed to act on the suggestion that has been made on one condition, that I be allowed a few minutes to reply to the statements that have been made. The amendment would simply destroy the whole motion; it would negative our right to self-government and would only assert the continuance of the present condition of things. Now, Mr. Blaikie is mistaken in what he supposes is the effect—of course, he is not a lawyer—of the judgment of the Judicial Committee of the Privy Council which was rendered the other day. The case in which the judgment was rendered arose under another statute, which relates to artistic copyright, and the decision of that court was that that statute did not apply to the colonies. That is the only point that was involved, and consequently there is no doubt about the rights of Canada to legislate with regard to artistic copyright. But the law advisers of the Crown in England have advised, although there has been no decision by the court, that in their opinion, although the British North America Act purports to give power to the Dominion Parliament to legislate on copyright, that must be taken subject to the existing legislation of the Imperial Parliament, made expressly applicable to the colonies.

"The Act of 1842 by its terms applies to the colonies, and what the law officers of the Crown contend is that it is not over-ridden by the British North America Act, that the only power we have is to regulate the business under that statute. Now, just one word more. I am not here arguing against Imperial copyright or international copyright, but it will be time enough for anyone to force Imperial copyright on us when there is an Imperial Parliament in which we are represented. This goes to the fundamentals of the whole matter. We have the right to govern ourselves, and if we are fit for our position we understand the requirements of this country better than the Imperial Parliament can. If we are worthy descendants of those from whom we sprung, the rights of everyone will be safe in our hands. I am glad to have this opportunity to explain the position to the Congress, and would ask leave to withdraw the resolution."

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THE TRADE IN MONTREAL

MONTREAL booksellers are now getting into the active work of the school book and school supply trade, and it is a very pleasant relief after the comparatively dull months of July and August. The school trade is expected to be a good one this year as a number of new books are authorized, and these are now being stocked by booksellers throughout the city. E. M. Renouf has had a number of new text books authorized this Fall, besides many published last year, which are to be again used. Among these are the Canadian edition of Nelsons' Royal Crown Reader series, with special Canadian matter; The Empire Songster, which will be used both in Public and High Schools, and a new edition, specially adapted to Westmount Schools; a new edition with additional matter of the series of Curtis' Oral Lessons in French, and Dr. Peterson's School Poetry, for junior and senior classes. The last mentioned has been very well received, and the price, 45 and 75c., is most reasonable. The books came out late last Fall, and will have a considerably wider use this year.

The books which were published by E. M. Renouf and which are again authorized this year are: English—Renouf's Easy Exercises in English; Lamb's Tales from Shakespeare; King Robert of Sicily; The Vicar of Wakefield—Sankey's extracts; Gardiner's Outlines of English History. French—Curtis & Lawless' Progressive French Readers, I and II; Lawless' Grammaire Francaise; Lawless' Exercise to the same; Longman's French Grammar; Longman's French Composition. Latin—Fabulae Faciles; Kennedy's Latin Primer. Greek—Ritchie's First Steps in Greek; and in Physiology, Barnett's Making of the Body.

All the text books published by F. E. Grafton & Sons last year are again renewed this year, including their Arithmetic, and Arithmetic Exercises, Advanced Geography and Elementary Geography, Grafton's Word and Sentence Book, the Historical Readers and their copy books. Messrs. Grafton & Sons are bringing out this year a new Canadian edition of Prang's Drawing Book, graded from No. 3 to No. 4, from the series published by Prang. These have been authorized this year and promise to be very successful.

The new guide book for tourists, "Sights and Shrines of Montreal," published by F. E. Grafton & Sons, has had a ready sale. It is written by William D. Lighthall, M. A., and dedicated to the Numismatic and Antiquarian Society of Montreal, of which he is a prominent member. "The present description of Montreal," says the author, "is written in view of the erection by the Numismatic and Antiquarian Society of a number of historical tablets of marble, marking spots of special connection with the past. As a setting a general account of the city was thought desirable, both for the information of strangers and to

act as a record for the citizens." This was the object of the book and it more than fulfils its purpose, making a very readable volume, from the historical sketch of the site, with which it opens, to the legendary and historical bits with which it closes. The map accompanying the book is undoubtedly the most complete yet issued in a volume of this kind.

Among the new books of the month, Williams' "The Lightning Conductor," is taking a foremost position. It is the true story of a motor car trip through Europe by an Englishman and his American wife, very humorously told, and though the book has only been out a few weeks, it is now in its ninth edition. Henry Holt & Co., New York, are the publishers.

We are getting rather weary of repeating that "Lady Rose's Daughter" continues among the "best selling books of the month," but such, nevertheless, is the case in Montreal.

"The Wings of The Morning," by Louis Tracey, relates the adventures of the hero and heroine after the wreck of the good ship "Sirdar," in a manner that captivated us in our boyhood, and will still hold its charm. "Count Zarba," a new romance, by Sir William Magnay, (Ward, Lock & Co.) is, to some extent, historical and its reception so far proves that the demand for the much abused historical novel still exists.

"The Blackmailer," by John Oakley, (Ward, Lock & Co.), is a novel of recent publication which is taking well. "Fool's Gold," "a study in varieties" as it is called, by Annie R. Stillman, (Fleming H. Revell Co.), is a romance in which "plot and action yield a large tribute to the strong purpose of the book." The value of gold, gold in the metal and (figuratively) in the human character, is contrasted with the counterfeit in both the spurious coins and the hypocrite's character.

"The Love Letters of Margaret Fuller," "genuine letters written by the Sibyl of New England transcendentalists," promises to make a sensation among those interested in her character. An introduction is supplied by Julia Ward Howe, and the reminiscences of Ralph Waldo Emerson, Horace Greely and T. Congdon are also added. D. Appleton & Co., New York, are the publishers.

"The Mettle of The Pasture" is another Kentucky story, by James Lane Allen, author of "A Kentucky Cardinal." "Perverted Proverbs," by "Col. D. Streamer," is now selling quite well in Montreal. "British Political Portraits," by Justin McCarthy, is a volume published by The Outlook Co., composed of articles which have been appearing in The Outlook Magazine. The series is being continued in that magazine.

New books which are promising for the Fall include "Letters Home," by William Dean Howells, "The Maids of Paradise," by Robert W. Chambers, "The Proud Prince," by Justin Huntly McCarthy, and "The Heart of Hyacinth," another Japanese story by Onoto Watanna.

BEST SELLING BOOKS OF THE PAST MONTH

As Reported by Leading Canadian Retail Dealers.

BELLEVILLE.

1. "The Grey Cloak," by McGrath. McLeod & Allen.
2. "The Filagree Ball," by Green. McLeod & Allen.
3. "Lovey Mary," by A. H. Rice. Briggs.
4. "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan. Briggs.
5. "Graustark," by G. B. McCutcheon. McLeod & Allen.
6. "Banner of Blue," by Crockett. Briggs.

HAMILTON.

1. "The Southerners."
2. "The Grey Cloak," by McGrath. McLeod & Allen.
3. "Banner of Blue," by Crockett. Briggs.
4. "Letters of a Self-Made Merchant," by G. H. Lorimer. Briggs.
5. "Castle Cranecrow," by McCutcheon. McLeod & Allen.

KINGSTON.

1. "Gordon Keith," by T. N. Page. Copp, Clark.
2. "Brewster's Millions," by Greave. McLeod & Allen.
3. "Darrell," by Bacheller. Morang.
4. "The Virginian," by Owen Wister. Morang.
5. "Garden of Lies," by Forman. McLeod & Allen.
6. "The Filagree Ball," by Green. McLeod & Allen.

MONCTON, N.B.

1. "The Sacrifice of the Shannon," by Hickman. Briggs.
2. "Gordon Keith," by Page. Copp, Clark.
3. "The Grey Cloak," by McGrath. McLeod & Allen.
4. "Lady Rose's Daughter," by Mrs. Ward. Poole-Stewart.
5. "Letters of a Self-Made Merchant," by G. H. Lorimer. Briggs.
6. "Lovey Mary," by A. H. Rice. Briggs.

OTTAWA.

1. "Prince of Sinners," by Oppenheim. Copp, Clark.
2. "Gordon Keith," by T. N. Page. Copp, Clark.
3. "Letters of a Self-Made Merchant," by G. H. Lorimer. Briggs.
4. "The Gold Wolf," by Max Pemberton. Copp, Clark.
5. "Harry Revel."
6. "The Virginian," by Owen Wister. Morang.

QUEBEC.

1. "The Grey Cloak," by McGrath. McLeod & Allen.
2. "Trail of the Grand Seigneur," by Lyman. McLeod & Allen.
3. "The Sacrifice of the Shannon," by Hickman. Briggs.
4. "Darrell," by J. Bacheller. Morang.
5. "Thyra Varrick," by Amelia E. Barr. Briggs.
6. "The Virginian," by Owen Wister. Morang.

ST. JOHN, N.B.

1. "The Grey Cloak," by McGrath. McLeod & Allen.
2. "Bubbles We Buy," by Miss Jones.
3. "Mettle of the Pasture," by Allen. Morang.
4. "Speckled Bird," by Wilson.
5. "Gordon Keith," by T. N. Page. Copp, Clark.
6. "Banner of Blue," by S. R. Crockett. Briggs.

SARNIA.

1. "Gordon Keith," by T. N. Page. Copp, Clark.
2. "Brewster's Millions."
3. "The Grey Cloak," by McGrath. McLeod & Allen.
4. "Man Chance."
5. "Conjuror's House," by S. E. White. Copp, Clark.
6. "Wee Macgregor," by J. J. Bell. Morang.

STRATFORD.

1. "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan. Briggs.
2. "A Fatal Legacy."
3. "Under the Rose," by F. Isham. McLeod & Allen.
4. "Long Straight Road," by Horton. McLeod & Allen.
5. "Price of Freedom."

CHARLOTTETOWN, P.E.I.

1. "The Sacrifice of the Shannon," by A. Hickman. Briggs.
2. "The Sky Pilot," by Connor. Westminster Co.
3. "Mrs. Wiggs," by A. H. Rice. Briggs.
4. "Seats of the Mighty," by Parker. Copp, Clark.

5. "The Pit," by Frank Norris. Morang.
5. "Letters of a Self-Made Merchant," by G. H. Lorimer. Briggs.

HALIFAX.

1. "Gordon Keith," by T. N. Page. Copp, Clark.
2. "Sacrifice of the Shannon," by Hickman. Briggs.
3. "Detached Pirate," by H. Milecete. Montreal News Co.
4. "Letters of a Self-Made Merchant," by G. H. Lorimer. Briggs.
5. "Bubbles We Buy," by Miss Jones.
6. "The Pit," by Frank Norris. Morang.

WINNIPEG.

1. "At the Time Appointed."
2. "Gordon Keith," by T. N. Page. Copp, Clark.
3. "The Filagree Ball," by Green. McLeod & Allen.
4. "The Grey Cloak," by McGrath. McLeod & Allen.
5. "Four Feathers," by A. E. W. Mason. Copp, Clark.
6. "The Virginian," by Owen Wister. Morang.

PETERBOROUGH.

1. "Lady Rose's Daughter," by Mrs. Ward. Poole-Stewart.
2. "The Banner of Blue," by S. R. Crockett. Briggs.
3. "Gordon Keith," by T. N. Page. Copp, Clark.
4. "Metal of the Pasture," by Allen.
5. "Graustark," by G. B. McCutcheon. McLeod & Allen.
6. "Lovey Mary," by A. H. Rice. Briggs.

CANADIAN SUMMARY.

Points.

1. "Gordon Keith," by Page.....	66
2. "The Grey Cloak," by McGrath.....	58
3. "The Sacrifice of the Shannon," by Hickman.....	35
4. "Letters of a Self-Made Merchant," by G. H. Lorimer	28
5. "The Banner of Blue," by S. R. Crockett.....	23
6. "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan	23

SOME SPECIAL LINES.

BOOKSELLERS and stationers are often met with a request for certain lines of goods which they may or may not have in stock, according to the demand. There are many articles which it does not pay to carry a very large stock of, yet upon which the merchant should always be posted as to the quickest and cheapest place for securing them. In this connection we might mention such goods as Catholic books, pictures, rosaries, statuary, crucifixes, school books, novelties, etc. These are lines which stationers in many towns could stock to good advantage, but in some cases the demand is too limited, and it would be well for them to remember that D. & J. Sadlier & Co., 1669 Notre Dame street, Montreal, can supply anything in this line at the shortest possible notice and at most reasonable prices. A catalogue will be sent for the asking.

FIRE INK.

ONE of the greatest novelties out is fire ink. With a stub pen trace any design upon unglazed paper, then dry, and with a piece of lighted cotton string touch the starting point and watch the results if you want to appreciate all the fun in fire ink. The flame will proceed slowly along the lines until all have been burnt and the picture is left in clean relief on the paper. If color is desired, dip a stub pen in ordinary ink to any depth of color desired, or any coloring matter may be used. It can also be used without color, which seems far more mysterious, but when the colorless liquid is used, a mark should be made at starting point to show place to touch the spark. A great deal of fun can be had by outlining pictures in newspapers and touching them with a spark. It is amusing for children, and for advertising purposes it is almost invaluable. The ink is absolutely harmless, non-poisonous, non-explosive and free from acid. Retail price, 10c. per package.

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Allan	Greenwood	Nanaimo	Vancouver
Cranebrook	Kamloops	Nelson	" East End
Fernie	Ladysmith	New Westminster	Victoria
MANITOBA AND NORTHWEST TERRITORIES:			
Calgary	Elgin	Moosomin	Swan River
Carman	Elkhorn	Nepawa	Tebeche
Dauphin	Gilbert Plains	Ponoka	White Horse
Dawson	Grandview	Portage la Prairie	Winnipeg
Edmonton	Innisfail	Red Deer	" North
	Medicine Hat	Regina	
ONTARIO AND QUEBEC:			
Ayr	Dundas	Ottawa	Stratford
Barrie	Dunnville	Paris	Strathroy
Bellefleur	Port Franco	Parkhill	Toronto, 5 offices
Berlin	Call	Peterboro'	Toronto Junction
Blenheim	Goderich	Port Perry	Walkerton
Brantford	Guelph	St. Catharines	Walkerville
Cayuga	Hamilton	Sarnia	Waterloo
Chatham	London	Sault Ste. Marie	Warton
Collingwood	Montreal	Seaford	Windsor
Dresden	Orangeville	Simcoe	Woodstock
MARITIME PROVINCES:			
Amherst	Canning	New Glasgow	Springhill
Antigonish	Halifax	Paradise	Sydney
Barrington	Lockeport	Sackville	Truro
Bridgewater	Lunenburg	St. John	Windsor
	Middleton	Shelburne	

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Total Assets	\$6,570,324
Uncalled Capital	1,250,000
TOTAL	\$7,820,324
Amount Due Depositors and Debenture Holders	\$1,641,549
SURPLUS SECURITY	\$3,177,775

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Correspondence and personal interviews are invited.

FINANCE AND INSURANCE

THE sale by London of over 100,000 shares of stock on the New York market recently, when there was no balance to the account of New York bankers with foreign correspondents, had the effect of putting up the price of sterling to 1c. per lb. above the rate at which gold can be bought in at a profit. But this state of affairs cannot last long, as the commercial bills in connection with the cotton and grain industries will now begin to come in and will last well on into Spring. These bills will put a balance in the hands of the foreign correspondents that will lower the price of exchange by making it of no volume, and America can then, if necessary, reimport part of the gold which she exported during the early Summer.

These commercial bills play a conspicuous part in the money markets of the world, and "documentary commercial acceptances" are papers of great influence on the possibilities of gold importation. Such acceptances are simply drafts drawn by the cotton or grain shippers in this country on the English or continental firms to which they have sold cotton or grain, or on banks upon which they have been authorized by these firms to draw. To these drafts are attached the bills of lading and perhaps a certificate of insurance and, in the case of grain, of inspection. When these drafts are drawn on a reputable firm or bank, the New York bankers readily buy them and discount them on the foreign market where the firm or bank is situated. These bills are usually 60 or 90 day bills and the discount at present in London amounts to about 3 per cent. Of course, the possibility of gold importation depends upon the amount of these commercial bills, and although at present exchange is too high to favor importation, the entry into the market of the cotton and grain bills is looked forward to as of sufficient volume to lower the rate of exchange more than the cent by which it now overtops profitable importation.

Recently discussing the situation as far as the issues of new capital are concerned, Bradstreet's says that it must be admitted that all announcements that industrial or railroad corporations contemplate an increase of their share capital or funded debts or that they have borrowed money temporarily on their credit in the loan market are not only received unfavorably, but have a positively chilling effect on the financial situation. It can, of course, be readily understood that a corporation like The Consolidated Lake Superior Company should meet with but scanty encouragement in response to its management's appeal for subscriptions by the stockholders to an issue of \$12,500,000 4 per cent bonds at 60 per cent. of their par value, even though it is plainly stated and is perfectly understood that failure to supply the \$7,000,000 or more which it is hoped can be raised in this way means that the embarrassments of the company will be increased to an extent which would endanger the \$26,000,000 of cash which has been invested in the enterprise through its stock. New industrial undertakings, or those like the Consolidated Lake Superior, which are in an incomplete state, and therefore need additional capital to place them in a position where they can prove their earning capacity, find, in fact, no favor whatever at present.

Railway earnings continue to be of a most gratifying nature. The earnings in the United States and Canada during

the first seven months of the year aggregated \$449,355,044, an increase of 13.7 per cent. compared with the same period in 1902. It is significant that out of 35 enumerated railways on this continent, two of the Canadian railways stood second and third respectively in regard to increases in earnings during July, as compared with the same month last year. The Canadian Pacific showed increased earnings of \$750,000 and the Grand Trunk of \$603,186.

The officers of the International Association of Accident Underwriters elected recently are: President, Edward S. Lott, United States Casualty Co., New York; vice-presidents, Arthur L. Eastmure, vice-president Ontario Accident Insurance Company, Toronto; George S. Dana, Commercial Travelers' Mutual Accident Association of Utica, N.Y.; treasurer, A. E. Forrest, North American Accident Co., Chicago, Ill.; secretary, Leonard McNeill, Massachusetts Mutual Accident Association, Boston, Mass. Executive Committee, W. B. Smith, Hartford, Conn.; W. H. Jones, Boston, Mass.; H. G. B. Alexander, Chicago, Ill.; F. E. Haley, Des Moines, Iowa; F. J. Moore, Philadelphia, Pa.; R. A. Kavanagh, Chicago, Ill.

At the meeting of the directors of the Canadian Pacific Railway held in Montreal on August 10 it was decided to increase the common stock dividend from 2½ to 3 per cent. for the half year. The usual 2½ per cent. dividend on preferred stock was declared. The gross earnings for the fiscal year ending June 30 were \$43,957,373; working expenses, \$28,120,527; net earnings, \$15,836,845; other income, \$1,286,612; total net income, \$17,123,658; less fixed charges, \$7,052,197; less amount applied against ocean steamships, \$150,000. Net income available for dividends, \$9,921,460.

The demand for tornado insurance on Southern cotton mills continues, but the sizable mills cannot get sufficient indemnity in the few companies writing the business. Some underwriters get one per cent. for three years, others seventy-five cents, and there are rumors indicating a few policies at lower rates. In view of the inadequate supply some managers question the wisdom of those who write for seventy-five cents risks which readily pay one per cent. to other companies.

A FAVORABLE FORECAST.

IN spite of large purchases from Europe of securities by American investors and operators in recent years, the American excess of exports over imports of gold in August, September, October and November of last year amounted to \$4,400,000. In the corresponding months of the previous year the amount of gold imported on balance reached four millions. This year, with America selling instead of buying securities, and with Europe buying instead of selling, with probable large shipments of cotton as soon as the new crop comes forward, and with heavy exports of general produce, it is quite possible, indeed probable, that the quantity of gold imported by the United States in the three months up to the end of November may be twice as great as last year—a sum which, added to the surplus cash balance of New York bankers, would enable them to meet the usual Autumn demand for cash amounting to some ten millions with ease and with a con-

siderable surplus. Further, it must be borne in mind that after the beginning of November cash usually returns from the interior to New York, and although there is an increased demand for currency at the end of December, in January the return of cash is very rapid. So far as it is possible to gauge the outlook, we anticipate that the cash reserves of the New York banks will show some further increase before the Autumn demand is experienced, that by the aid of gold imports the Autumn demand for currency will be met with comparative ease, and that early in the new year the supply of money in New York will be excessive. Under these circumstances investors on this side having command of resources will probably make considerable profits by purchasing securities during the present month with a view to holding them into the new year. That American railroad securities at their present prices are intrinsically cheap cannot be doubted.—London Statist.

STATISTICS ON MISCELLANEOUS RISKS.

The Standard's figures for 1902 on miscellaneous insurance make interesting analyses. As will be seen in the table below, employers' liability constitutes the leading line in this department, showing premium receipts of \$11,549,616 out of gross premium receipts of \$26,986,832 on the eight lines of risks compiled. In loss ratios, health insurance makes by far the worst exhibit:

	Premiums Received.	Losses Paid.	Ratios. Losses to Premiums.
Accident	\$ 9,365,008	\$3,935,056	42.1
Employers' liability.....	11,549,616	4,951,583	42.8
Burglary	813,401	232,315	27.5
Health	574,849	253,417	44.4
Plate glass.....	718,792	280,493	39.8
Steam boiler.....	1,718,951	182,624	10.6
Sprinkler.....	409,391	131,988	32.2
Fidelity and Surety.....	1,809,634	553,308	30.5
Totals.....	\$26,986,832	\$10,526,784	39.0

GOLD PRODUCTION AND PRICES.

"The world's gold production is increasing now and bids fair to pass all records," says The Wall Street Journal. "The Transvaal output is not so large as it was in the record months of 1899, but on its present ratio of increase promises to reach the total of \$45,000,000 for 1903. Alaska is a factor now, and, altogether, it is plain that we have entered upon a series of years in which gold will increase in supply, and commodities will advance as its purchasing power becomes less." Continuing its analysis of the subject of increasing gold production and its effects, our contemporary reasons that "the average rate for time money will be higher in the next five years than it has been in the past period of the same length, even allowing for its special dearthness at present. Equities, on the other hand, and railroad stocks, as a concrete instance, should sell at higher figures. If commodities are higher, wages should be higher; railroad supplies of all kinds should be higher, and the railroads would be able to charge a higher rate, which should naturally show in increased gross earnings. Although industrial corporations should have to pay more for the expense of their output they would require and receive a greater price for it."

DIVIDENDS AND PRICES.

A RECENT article in The New York Times by Milton J. Platt under the above caption is full of suggestion. The first impulse on observing an unexplained movement in stocks is to attribute it to manipulation, when very probably it has been the result of causes which have escaped recognition on account of their very magnitude.

Mr Platt contends that it would be safe enough to say that the market for stocks which has been running down hill

for months has acted in no other way than might have been expected had presented phenomena and indicated tendencies been correctly interpreted. The whole pith and marrow of the late fluctuations he finds in the matter of dividends, the records of which, as declared by leading railways, he proceeds to analyze and digest.

Tabular statistics show that only four American railways have averaged 5 per cent. dividends on their common stock for the last ten years. The dividends of many of the western roads during the bad years from '93 on were non extant, and only in the last few years have they become respectable. The really steady dividend-producing stocks are few.

Marshalling the figures as to the fifteen important railway stocks, it is found that in 1890 one share of each stock would yield an aggregate dividend of \$60.40, an average percentage of 4.56. In 1893, just preceding the period of depression, the percentage was 4.60. In 1895 it had sunk to 3.21, and in 1902 risen again to 5.68. In the corresponding years of 1893, 1895 and 1902 the average market prices of these stocks were, respectively, 105¼, 99¾, 190¾, from which actual return for money invested would be: 1893, 4.33 per cent.; 1895, 3.22 per cent.; 1902, 3.08 per cent.

Thus, while the dividends on the par value of these stocks declined 1.35 per cent. in 1895 and then advanced 2.65 per cent. in 1902, the actual return on money invested was 14 per cent. less in 1902 than in the depth of the depression of 1895.

"As to whether an average of 3 per cent. was a fair yield for a representative group of stocks whose dividend records, except in a few cases, have been anything but continuous," concludes Mr. Platt, "events have decided."

WHEN A MAN DIES.

"HE left no will,"—familiar words to us all, and to-morrow's newspapers will almost certainly record the death of some prosperous business man who left no will. There are even distinguished lawyers who neglect to do for themselves what they have insisted times without number upon their clients doing. The making of a will is unfortunately one of those things that do not appear urgent, one of the things we are "going to do some day," and so postpone until we are in the valley of the shadow of death, or defer forever.

With many men the reason for not making a will is that the estate to be disposed of is so small, consisting of a home and some life insurance. With others it is a natural distaste to deal with those things that relate to the dissolution of the body. There is, however, another reason that operates powerfully in causing precise and prudent business men to neglect the all-important matter of leaving their affairs after their decease well ordered, and in the custody of trustworthy and competent executors; namely, the disinclination to name executors from among their acquaintances and friends. Most men do not care to act as executors themselves. The time an executorship requires; the troubles involved; the possible lack of sympathy between them and the beneficiaries; the responsibilities incurred; the uncongenial association with fellow-executors; these and other considerations make the office of executor not always one to be desired. In view of these things many men are reluctant to ask a service of others they themselves would be unwilling to render.

That there should be organized bodies of men willing to act as executors, governed solely by business considerations, belonged to the evolutionary processes of our times. Thus arose trust corporations. From the very nature of their operations these companies demanded men of the highest personal character, conspicuous alike for business ability and integrity. The rise and growth of trust corporations has been remarkable. The courts of the land have endorsed them and have committed to their charge many vexatious, but important, estate matters in which wills, investments, guard-

ianships, and trust funds demanded skilled and responsible management.

Lawyers in cities, in towns, in villages learned to appreciate the services of such an organization. Another of the influences at work to make trust companies prosper is the record of criminal or careless conduct on the part of executors by which funds have been wrongfully or wastefully dealt with.

There is extreme satisfaction in knowing that one's estate after one's death is safeguarded by a competent body, familiar with every process of the law affecting wills and trusts, to whom the investing of funds, or the custody of property, or the guardianship of minors is an impersonal matter, protected by stringent legislation. These trust corporations are made up of men of the highest stamp, whose wealth and honor are pledged for the fulfilment of the fiduciary obligations the company assumes.

The fear may be entertained by some that the cost of appointing a trust company as executor of one's estate is excessive. Such a fear is without foundation. The charges are all regulated by legislation, and are declared just. Quite apart from the question of expense it is worth a good deal to know that the conditions, bequests and requirements of the last will and testament are discharged with the utmost of business wisdom and legal exactitude.

In this limited consideration of the advantages of trust corporations as executors, only one of the several functions of these institutions has been dwelt upon. The intention has been to impress upon our readers the importance of attending to a matter of great moment, and to point out to them that one of the chief objections for not leaving their earthly affairs well ordered in view of inevitable and certain death is removed through the establishment of trust institutions.

GERMAN FINANCIAL STATISTICS.

THE United States deputy consul at Frankfort, Germany, sends an interesting report regarding the stock and bond situation in Germany. He says that during the first six months of 1903 the new emission of stocks and bonds listed in the German bourses amounted to 923,180,000 marks (\$219,716,840) nominal value and 923,990,000 marks (\$219,909,620) market value. Of these, 804,780,000 marks (\$191,537,640) represented domestic securities and 118,400,000 marks (\$28,179,200) foreign securities. The shares of joint-stock companies amounted to but 91,460,000 marks (\$21,767,480) in the foregoing. During the corresponding six months of 1902 the new securities placed on the market aggregated 1,483,390,000 marks (\$353,046,820). During the first six months of 1903 the number of new joint-stock companies organized in Germany was but 42, having a total share capital of 78,000,000 marks (\$18,564,000).

Since the year 1899 the creation of joint-stock companies has steadily decreased, owing to business crises, which checked industrial and financial activity, more especially in the lines of metal-working industries, machine building, electrical plants

and breweries. A few of the large banking joint-stock companies have increased their share-capital, having extended their business by buying out private banking concerns or taking up the business of joint-stock companies which had failed.

BERLIN TAKES COURAGE.

THE repeated warnings against investing in American securities had the effect of frightening speculators, and for months German engagements in Wall street had been kept very low. The great slump in the values of American rails and industrials has, therefore, meant no loss—or very little loss—to them. A larger cause, however, for the indifference of the German bourses is to be found in a change of opinion in respect to the so-called "American danger." Many events have combined to moderate very perceptibly the apprehensions that had existed lest American manufacturers should soon begin to throw goods upon the German market—or, at least, upon neutral outside markets—at prices that German producers could not meet.—London Economist's Berlin Letter.

CURRENT BANK NOTES.

A branch of the Molsons Bank was started in Frankford on August 1. W. Alex. Blott will be manager.

S. A. Jarvis, manager of the Union Bank at Indian Head, N.W.T., has been transferred to the managership at Calgary, and has been succeeded at Indian Head by E. E. Corle, of the Winnipeg branch.

The Imperial Bank and the Bank of Ottawa recently built very handsome buildings at North Bay, and the Traders Bank hope to occupy their new premises now in course of erection before the end of the year.

The Imperial Bank has purchased the property at the north-west corner of Front and West Market streets, Toronto, for the purpose of establishing a branch bank there. This branch will be quite a convenience to those doing business at St. Lawrence market.

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ASSURANCE COMP'Y**

FIRE AND MARINE.

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CASH CAPITAL, \$1,000,000.00.
TOTAL ASSETS, \$1,861,700.13
LOSSES PAID SINCE ORGANIZATION, \$22,527,817.57.

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GEO. A. COX, President. J. J. KENNY, Vice-President.
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Because we always lead and never follow.

On account of fair dealings with its patrons, so as to secure a continuance of their business.

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J. E. ROBERTS, General Manager.
Cor. King and Yonge Sts - TORONTO

WESTERN

Incorporated 1851

ASSURANCE COMPANY.

FIRE
AND
MARINE

<i>Head Office</i>	Capital	- \$2,000,000.00
Toronto,	Assets, over	- 3,333,000.00
Ont.	Annual Income	- 3,536,000.00

HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

FIRE AND BURGLAR-PROOF SAFES.

(Great fires often cause ruination. Protect against what may come by buying a

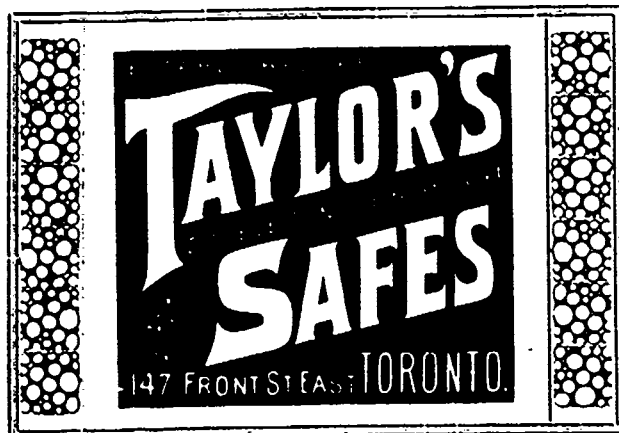
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how much the success of your business and the comfort of your household depend on communication with others you will appreciate the fact that telephone service is worth a great deal more than it costs.

Metallic Circuit Service—efficient, rapid, constant

The Bell Telephone Co. of Canada



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

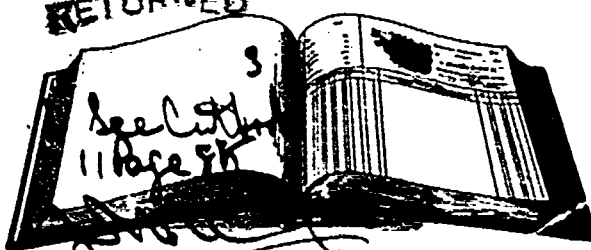
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THE OFFICE

DEVOTED TO THE
OFFICE STAFFS OF
BUSINESS
ESTABLISHMENTS

ADVANTAGES OF LIMITED PARTNERSHIPS.

By GEORGE CLAFFERTON.

IT is a general theory of moral philosophers that business pursuits and the accumulation of money have a demoralizing effect upon those so engaged; that they have a tendency to confine effort within circumscribed limits; make men narrow; to engender selfishness, sordidness and greed, and retard intellectual and moral growth. In a restricted sense, there may be some truth in this theory, but, regarded from a broad standpoint, it may well be challenged. The theory is assumed to apply more forcibly to men engaged in the work of corporations. It may be assumed that men engaged in business individually or on boards of directors do not always stop to read the Sermon on the Mount before entering into business contracts, passing on credits, declaring dividends or making up wage schedules. Of course, it must be conceded that the only distinctive classes who uniformly square their lives and business affairs with the Golden Rule are preachers and lawyers. Sincerely, however, it must be said in fairness, that the standard of mentality and moral strength among business men was never so high as it is now in the industrial life of the American people. There never was a time when business men were broader, more generous than now; never a time when men had so much confidence in their fellow-men, and when that confidence was so fully justified.

In the United States Steel Corporation the method is in vogue which fixes a standard of measurement of mentality as accurate and relentless as the standard of physical measurement known as the "Bertillon" system, a milling process by which intellect, ability, industry and character rise to the top, a system which looks to the ranks of men employed for recruits to fill the prominent places in the work of that corporation.

To-day, character is regarded by some of the best economic writers as not only desirable and commendable in individual life, but as a positive factor in the production of wealth.

The work of corporations is done by individuals who carry into their work individual human qualities, good or bad. Men develop in individual or corporate life according to their nature.

The weak man becomes arrogant and over-bearing. A capable and generous man finds broad scope for his powers. The fool and the knave become more conspicuous.

The modern idea of a corporation as an aggregation of persons acting as one body, having perpetual succession, and the advantages accruing therefrom are traceable to the development of the principle of association. The primary purposes of the law of association being to increase and cheapen the products of human effort.

A distinguishing feature of a partnership association is its exemption from annual detailed reports of its business; many men, while they are perfectly willing to make statements for the purposes of taxation and for credit, and open

their books for inspection of stockholders, object to having a public record of the details of their business, and think it serves no useful purpose in a private corporation, although it might in corporations of a public or quasi public character.

The primary purposes of association and organization in business life when legitimately pursued, are to make products cheaper and more abundant, and this is the problem of civilization.

The practical utility of association in industrial affairs consists in its economic efficiency, the ability to supply human wants cheaply.

The effect of corporate effort, legitimately pursued, is to cheapen wealth, make it more abundant and more easily obtained, and no individual or class, rich or poor, can afford to diminish the abundance of production, laws should be enacted to prevent in every way the illegitimate exercise of corporate power, but no laws should impede legitimate accumulation or restrict production.

BRIGGS' LEDGER SYSTEM.

MANY manufacturers and retail merchants throughout the Dominion and United States are now using the Briggs Ledger System. The Briggs Ledger System Co., Ltd., who are now located in their new premises, 75 York street, Toronto, claim that the using of their ledger saves the bookkeeper much unnecessary trouble and that he has, at all times, accounts ready for the customer. The firm have many testimonials from merchants speaking very highly of the system, and the demand for the ledgers has very largely increased during the past few months.

CHARTERED ACCOUNTANTS' OFFICERS.

THE annual meeting of The Chartered Accountants of Ontario, held at the Hotel Brant, Burlington, Ont., recently attracted a very good attendance. The election of president and vice-president was deferred. The election of the new council resulted in the selection of Geo. L. Blatch, Ottawa; Wilton C. Eddis, George Edwards, James Hardy, D. Hoskins, C. R. W. Postlethwaite, W. B. Tindall, T. D. Williamson, John H. Young, Ralph B. Young, Toronto; J. W. Johnston, Belleville; F. H. Macpherson, Windsor; and C. S. Scott, Hamilton.

A FACTOR IN BUSINESS RATING.

THE size of his bank account or the value of his assets are not the only things considered in giving a man a rating in the business world. Reputation is also taken into account, and sometimes the word of a man is as good as his bond. Few realize the value of a good reputation as an asset in business. The credit rating of men who have it is often higher than that of men who have a great deal more money, but lack it.

WALL PAPER

WALL PAPER A STUDY.

THAT a merchant should consider that he can sell wall paper without knowing anything about it, is as ridiculous as to start a butcher business without knowing lamb from beef. The wall paper merchant, however, has one thing in his favor over the butcher, in that to know his business enough to make a fair success of it requires only common sense and an observant eye. These two characteristics being present, there is no reason why, after a time of close study, any man should not make a success of handling wall paper. Of course it is taken for granted that he is not color blind and can tell pink from green.

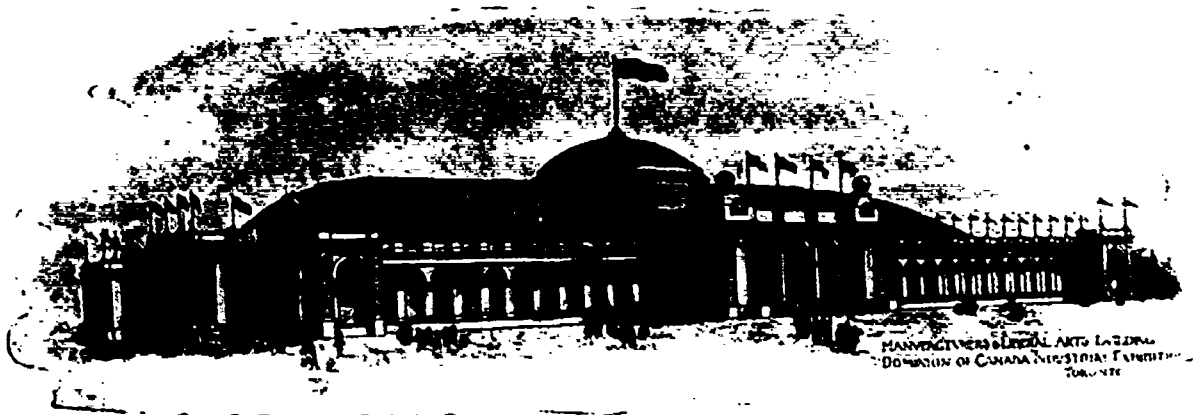
To the man, however, who thinks he can lay in a stock of papers, advertise them, charge a fair price, be agreeable with his customers, and can then do a land office business, there is only one thing to say if he has any competition, and that is to "stick to his last," be it groceries, stationery, drugs or dry goods. In the first place he must be a good judge of colors and combinations, he must have an eye for cheapness in a pattern; for patterns and colors as well as quality of the paper have their degrees of cheapness and to the educated eye reveal it in an instant. He must, however, to a greater degree than almost any other quality, possess an eye and judgment that will enable him to

or neither, whether ingrain, large or small pattern, bur-lap, dado of different paper, lines or flowers, or both; deep or shallow frieze; dark or light ceiling, or dark or light paper, would give the best effect.

In fact, the successful wall paper merchant must know all about the effects of the different styles and how to make a room light or dark, high or low, large or small, cold or warm. He must be an artist in his own line, and an artist, too, who has much of the "color sense" of the painter, the eye of a landscape gardener, the taste of a modiste, the policy of a Conservative politician in a Liberal riding, the persuasiveness of a confidence man, the confidence and lack of hesitancy of a Prime Minister, and the judgment of a professional decorator. The man who possesses a fair share of these requirements can start a wall paper store in a lane and own the city hall in five years, if he has enough of them to produce when mixed a sound common sense he can monopolize his line in any town, and need handle nothing else. If he has only a clerk in his employ who can tell colors and the requirements for different rooms he can make the wall paper department the best paying line in a departmental store. He must have some of them; he should have a degree of all of them.

THE COMING SEASON.

THE business for the coming season promises a volume that will be entirely satisfactory to the manufacturers and will repay them for the trouble and expense which they have been put to in preparing the beautiful patterns which they are showing. One and all they state that never have they been able to show samples equal to what



Manufacturers' and Liberal Arts Building, Dominion Exhibition.

select without hesitation the colors, patterns and grade of paper that will suit each room presented for his opinion.

Much time and trouble will be saved himself and his customers if he first of all finds out what room requires the paper, its use, location, lighting, furniture, color of wood work, shades in adjacent rooms connected by folding doors, and the size and height of the room. Then he should be able to tell his customer just what colors and patterns are required, and in this way prevent the confusion and helplessness of feeling aroused by looking over all the patterns and colors in the store. He should know that the shades in adjacent rooms and in the furniture prohibit the use of certain shades of paper and that the degree of light and to some extent the use of the room makes the possible range for selection still smaller. Then the size and height of the room, as well as the style of the furniture binds him down to certain styles of pattern. He should know whether dado or frieze is best, or whether the height demands both,

are now in the travellers' hands. Great pains have been taken with the high grade papers, and the results merit the close consideration of buyers. But this does not mean that the lower priced papers have been neglected. This year patterns similar to those previously used in the more expensive lines are being turned out in cheaper qualities, and thus a merchant is enabled to show a really expensive looking pattern in a cheap paper.

Reports are that orders taken thus far are encouraging the manufacturers to continue making the rapid advances in style that have characterized this year. Orders are large, and customers generally are expressing the greatest satisfaction in the new things.

Buyers should not postpone too long the sending in of orders. With the promise of an immense business factories will be very busy later on, and orders cannot, perhaps, then be filled as quickly as desired. Orders now and have the choice of the best patterns. They will sell first,

THE WATSON FOSTER CO LTD MONTREAL.

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THIS SEASON'S LINE

OUR CLASSES ALL DOMESTIC AND FOREIGN COM-
PETITION IN THE VARIETY, CHARACTER AND

SUITABILITY OF DESIGN

AND COLORING WHICH THIS MARKET DEMANDS IN MEDIUM
PRICED GRADES, THE BASIS OF EVERY DEALER'S SUCCESS,
AND KNOWN AS

POPULAR GOODS.

IT OFFERS A WIDE FIELD OF CHOICE IN PROGRESSIVE EFFECTS AND
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THE QUALITY OF OUR MATERIAL HAS NEVER BEEN IN QUESTION
AND OUR REPUTATION IS A GUARANTEE FOR THOSE WHO

**TRUST US WITH NEW
OR
INCREASED BUSINESS.**

SEP 1903

WALL PAPERS

TURNED
15 1904

and if oversold, will have to be taken out of the travellers' hands. A merchant knows the possibilities of his business just as well now as four months hence, and by ordering now he runs no chance of having to wait for his stock, nor of missing the best patterns.

VARNISHING WALL PAPER.

VARNISH, when applied to wall paper, will soak in, unless prevented by the surface being well sized. It will be found necessary to use two coats of size, as there may be some skips in the first coat. When dark colored papers are to be varnished a pale glue should be used, and made up in the proportions of one pound of glue to a gallon of water. For the lighter shaded papers, a mixture of gelatine, glue and white paper varnish is the best. A difficulty often met with when sizing on paper is the froth-

ing; for after the bubbles burst, there are spots that have not received the size. This can be avoided by mixing into the size a little turpentine.

THE PROPER PAPER.

DON'T put wall paper of warm, bright coloring in a south or west room or a cool paper of subdued tone in a north or east room. For south and west rooms the best colors are greens and blues, and in a room where there is plenty of sunshine a white wall paper often has a charming effect. For cold rooms facing north or east you can either have yellow wall paper or any tone of red or pink. Don't have a large patterned paper in a small room. For dining-rooms and libraries the self colored ingrain papers are as suitable as any. The surface being dull and rough gives them a subdued effect. For drawing-rooms and bedrooms the plain tinted lining papers are the best.

FORTUNES IN FADS.

FADS make fortunes for some one. Follow any successful innovation to its source and it will be found that the originator, or possibly the man who took up the idea, became immensely wealthy.

Some of these fads enriched their originators quite by accident and without any visible effort on the part of the man himself. In other cases the man was quick to see a need and fill it.

Taking some of the more prominent cases one may see how slight the accident which made the fortune.

Felix, the famous Parisian hairdresser, who was made wealthy because the hairdresser of Mlle Eugenie de Montijo, afterwards Empress Eugenie, was seized with apoplexy.

Haby, the German barber, became famous and wealthy because the Kaiser saw one of his officers with the turned up mustache.

The Civil War made the fortune of Sir Isaac Holden, an English manufacturer, who put soft twilled flannels on the market to take the place of cotton goods.

Lady Carew made the popularity of Irish poplin by appearing in it at the court of Louis Philippe, and at the same time the fortunes of the Irish manufacturers of it.

One firm made a small fortune by selling peacock feathers, which became a fad at the coronation of Queen Wilhelmina of Holland.

An English firm took up the idea of making sandals for children, and now is making great fortunes in the sale of them in all countries.

A Regent street, London, tailor made a fortune by inventing the leather automobile suit.

The stories of some of these chance fortunes show how slender was the opportunity which resulted in such wealth. There is the wealth of Empress Eugenie.

Mlle Eugenie de Montijo was waiting one night for the arrival of her hairdresser. Suddenly a servant arrived with news that the unfortunate man had been seized with apoplexy. There was not a minute to waste, so the servant was sent flying for another hairdresser, and soon M. Joseph E. arrived. He proved to be a perfect artist at his work. He dressed the beauty's hair in an entirely new


mode, and she was delighted. A day or two later she had become the promised bride of the emperor—then prince president Louis Napoleon, and soon afterwards she appointed Joseph E. her court hairdresser. He lived at 13 Faubourg St. Honore, a number which she insisted upon having altered. Then she desired him to decorate the place in her favorite shade of mauve, and finally requested him to alter his name to Felix. That was 40 years ago. To day the third generation of Felix is the head of one of the greatest establishments in Paris, having combined millinery with his original business of hairdressing.

Felix is not the only artist in hair that has made a fortune out of a new fashion. Twelve years ago the Kaiser saw one of his attaches, Baron Holser, wearing his mustache in the way which he himself has since rendered so familiar. He inquired the name of the baron's hairdresser, and was told that it was Haby. The Emperor sent for Haby, and eventually constituted him court hairdresser. The "es ist erreicht," or "up to the mark," mustache, has made Haby's fortune, and, even though the Kaiser has now abandoned it, Haby's shop is still a centre of Berlin's fashion.

The story of Irish poplin is a curious one. Lady Carew was to be presented at the court of Louis Philippe. She took with her to Paris a length of Irish poplin, which was first being made in Belfast. It was of a creamy white, embroidered all over with little dots and sprigs of gold. Lady Carew took it to a Parisian dressmaker and the modiste went into ecstasies over it.

On the way up the stairs to the reception rooms at the Tuileries Lady Carew felt a pull at her dress. Afraid of pickpockets, she turned quickly. "I beg a thousand pardons," said a splendidly dressed woman who stood behind her, "but would you tell me what your dress is made of? I never saw anything so exquisite in my life."

A dozen times that evening Lady Carew had a similar experience, and the result was one of the most extraordinary crazes for poplin that ever was experienced for any new fabric. One Irish firm sold \$220,000 worth of the material within a year.—Chicago Tribune.

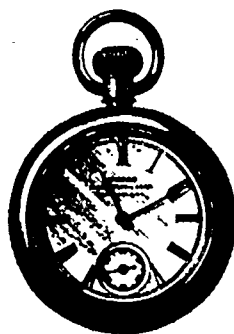


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Trial Offer—To any Stationery Dealer who will write to us upon his business letter head and inclose 75c, we will send a sample watch (duty not paid) and our catalogue, so that he can test its accuracy and durability.

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in different widths of border

These are the new popular square shapes. Size of note paper $5\frac{1}{2}$ x $6\frac{1}{2}$, with
oblong Boudoir Flap Envelopes 1 • match.

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MANUFACTURING STATIONERS,  **TORONTO.**

STATIONERY

NEW FALL PAPETERIES.

BOOKSELLER AND STATIONER has been privileged to inspect the new lines of Fall papeteries which The Copp, Clark Co., of Toronto, have imported. The new goods are so exquisite in style and finish that one hesitates to attempt to describe them in words. The boxing has been done with an eye to the artistic effect, and is both rich and attractive.

A few lines might be mentioned here. There is the "Two Tone Linen," in five different tints; the "Ideal," in two tints, both cloth-finished papers; "Le bord de jour," a long-fold, hemstitched paper, in white and blue; the "Holly and Mistletoe," suggestive of Christmas, and made of good parchment stock; the "Toile de Brabant," hand-colored and hand-made, in a new shape envelope; the "Royal Velvet," a small size for invitations, which can retail at 25c., and the "Library Cabinet," a fine big presentation box, packed separately.

PENCILS AND PENS.

SOME effective new lines of pencils and pens are on view in the warerooms of The Copp, Clark Co., Toronto. A fancy pencil assortment noted was boxed in Gothic style. There were six different colors in the box, which contained half a gross. A neat set of slate pencils in wood, retailing at 1c. each, and in six colors, was also seen. Of penholders, a cabinet of Faber's, seven dozen in each, in a variety of business shapes—cigar, straight and taper—caught the eye. A novelty was a 10c. line of celluloid-tipped holders. Whaleback holders of cork, strengthened by a wooden centre, were also on view.

Something new in pencil sharpeners was in the form of an office knife, which was guaranteed to give a round surface.

Erasers are being shown in great variety. A new line, retailing at 5c., was in red, white and blue.

UP-TO-DATE STATIONERY.

NOW that the Fall trade is again demanding your attention it is well to know where to buy and what to buy for the coming season. First-class stationery is always in demand, and can be sold at any time, but it seems that the growing tendency among shoppers at the present time is to buy the better class of correspondence paper if it is possible to procure it.

The stationers do not seem to realize that there is more money in handling first-class goods than inferior articles. This fact nevertheless is true for two reasons. 1st. Each sale represents a larger profit. 2nd. You advertise yourself as a dealer in the very best goods.

Being continually on the watch for new ideas and the class of goods that seem to suit the public taste the best, W. J. Gage & Co., Limited, Toronto, are manufacturing the line of fine papers made by Z. & W. M. Crane, of Dalton, Mass., whose goods have an extensive reputation for superiority and quality. These high-grade papers are put up in 1/2-ream boxes of note-paper, or 1/2-boxes of envelopes, or in handsome papeteries of 24 sheets note-paper, with envelopes to match.

All these goods are put up in Canada, and are a credit to the manufacturers, whose sales in the past warrant them in predicting a great demand for the coming season.

AN HEIRLOOM.

At Warwick Bros. & Rutter's warehouse a representative of BOOKSELLER AND STATIONER saw an old blank account book which was bought in 1859 by D. W. Bixby, of St. Cath-

arines, from William Warwick, then a bookseller in Woodstock. The firm attach much interest to this book.

MISCELLANEOUS NOVELTIES.

Copp, Clark Co., of Toronto, announce a full stock of "Dancing Girl" and "Bambridge" crepe tissues. They show new patterns in floral crepe tissues very handsome in design.

A set of flags of all nations in transfer pictures, to retail at 1c. a sheet, is quite a novelty.

This firm have brought out a safety pencil pocket, latest pattern, "made in Canada."

For artist's use they have a two-dozen assortment of camel's-hair brushes, selling for 5c.

BUNTIN, GILLIES & CO., LIMITED.

THIS wholesale stationery establishment conducted by Buntin, Gillies & Co., Limited, has been one of the leading firms of the city of Hamilton in the paper business for the past 50 years, and has done wonderful work in spreading the name of this city from the Atlantic to the Pacific. It is one of Hamilton's pioneer establishments, having been established by Alexander Buntin in 1848. Its long and honorable career has been one of progress and prosperity. Their warehouse consists of a four-storey building at 62 King street east, which is the centre of the city, and in close proximity to all printers and stationers.

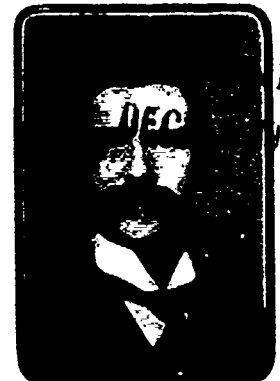
A thorough system pervades the entire establishment, each floor being divided into one or more departments. The firm are wholesale stationers, paper, envelope and blank book manufacturers, and carry a heavy and most complete stock of office stationery supplies, and their stock is one of magnitude and is always kept up to the requirements of the trade, both in quality and variety. A general line of printers' stock is one of their many specialties, such as manila paper, book papers, ruled goods, poster and print paper. Their line of flat papers is very heavy, having control of such lines as Japan Linen Bond, Century Linen, Agawam Bond, Old Hampshire Bond.

The bindery connected with the establishment is well equipped, and contains the latest up-to-date ruling and cutting machinery, run by electricity, to turn out first-class work, and the blank books, pads and papeteries manufactured by Buntin, Gillies & Co., Limited, are noted for the excellent quality of paper they always contain, and the paper ruling and superior finish and the tasty way in which they prepare their goods for the market.

One of the largest lines manufactured by them is tablets and note papers for correspondence, etc., of which they make a large and varied line, making a specialty of the better grades which educated people now esteem. Their Dimity, Dutch Fabrik, Old Hampshire Bond writing papers are known from the Atlantic to the Pacific, and their output keeps steadily growing.



James B. Gillies,
President.



C. W. Graham,
Vice-President.

RECORDED
5 1904
Book 2
page 4
cur

ED
104

The trade of Buntin, Gillies & Co., Limited, extends from Halifax to Victoria. They have a branch warehouse in Montreal, No. 4 Cote street, under the management of T. B. Little, a gentleman well posted in the stationery business, and six representatives on the road are kept busy throughout the year visiting the trade and booking orders for the well-known house. Of recent years the business has increased rapidly, the company enjoying its full share of the constantly increasing prosperity of the country, and with a continuance of the same careful management that has brought the business to its present excellent condition it is reasonable to assume that even more prosperity is in store for the company.



David S. Gillies,
Sec.-Treas.

The business has been put into a limited corporation, under the management of James B. Gillies, president; C. W. Graham, vice-president; David S. Gillies, secretary-treasurer, all of whom were connected with the management of the old company. They are business men of ability, who are thoroughly conversant with every feature of their trade, and can always be found among our most enterprising and liberal citizens, being prominent in every movement calculated to advance the city's interests and among the first always to advance all good movements of a public sort, giving not only their money but their time in the effort to bring about the good results in every case.

A LINE FOR STATIONERS.

THE custom practised by the leading trade journals of providing their readers with up-to-date ideas and styles of advertising is giving the live stationer a foundation on which to build a profitable business. We believe quite a number of grocery, dry goods and hardware dealers in country towns would look upon the stationer who could supply up-to-date show cards and window tickets as a benefactor. Stationers should first set the example by using the smartest show cards they can procure.

BOOKSELLER AND STATIONER has from time to time published ideas for show cards that will be found valuable if used. Well-written and stylish window cards have a double value to stationers. They help to sell goods and serve as samples with which to secure orders from storekeepers in other trades.

Any of our readers who experience difficulty in securing good show cards and window tickets should write us. We will put them in touch with firms who make a specialty of that business.

RAMBLING REMARKS.

THE big business of the season is being done in boxed note papers and papeteries. Travellers are pushing these goods with much success. Favorite colors for the season are pure white, grey, azure, heliotrope and mauve. Orders come in for them mainly in this order.

Japanese bond has sold well in azure and white. It is a standard paper and, because it is not conspicuous, is in considerable demand in certain quarters.

The writing tablet business is large. Firms are bringing out many handsome patterns for pad covers.

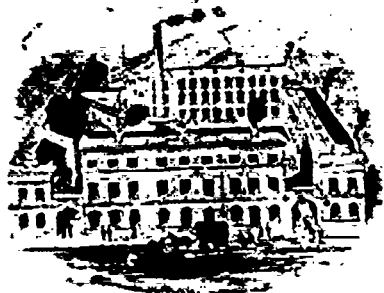
PENS AND THEIR MAKING.

THE pen has acquired such an important position in everyday life, social and commercial, that the making of it has claimed the closest attention of the manufacturers. Among these Hinks, Wells & Co. have for over 60 years been slowly climbing in the estimation of the public, until at the present time they are producing pens which in range and quality satisfy the most particular and speediest penman.

Speed in penmanship has in commercial life become an absolute necessity, and for him the turned-up pointed pen is

Waverley series, and containing a variety of about 20 different styles.

This firm is composed of Mr. Thomas Hooper, who has been identified with the business for over 50 years, and



The Factory of Messrs. Hinks, Wells & Co.,
about to be enlarged.

eminently suited. Of these this firm are making a specialty, and in all widths, lengths and sizes provide a very large and choice selection.

For about 40 years they have been the manufacturers of the Waverley pens handled by Messrs. Macniven & Cameron, Limited, of Edinburgh, but as the latter have for two years now been manufacturing their own pens, Hinks, Wells & Co. have placed on the market the Rob Roy series, a pen similar in material, workmanship and process of manufacture to the



Mr. Thomas Hooper.

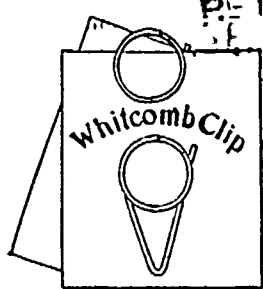
Messrs. T. S. and W. S. Hooper, the former at the head of the practical part and the latter of the commercial department.

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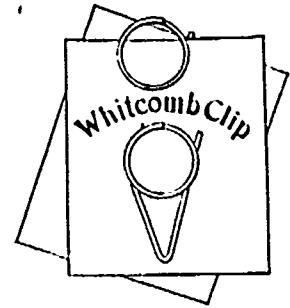
11 Page 42
J.M.C.

THE WHITCOMB CLIP.



*Small
hook,
Page
marker*

No Long Prongs to Damage Papers
Small in Size, Strong Grip
Best Known Page Marker
Combination of Hook and Eye
Can be Used for Various Purposes.
Indispensable in Office or Home



A Sample Box, 100 Clips, Mailed to the Trade for Five Cents.

THE WIRE NOVELTY COMPANY, Holyoke, Mass.

Mr. Stationer

It will pay you to write us and get particulars of our **exclusive agency proposition** for the

"JAPANESE"

BRAND

Writing Inks

Carbon Paper (every style)

Typewriter Ribbons
(for all machines)

Mucilage

We help our **Representatives** to get the local business. If interested, write at once.

The Colonial Typewriter Co., Limited
PETERBOROUGH, CANADA.

DIANA

PENCILS

ARE THE CHEAPEST GOOD PENCILS ON THE MARKET.

McFARLANE, SON & HODGSON,
Wholesale Stationers,
MONTREAL.

DITMARS WINGED FOOT CARBON PAPER

A LIGHT WEIGHT SUPERFINE TYPEWRITER CARBON PAPER FOR THOSE WHO WANT THE VERY BEST.
Every Sheet Guaranteed. Samples on Application. We Sell to the Trade Only.
PEN-CARBON MANIFOLD CO. 145-7-9 Centre Street, NEW YORK.

The two latter paid a visit to Canada during the early part of this year, and returned with the determination to build up their already large Canadian trade.

Commencing in 1839, this firm in 1851 employed 564 hands, and consumed about 2 1/2 tons of steel per week, but

gauged to insure uniformity of thickness. The rough pens or "blanks" are then cut out by hand presses, the rest of the steel being returned to Sheffield for remelting. A steel die



Mr. T. S. Hooper.

since that time the business has grown to such vast proportions as to tax credulity. The metal used is the best quality Sheffield steel, in sheets 6 feet long and 18 inches wide. When cut into suitable widths, the strips are placed in



Cutting.

punches the holes and side slits that give the pen flexibility, and when again heated to softness the design is stamped on them, and, by means of hand presses, the final shaping and



Grinding.

curving is given. The central slit, the most important part of all, is made by keen-edged tools, after being cleansed by machinery and ground on emery wheels. The color is then given



Marking

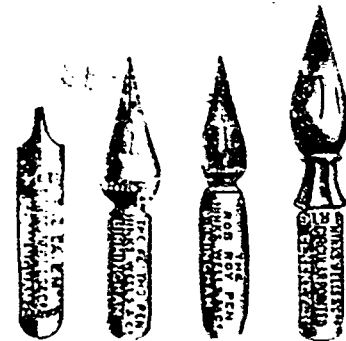
by means of heat applied to the pens when revolving in vessels, the colors straw, bronze or blue being acquired from different degrees of heat.



Mr. W. S. Hooper.

iron pots and the pots into stoves or mullers, where they are subjected to great heat for many hours, until they are soft enough to be malleable. After the scale that appears is cleaned off the strips are sent to the rolling mill, where they are rolled out to about twice their original length and carefully

3
See cut book 11
Page 42
J. Hooper



Some Sample Pens.

The pens are sorted by girls, who discard any with the least sign of a flaw and retain the perfect ones, which are sorted and boxed ready for shipping. Without counting the sorting and boxing there are about 23 different processes in the manufacture of this delicate little article, the steel pen.



Lorraine

Lorraine

*Stationery in white or azure is correct style. Put up in
Papeteries and Writing Tablets.*

Write for Samples to

WARWICK BRO'S & RUTTER

Makers of High Grade Stationery

TORONTO



BOOKSELLERS' AND STATIONERS' ADVERTISING

— W. ARTHUR LYDIATT —



I WILL dispense with any theoretical talk on the value of advertising and confine the space at my disposal to the giving of a few practical hints on how booksellers and stationers can secure some profitable publicity. There are few businesses that offer the opportunities for good advertising which lie in the province of the stationer, so many different lines of goods are handled by the average stationer which are susceptible to effective and profitable advertising right through from January to December.

The ways and means are many. Good advertising begins with newspaper advertising, because it is the cheapest and best. No other kind will give so much continuous publicity for the price paid. All other advertising, while necessary, should be of a supplementary nature.

Take space in your local paper and advertise regularly. Never run the same ad. twice in the same paper. A position on the local news page, top or bottom of column, alongside or next to reading matter, or underneath "The Probabilities," is possibly best, though position is not of primary importance.

The best way to buy space is to contract for the approximate number of inches you could use in a year, and then use it as you see fit. Position of the ad. should determine what style to use. Contrast is the thing to be desired, and this can be secured by selecting a type arrangement which will appear in strong contrast to the surrounding matter.

Another good advertising medium is the bulletin board in front of the store. Here will be announced the new books as they appear, also the arrival of the magazines. It is essential that such a board should make a neat, attractive appearance, and should be kept alive with constant changes. It should be in constant use.

It is a good scheme to advertise the contents of the current month's magazine on your bulletin boards in much the same manner as the daily papers "bulletin" the principal news of each day's paper. This plan has been productive of splendid results in increasing the sales of the illustrated magazines, particularly those which appeal most to popular tastes.

The tables of contents, such as are sent out by a number of the magazines, are not always the best thing to use, either. Usually you can make up a bulletin of your own, selecting the most striking features from a number of that month's magazines, something after this manner:

THE STORY OF SIR THOMAS LIPTON.

A most interesting account of the life of England's merchant prince, who is trying to lift the America Cup—in August Munsey's—along with a number of other splendid features, for 10 cents.

"THE REIGN OF QUEEN ISYL."

is the title of a very interesting story in Everybody's Magazine for August. A number of other bright life portraits in the form of short stories are included. 10 cents a copy.

THE CORRUPTION OF ST. LOUIS.

A startling article on the municipal politics of the World's Fair city, by one who knows. See this month's McClure's Magazine—10 cents.

Try this next month for yourself. Perhaps you can improve on the idea.

Another good scheme is to have little slips of circulars printed quite frequently, advertising the arrival of new goods in any of the different departments of the business, or such, for instance, as would make special note of the fact that you receive subscriptions for all the magazines. These would be slipped in all the newspapers, magazines and books which are sold in your store, and, possibly in some cases, carefully distributed about town.

About the best scheme for advertising books which I know of is to get your local publishers to regularly review all the new books. Most of them do this, suitable extracts for publication as reviews being easily obtainable. Such matter is very interesting to a majority of newspaper readers and an enterprising publisher is only too glad to make extended reviews, more particularly in the Saturday issue, if a daily paper.

Given the opportunity, you would enter into an arrangement with the publisher to insert your name in each review of any book which you sell as an indication of where the book may be purchased. You would include your name in the announcement in place of the publisher's, something after this manner:

"The Pit," by Frank Norris, cloth, 652 pp., \$1.50 net.
For sale in Hamilton at Bronson's bookshop, 25 King street west.

You may have to pay for this privilege, but it would be worth a good deal; how much depends on the extent of your book trade.

In the Spring valentines are sometimes worth advertising, and wall paper makes a good leader, if you carry any kind of a stock. In the early Summer is a good time to talk sporting goods, and when the warmer days come round cameras, kodaks and supplies afford an opportunity for some particularly effective and profitable advertising. Local conditions will govern the extent to which advertising such goods can be made most profitable, particular attention being paid to those sporting goods, etc., which are most popular in your vicinity.

August is the time to push school supplies, and a good deal of your newspaper space and windows should be given up entirely to these goods. Don't let any of this business get away from you if you can help it. Some stationers sadly neglect most of their opportunities for getting business along this line. How many school boards are in the habit of getting in supplies by the wholesale from outside centres? This is a state of affairs which ought not to exist. Every community should patronize its own businesses whenever possible, and a school board should be among the leaders in this respect.

In this connection it might be well to remind you how desirable it is that some sort of souvenir be presented to the young folks as the time for the opening of the Fall term approaches. To be effective doesn't imply that it be expensive. On the contrary, even the cheapest of articles will be appreciated, if it peculiarly appeals to juvenile tastes.

Pencils with your name printed on are procurable at a very low price—rulers are popular—and scribbling pads are appreciated by the older pupils.

Society and business stationery should receive a good deal of attention. Toward the end of May would be a good time to tell about your facilities for turning out invitations and announcements in good style. If you are not in a position to do this work yourself arrange with someone in a nearby city to execute orders for you promptly, and then procure a goodly

bundle of samples—have a book of "styles" and give this feature proper attention.

Phonographs and sheet music likewise afford an opportunity for some good advertising, though both must advertise themselves to an extent. Publishing a list of new records and new sheet music as received will be found result-producing.

Toys and fancy goods should have the platform in the late months of the year. It should be borne in mind that the purchase of Christmas presents is often planned a long time in advance, and the merchant who is first or among the first to offer helpful suggestions through good advertising will win out a long way ahead of those who neglect this important work, because it is so easily put off.

Don't get the idea that you will do just about as much business whether you advertise or not, and that, at most, all you need do is to print a long list of gift articles without a price or a comment. That is wrong. Gift-giving time is the time of all times when ad. readers want prices and particu-

lars, and the more fully and faithfully these are given the better your business will be. And don't forget to make your windows do their share by dressing them attractively, being careful, if you deal in both high and low-priced goods, not to let the high-priced predominate.

See that the holiday spirit of helpfulness and good cheer is infused into your selling force, then get all you can of it into your ads. Urge the advantages of early buying, while stocks are unbroken and store crowds are not large; offer to lay purchases aside on payment of a small deposit, for delivery at the purchaser's convenience, and to exchange such goods as can be exchanged without injustice to yourself or other customers, if returned in good order and within a reasonable time. Offer "money back," too. Do everything you can to make gift-buying easier and more satisfactory at your store than at any other store in your town. Then tell briefly and clearly in your ad. just what you are doing, and your Christmas eve count ought to be very satisfactory.

MUSIC DEPARTMENT.

MUSIC IN THE BOOKSTORE.

IN large departmental stores no section is more popular with the general public than that devoted to music. A piano, at which a competent musician presides, is usually provided, and at the request of purchasers the pianist is accustomed to play off any piece desired. All the latest popular airs are kept in stock and the frequenter of the music department soon becomes familiar with everything that is the rage.

People, with the least desire to show themselves musical, will soon be anxious to become possessors of the music which is for the time being so fascinating, and many are led to buy who would otherwise not dream of thus investing their money.

The expense of conducting the music section cannot be especially great. The piano is the most important item, but even it is by no means out of the question, for piano men would be only too willing to rent at a low rate, provided their instrument was well advertised. The pianist and salesman are frequently one and the same person, so that there is very little extra expense entailed in providing for a player.

Facing the question from the view-point of the average retailer, it does not seem at all impossible to run a music department along these lines. If an audience cannot be secured every day, it can, at least, be collected on a market day. Secure a piano from the music man of the town and have a card attached advertising its merits. The rental should by that means be reduced to next to nothing. If no one in the store is competent to perform on it get some musician in. Then lay in stock all the latest popular music and start your concert. If a crowd does not then collect it will be strange.

A great many little devices might be invented to interest the public. A music window, in which a card is inserted informing the public that any piece at all will be played for them by request, should prove a starter. The strains of the piano itself will further tend to lure the populace.

It is needful to keep the stock of music fresh and varied. Attention to the latest operatic songs is imperative, for all the popular music nowadays seems to make its debut in opera.

MUSIC NOTES.

THIS music dealers and publishers report a reaction this month, and the sale of the light and popular gives place to some extent to the sale of studies, classics and better-class songs. Through the Anglo-Canadian Music Publishers' Association we have made the acquaintance of a number of interesting publications, of which the following are worthy of note:

MORNING.—Song. Words by Teschemacher. Music by Landon Ronald. The fact that this song is being sung by such singers as Mme. Albani and Ben Davies stamps it at once with the hall mark of success. It is not an easy song and it will never become common. Only singers of ability can give it the rendering it deserves.

DEVOTION.—Song. Words by Harris Burland. Music by Edward Nicholls. A more than usually interesting song for baritone or tenor. Published in C (C to E) and E flat (E flat to G). This will surely become a favorite amongst those who appreciate what is good in song writing.

CELIA AND THE ROSES.—Song. Words by Teschemacher. Music by W. H. Squire. Full of color and contrast is this song; full of splendid opportunities for singer and accompanist. Nothing difficult about either part, but the combination is all one could wish for.

THE BEAUTIFUL GARDEN.—Song. Words by Teschemacher. Music by Ernest Newton. A simple yet charming song, that will find many admirers. By no means difficult, yet decidedly effective.

UNTIL YOU CAME.—Song. Words by Herminie Templeton. Music by John W. Metcalf. A very interesting and fascinating song, full of variety and effect. Uncommonly good.

DRINK TO ME ONLY WITH THINE EYES.—Song. Words by Ben Jonson. Music by Helen Henschel. A fine setting of Ben Jonson's well-known lines. Songs of this sort are always welcome.

WHEN I GAZE ON A ROSE.—Song. Words by Teschemacher. Music by Trotter. Quite a dainty and pretty song—rather unlike the former songs of Trotter that made his name famous.

YESTER EVE.—Words by Harold Houston. Music by Reginald Somerville. A most delightful little song. Words and music alike are charming, combining to make an exquisite little number.

WHEN ALL IS STILL.—Words by Jas. Hervey. Music by Maxwell Croome. This is exceedingly pretty. Not at all difficult, and with violin or cello obligato is sure to attain wide popularity.

SO SWEET A ROSE AND APRIL LAUGHTER.—Two songs. Words by Teschemacher. Music by Herbert Hunning. Two charming little songs for soprano or mezzo. Well worth attention.

MY ROSE.—Song. Words and music by Jeanne Malcolm. Is a little sentimental song of not uncommon type.

ESPERANZA.—Waltz. By Fred. Elton. A suite of four waltzes and coda, that fulfil admirably the purpose for which they were written.

LA TORONTO.—Three step. By E. W. Miller. A bright, vivacious mazurka that has been and still is selling well. Its souvenir cover is attractive and no doubt has been quite an element in its success.

In Whaley, Royce & Co.'s there is a noticeable air of activity, although just at the moment new music occupies less attention than other things. A number of coming publications are awaited with interest, but besides the following there are few new things to be noted:

THEY ALL SPOKE WELL OF YOU.—Words and music by Al. Trahern. A pretty, popular song, that one would expect to become quite a favorite. Resembles "Just Tell Them," etc., very much in sentiment, but not otherwise. It is likely to sell well.

CAVALIERS AND ROUNDHEADS.—Song. Words by R. H. U. Bloor. Music by Gerald F. Cobb. A new song by this English composer is always well received. The present one is distinctly uncommon, and is being sung with success by several of the best baritones in the Old Country. It is a vigorous dramatic song, with fine spirit, and abundance of contrast and color. May be recommended to baritone or bass.

This firm have made a new departure recently. They are now manufacturing canvas cases for violins, mandolins, guitars, banjos, etc., and also rolls and bags for music in all kinds of leather.

Write Us...



We wish to extend our desirable acquaintance, and will send, postage prepaid, five standard size and two large size Cosmos Pictures to any person who sends us Twenty-five Cents by P.O. Order.



Visit Us...

Our Educational Pictures go into every school and home. You should carry them. We want reliable energetic agents. Large Discounts. 1,000 Subjects. Catalogues and samples 10 cents to the trade. Send for these to-day.



COSMOS PICTURES COMPANY 296 Broadway, NEW YORK.

C. Brandauer & Co.'s - Limited



CIRCULAR POINTED PENS

SEVEN PRIZE MEDALS.

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.

RETURNED
AUG 22 1904



Of the many

Pictorial Post Cards

on the market, none are so popular as

THE CYNICUS SERIES

OF ALL WHOLESALE STATIONERS.

RETURNED
AUG 22 1904



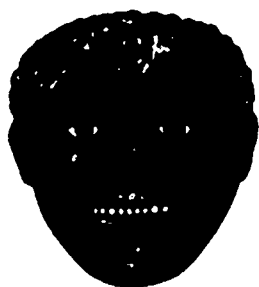
Book 2
Page 6
Two

THE CYNICUS PUBLISHING CO., Limited,
TAYPORT, FIFESHIRE, SCOTLAND.
WHOLESALE ONLY.

MASKS FOR HALLOWE'EN!

PAPER MASKS

LINEN GAUZE MASKS

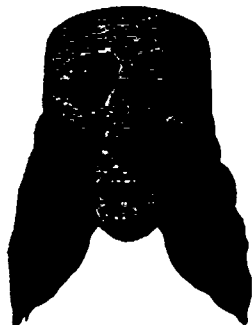


- No. 209 1N. \$3.60 gross.
- | | |
|---|--------------|
| 209 1. Assorted, six kinds, 1/2 gross in package..... | Gross \$0 90 |
| 209 2. As 209 1, but with moustaches, 1/2 gross in pkg..... | 1 00 |
| 209 3. Full size, four kinds, 1/4 gross whites and negroes, 1/2 gross in package..... | 3 00 |
| 209 4. As 209 3, but with moustaches, 1/4 gross in package..... | 3 60 |
| 209 4N. All negroes, with moustaches, 1/4 gross in package..... | 3 60 |
| 209 5. Gloss finish, with long noses, assorted, 1/4 gross in package..... | 4 20 |

No. 141 11. 60c. dozen.

No. 141 5. 80c. dozen.

- | | |
|--|------------|
| 15X. Assorted, comic, 3 dozen in package..... | Dozen 0 85 |
| 141 11. " men and women, 2 dozen in package..... | 0 60 |
| 141 5. " nations, 1 dozen in package..... | 0 80 |



No. 141 11. 10c. dozen

No. 141 3. 40c. dozen.

No. 141 13. \$3.00 dozen.

No. 141 12. \$1.75 dozen.

- | | |
|---|--------------|
| 141 14. Gloss finish, assorted, men and women, with hair, whiskers, etc., 3 dozen in package..... | Dozen \$0 40 |
| 141 3. All nations, assorted, 2 dozen in package..... | 0 40 |
| 209 3. Old men and women, assorted, with cloth cap, frills, neckties, etc., 2 dozen in package..... | 0 75 |
| 141 10. All nations, with hair, whiskers, etc., 2 dozen in package..... | 0 80 |
| 209 6. Waxed finish, six kinds, assorted, 2 dozen in package..... | 0 75 |
| 209 10. Clowns, six kinds, assorted, 1 dozen in package..... | 1 20 |

- | | |
|---|------|
| 141 12. Tramps, 12 kinds, 1 dozen in package..... | 1 75 |
| 141 13. Nation characters, 1/2 dozen assorted in package..... | 3 00 |



No. 141 2. \$1.50 dozen

- WIRE GAUZE** Dozen
- | | |
|--|--------|
| 141 1. fine quality wire gauze, assorted ladies and gentlemen..... | \$1.40 |
|--|--------|

SANTA CLAUS

- | | |
|---|------------|
| 141 2. With long white beard, 1 dozen in package..... | Doz \$1.80 |
| 141 9. With long white beard and silken hood, 1/4 dozen in package..... | Doz \$1.20 |
| 141 7. Extra quality, long beard and woolen cap, which completely envelopes the head..... | Doz \$7.20 |



No. 141 1. \$1.40 dozen



No. 141 4 \$1.50 dozen



No. 141 6. \$1.50 dozen.

- DOMINOES**
- | | |
|-----------------------------------|--------------|
| 201. Cotton, assorted colors..... | Dozen \$0 80 |
| 2. " Satin..... | 2 00 |



- | | |
|--|------|
| 141 4. Negroes, assorted, men and women, fine quality, waxed, have cloth ties, hair bows, etc..... | 1 50 |
| 141 6. All nations, fine quality, waxed, 1 dozen assorted in package..... | 1 50 |

TERMS : 5 per cent. 30 days.

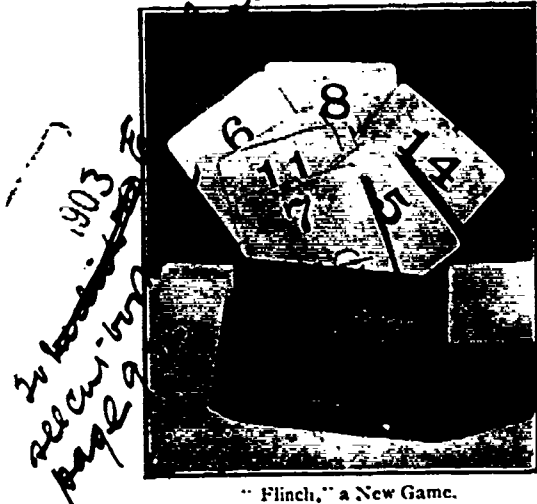
We cannot break packages at above prices.

NERLICH & CO., 146-148 Front Street West
(OPPOSITE UNION STATION)
TORONTO

FANCY GOODS

GAMES AND SPORTING GOODS.

NO stock of fancy goods is complete without a plentiful supply of games for old and young and sporting sundries for outdoor games. In spite of the hurry and bustle of modern life, there are very few adults who do not obtain relaxation by an evening's quiet games in the drawing room, and no child's life is the Paradise we

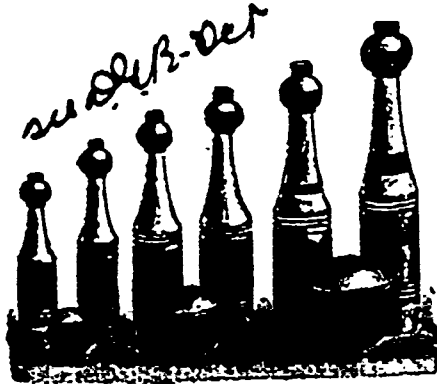


"Flinch," a New Game.

older people seek to make for them without the blocks, the puzzles, the card games, which amuse and improve.

For the very small the building blocks are among the most useful as well as entertaining of games, and, now-a-days, perfect buildings, correct in all the important details, can be made from specially prepared blocks and iron structural work. The Noah's ark and the A.B.C. blocks are as old as children, but never vary in their popularity. Puzzles provide endless amusement, and the simple card games are a beginning of the more interesting games of more advanced years.

Variety for older players is a tax on the brains of the manufacturers year after year, but, as yet, no complaints



The Game of "Ten Pins."

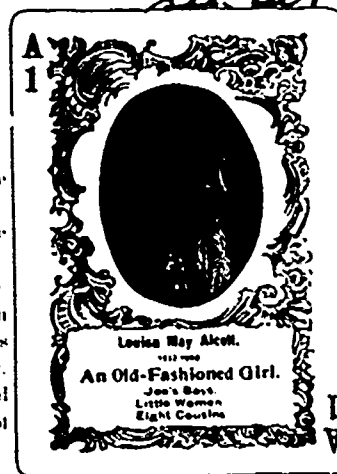
can be made for their failure to sustain interest. The old games of dominoes, checkers, chess, parchessi, cribbage and bogatelle, will never be off the market, and each year sees something new in the board games that entertain so many at Christmas time and during the Winter months. Croki

nole, a game of more recent years, is holding its own, and carroms, table croquet, fort, ten pins, carpet balls, table tennis, ring toss, and the other parlor games, have always a very active demand.

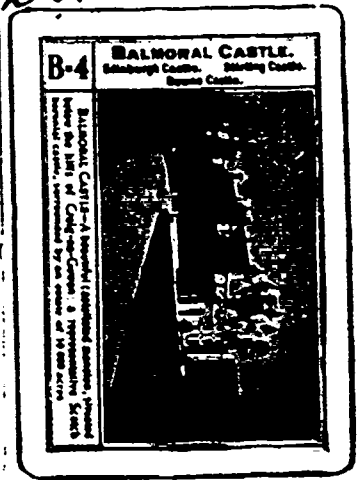
Card games are always popular, whether they be lost heir, authors, old maid, snap, nations, or the hundreds of games that can be played with the whist cards. A new card game is called "flinch." It is said to be quite an intricate game, as much so as whist, and, though consisting of 150 cards and requiring close attention, is simple enough to entertain young and old.

The toy books of the children are of various degrees of merit and workmanship, but almost all depend for their groundwork upon some well-known children's story or childish superstition. Blue Beard, Tom Thumb, Santa Claus, Mother Goose, Jack and the Beanstalk, Robinson Crusoe and Kriss Kringle, all furnish the plot and pictures for many a book. More educative series contain Bible stories, tales of animal or vegetable life, or pictures of well-known men in military life. The A.B.C. books are designed to provide the simplest, most effective ways of teaching the child the alphabet and arousing its interest in the spelling of short words.

Although the Fall season is not the buying time for the greater part of the sporting goods, such games as hockey



Cards for "Authors."



Cards for "In Castle Land."

and basket ball are indulged in during the cold season and require fairly large stocks in the former game. Punching bags, boxing gloves, exercisers, and similar indoor sports, are, of course, Winter games. Football is played in some towns all Winter. The illustration shows a new football, which is being patented. The novelty consists in the position of the vent, which runs across, instead of along, the seams. By this it is claimed that the ball will retain its shape much longer, as the stretch is around the ball from seam to seam, and, with the old vent, some give was impossible to counteract. The new ball has been tried, and reports speak highly in its favor.

GAMES FOR WINTER.

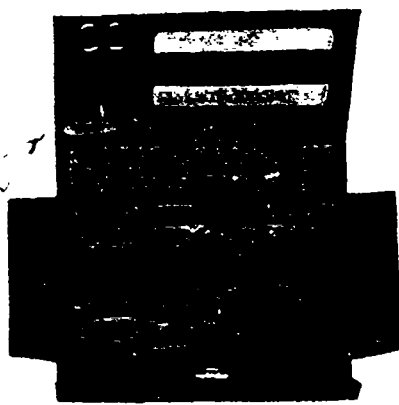
THE Copp, Clark Co., Ltd., of Toronto, are large manufacturers of parlor games in Canada. They issue a list of 102 different card and board games of the most popular variety. The series made by this firm are known as Winter evening games and the output from the factory annually is enormous. For the season of 1903 they are

bringing out a number of new games, among which are Jewel, British Tar, Mining, Journey to the Sun, Shipwreck, Under the Union Jack, Trades, Japan, The Wild West, Young Canada, and others. The material used in the manufacture of these games and the attractive way in which they are put up is of the best quality and style. The cards are all handsomely lithographed, as are also the boards and labels. Specially worthy of mention is their handsome edition of the popular game of Parchesi, to sell at 25 cents. This is put up in an extra large box with beautiful label. The most popular games are those that retail at 25 cents, and at this price over 50 varieties are made, so that the retailer has many from which to make a selection. In the games to sell at 50 cents are included this season many of those which formerly sold at 75 cents and were good value at that price. The trade, before placing their orders, should inspect the samples with the travellers who are now showing this meritorious line of games.

LEATHER GOODS.

MANUFACTURERS and wholesalers of leather goods are delighted with the way Fall orders are coming in. Never before has there been such a demand for the countless useful and beautiful, small and large articles that come in leather goods, and the coming season will be known among them as the "leather season." The hundreds of leather cases containing or designed to contain almost everything in the wardrobe and on the dressing table, are being made in such attractive forms that dealers and consumers are realizing the convenience of possessing such accessories.

Among the various articles for men which are being made up in all forms and prices are toilet cases, which range from the cheapest to those fitted with the best ebony brushes, mirror, shaving set, comb, tooth brush, nail brush, manicure set, and bottles for liquids and pastes. For a travelling man these are an absolute necessity, if he



A Travelling Case

is a cleanly, well-dressed, careful man, and even if his travels are limited, they provide a neat, compact method of keeping several articles that otherwise would be in the way, and are ready for use at any time, whether at home or away.

THE HOHNERPHONE.

THE firm of M. Hohner, of mouth organ fame, have recently transferred their Canadian branch from Guelph, Ont., to Toronto, a proceeding which has met with full appreciation from the trade. August has proved a record month as far as Canadian business is concerned.

The latest thing in musical instruments is the "Organola," an ingenious invention providing great scope for the player's talent. It is likely to have a big sale. M. Hohner is about to put on the market a full line of accordions; all



who handle this class of goods should appreciate this. Accordions have always been uncertain goods to handle, mainly because the quality of the goods obtainable has not been, in many cases, the best. The name "Hohner" is a guarantee of quality when seen on a musical instrument. M. Hohner hopes to be in a position to give full particulars of the new venture in October "Bookeller and Stationer." Their goods are obtainable from all first-class jobbers.

ARRANGING A DOLL EXHIBIT.

THE doll of today with its delicate clothes and dainty millinery is so easily soiled by the hands of careless shoppers, that one of the problems of the fancy-goods and toy department is to place them where they can be seen but not soiled. Where stocks are large, provision must be carefully made for the display, even though the expense be great, and where stocks are small the question is still worthy of consideration.

The best way to show dolls is to enclose them in upright positions in large glass cases against the wall, but as this is more expensive than many feel they can afford, a compromise has been affected in some cases by the installation of counters with glass tops, beneath which the dolls are placed on their backs. The advantage of this scheme is that such a counter is really the best for all purposes, as everything can be shown with the best success in such a case, and the merits of it are of permanent value in all lines. Dust and handling is avoided, and yet a neat display is made.

One large doll store has the dolls arranged on end in their boxes on the front of the shelving, beyond the reach of customers, and yet in plain sight. A doll, when asked for, is taken down and shown in the box, so that unless the customer is very favorably impressed, no hand touches the delicate clothing. Another merchant has built a small room in his store with a side of the store forming the back of the room, and two partitions about eight feet high jutting out at right angles making the sides. A sloping platform of about 15 degrees from the perpendicular, is built around the walls, and on this the dolls are placed in their boxes (with the tops off, of course), and narrow slats retain them in position. The slats are distanced to suit the different sizes of dolls, and the slant prevents the boxes from falling forward.

A SPECIALTY IN CROKINOLE BOARDS.

The Carrom Archery Co., London, Ont., have just issued a new catalogue of game boards and game board equipment. It is an unusually handsome one, the cuts illustrating the different game boards made by the company being printed in natural colors. The firm is just now paying particular attention to a new crokinole board, called "Nonparal," which is held to be unusually good value at

THE CELEBRATED GAME BOARDS
MFD BY THE
CARROM - ARCHARENA CO.
LONDON, ONTARIO.

FOR NUMBER AND QUALITY OF GAMES, GENERAL ELEGANCE AND SALABILITY OUR COMBINATION GAME BOARDS HAVE NO RIVALS. THESE BOARDS HAVE FROM 50 TO 100 GAMES ON THEM, WITH VALUABLE EQUIPMENT AND FULL INSTRUCTIONS.

We also make the Carroma Parlor Billiard and Pool Tables in various styles.

We make a new Octagon, ten-game Crokinole Board in three styles this season. It is the best Crokinole ever made in Canada and the price will surprise you.

Our Illustrated Colored Catalogue is one of the finest ever printed. Send for one and it will tell you about our entire line.

CARROM-ARCHARENA CO., Manufacturers, LONDON, CANADA

its price. The secret of the low price at which it is sold is the fact that the firm has recently invented new machinery which is so perfected and expedited a method of manufacture that large quantities can be turned out at relatively low prices. The board is in natural wood finish and no nails are used in its construction. The ditch and rim joints are dovetailed and glued and the ditch pieces are grooved and glued into the rim. Twelve games are played on the board.

Mr. E. E. Davis, the manager of the firm, has just returned from a business trip. In conversation with "Bookseller and Stationer" he said that, as far as he could see, trade conditions were better than ever before. Canada, he said, had a wonderful future before her, and he would not be surprised to see a greater tide of immigration within the next year or two than anything hitherto experienced, on account of the illimitable resources of the country.

During his recent trip, Mr. Davis travelled extensively through the United States as well as in the Canadian Great West.

ORNAMENTAL FANCY GOODS.

SINCE the match-striker craze seized the public some years ago there has been no apparent falling off in the demand. The brightest brains and the cleverest artists have contributed their quota to the array of novelties and works of art that contain a piece of sandpaper and some "striking" il-



lustration or wording. These interesting little presents, which retail for about 25c., are usually made of a piece of cardboard, with a small piece of sandpaper for striking the match and a hand-executed piece of drawing that illustrates the use of the article, and in addition often provides a receptacle for matches or a pipe.

A collection of old brass candlesticks has often the same interest for a man or woman that a collection of stamps has for a school boy. Battered brass shapes of all sizes adorn many a mantelpiece or table, but in many cases are of no practical value as a useful article. This popularity has



induced manufacturers to produce many new designs that, in addition to their ornamental value, are suitable for using in rooms that do not require bright lighting. The one with the

handle shown here is made of wood and iron, and, with candle and shade, can be sold as low as 50c.; the other of polished brass brings the same price.

Pyrography is an art that produces work everyone admires and many endeavor to make for themselves. All who have bought the necessary equipment express unbounded pleasure in the work, and those who have purchased some of the hundreds of articles so ornamented have never tired of the



novel effect. The burnt-wood style of decoration is used in match safes, curling-iron holders, thermometers, whisk holders, pipe-racks, tie-racks, photo-frames and any other object on which a wooden surface can be made to appear. The illustrations show a whisk-holder and a photo-frame.

Toilet sets have always formed a very choice gift for Christmas time, whether in soft leather or board cases. Providing, as they do, an excellent opportunity for ornamenta-work, this, combined with their usefulness, makes them an



ideal token of remembrance. The French stagware, which has not been long on our market, supplies both the ornamental and useful side, and they are so reasonable in price as to bring them within the means of most seekers after suitable gifts.

THE BROWN BROS., LIMITED, TORONTO.

NOW that the Summer vacation is over, the business man is becoming busy once more, some in buying their immediate wants, some in attending to the wants of others; but the far-seeing man is giving attention to the future needs of his business. Christmas will soon be here, and it behooves the thoughtful to make preparation accordingly. There are so many useful and ornamental articles one could buy for Christmas gifts that often some lines may be overlooked and not thought of until the buying rush is on, and then the manufacturers' stocks are so run down that only a meagre assortment may be obtained. There is also the feeling that there are certain lines that are essentially "Christmas," and hence are poor stock to carry over, but there are some that may be safely carried over without fear of loss at all. One of the safe stocks to handle is fancy leather goods, and we hereunder give a few hints of some very serviceable and beautiful

THE BROWN BROS. LIMITED

Manufacturing and Importing Stationers.

We call the attention of the trade to our **complete stock**, which is "up-to-date" in every department.

ACCOUNT BOOKS—We are unrivalled. We manufacture from the Smallest Vest Pocket Memo to the Largest Ponderous Bank Ledger.

LEATHER GOODS. Our make has just to be seen to show that they are unsurpassed. Some wonderful new lines for this season, specially in **Wrist Bags, Purses, Dressing Cases, Portfolios, Card Cases, etc.**

INK STANDS—**STATIONERY CASES**—our own special make. "Made in Canada." Specially adapted to this climate, and other special features. Remarkably low prices.

DIARIES. Office and Pocket, 40th year of publication. 250 varieties, great improvement every year. No advance in price. Send for detailed catalogue.

We have the **largest stock**, new and fresh in **Stationery and Stationery Novelties.**

Just opened out—**Faber's, Hardtmuth, Koh-i-Noor, Mephisto, Dixon's, Eagle**, and all best selling lines of Pencils and Penholders. Sole agents for **Esterbrook's Celebrated Pens.** We are noted as a "Pen House," handling all popular makes.

OFFICE SUPPLIES—everything required—**Cash Boxes, Document Boxes, Files, Tracing Linen and Paper, Blue Print, Waste Baskets, etc.**

FOUNTAIN PENS—We are headquarters—Paul E. Wirt, A. A. Waterman, Strathcona, Century, nothing better, none of greater value, the best \$1 Pen on the market.

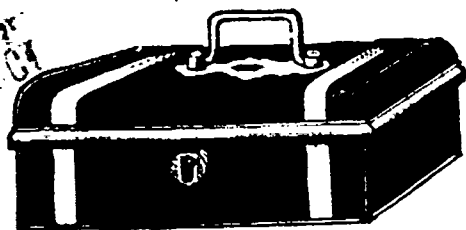
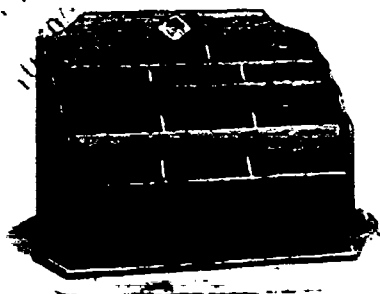
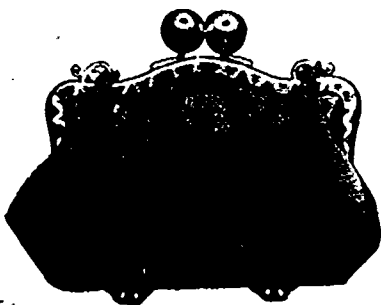
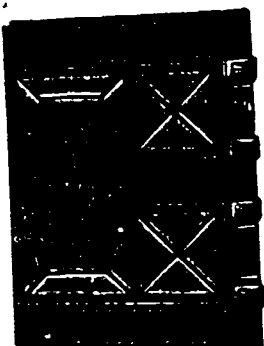
CREPE TISSUE—Colored and White Tissue, Japanese Napkins, Tally and Program Cards.

BOOKBINDERS' DEPT. Just received, a great stock of **Leather, Cloth, Mill and Strawboard, Marble Paper, Morocco Paper, Leatherette, Fancy Gold Paper Thread, etc.**

Complete Stationery and Paper Warehouse in every respect.

51-53 Wellington Street West, TORONTO.

Established Half a Century.



See with book 12
100 9
100 12

RETURNED

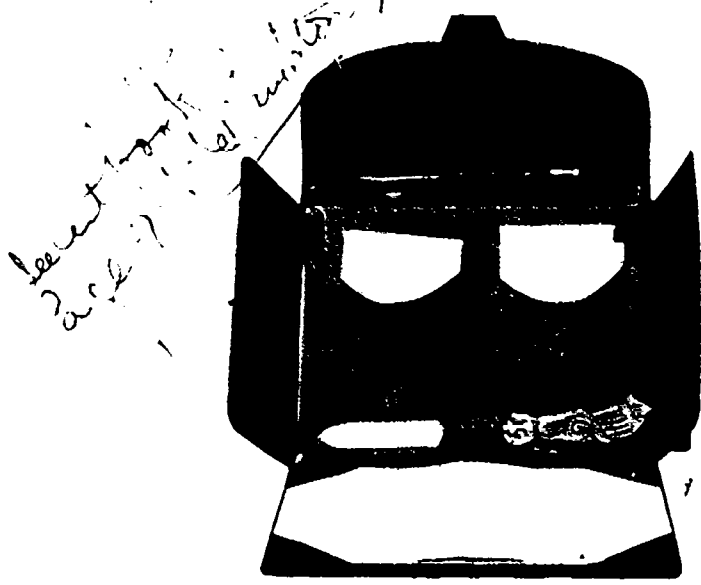
RETURNED

RETURNED

100 12

goods we have seen in the hands of the manufacturers, The Brown Bros., Limited, Toronto. This firm manufacture an extensive line of fancy leather goods of all descriptions—wrist bags, ladies' purses and all the more staple lines. They have a magnificent showing of toilet cases of their own manufac-

ture. These goods they feel justly proud of, and there is no need for any dealer buying for import when these goods are made so well and cheaply in Canada. These goods range in price from the cheapest right up to the most select case fitted with genuine ebony brushes and first quality of glass and steel fittings. Their men's shaving cases, fitted with a pair of first quality razors, shaving strop, etc., make a very acceptable gift for a shaving man. Another eminently suitable gift for a lady or gentleman who is musically inclined is a music portfolio. These goods are made in numerous styles and leathers. A postal card dropped to the makers will bring an immediate response, with prices and samples if desired. Writing portfolios are very useful at any time and could be classed as a staple. They are, however, in greater demand at the holiday season than at other times of the year. The Brown Bros., Limited, make a complete range of these portfolios and look for a good business in them. The buyer, when buying from this house, has the satisfaction of knowing that should any article prove unsatisfactory or in any way defective the makers would consider it a favor to have same returned immediately, stating what is wrong, and they will at once rectify it, and thus add proof to the saying that goods "made in Canada" are trustworthy in every sense of the word.



ture. These goods they feel justly proud of, and there is no need for any dealer buying for import when these goods are made so well and cheaply in Canada. These goods range in price from the cheapest right up to the most select case fitted with genuine ebony brushes and first quality of glass and steel fittings. Their men's shaving cases, fitted

THE ILLUSTRATIONS.

IN the illustrations an attempt has been made to give some idea of the season's offerings, both in novelties and good-selling articles. For the cuts in the doll and toy departments, the games, and the French stag sets, we are indebted to Nerlich & Co.; for the leather cases, to The Brown Bros.; for the football and belts, to The Western Leather Goods Co.; for the other ornamental fancy goods designs, to The Boyd, Brumell Co.; and for the picture frame, to The Cobban Mfg. Co.

Beauchemin & Co., Montreal, who recently published a unique series of scribbling books with sporting subjects on the front page, report a very popular demand. They have sold over 100,000 copies so far.

XMAS GOODS.

Our travellers are showing a large and up-to date line of exclusive goods. Await their call.

YOUNG BROS.,

Manufacturers and Importers of Fancy Goods

33 Church St., TORONTO.

The Western Leather Goods Co., Limited
TORONTO.

FOOTBALL



BALLS

Registered Design

Our Western League Ball as per cut has proved itself to be the best ball made in Canada. Owing to the opening in ball running across seams instead of with seams there is no stretch in lacing, thus giving a perfectly round ball.

We make all sizes and qualities. Write for quotations.
The Trade Only Supplied.

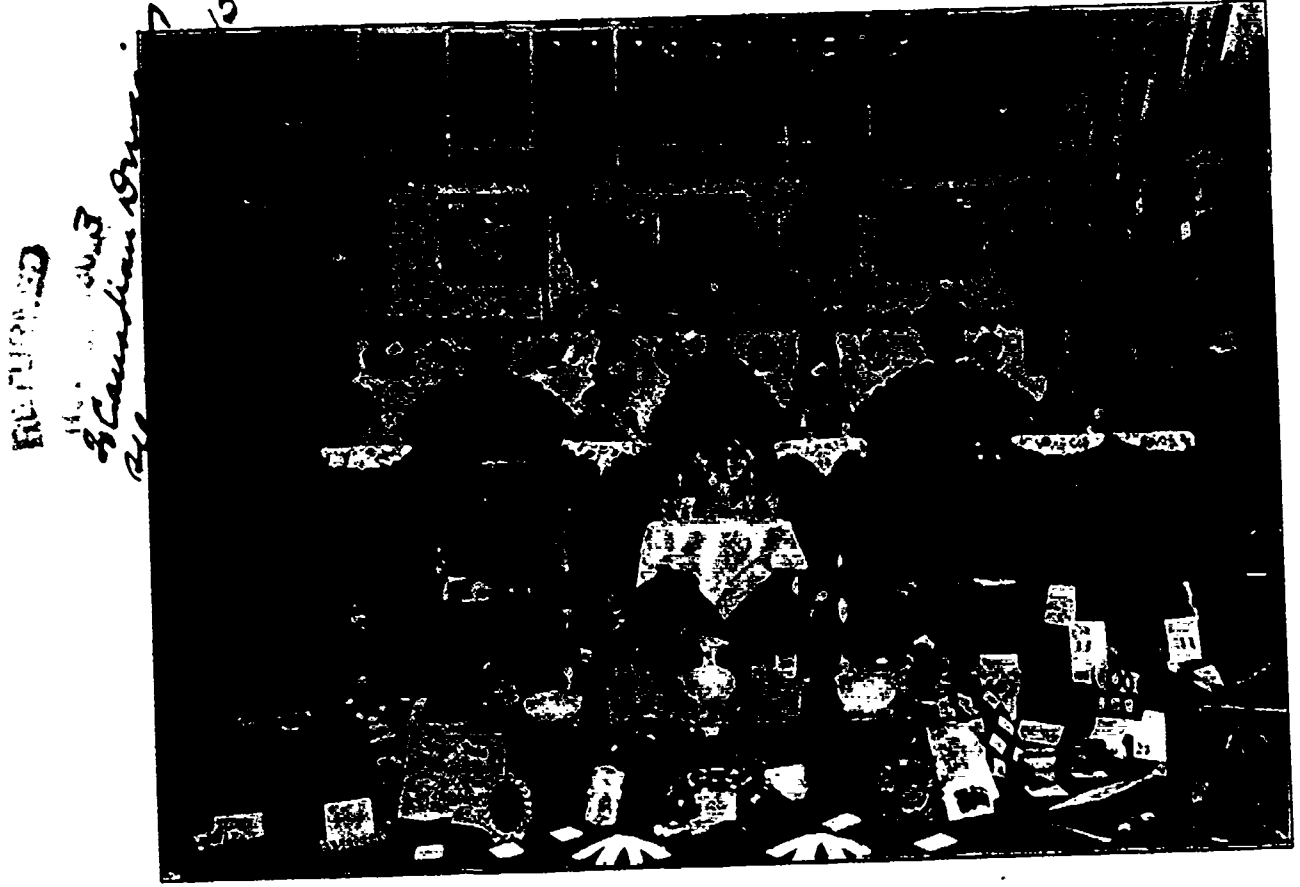
	<h1 style="margin: 0;">THE WINDOW DISPLAY</h1>	
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As a rule stationery stores do not have the fault so common in stores handling other lines of goods—that of dirty glass and floor. Whether it is the peculiar characteristic of those handling books, or because books and book-stores are not subjected to the same turmoil and consequent dust, it is a noticeable fact that in cleanliness book and stationery windows set a good example.

But this is not all that is necessary to a successful window, although it is the first and most important requisite. In books there is much opportunity for neat displays, but as means for catchy attractions that stop people who are passing they do not adapt themselves as some lines do. However, much more can be done with them than is usually attempted,

floor of the window in a careless manner give an idea of quality of stock that impresses the beholder; and built-up designs of similar-colored books of one price are a good advertisement. Every month, at least, a window should be carefully arranged with the newest books. If such a window is regularly constructed, people will look for it at the appointed time.

In no case, unless as a means of denoting quantity carried, should books be placed in any position but what will show their titles, and a mixture of front covers and end views should be shown. Some stores use to advantage sheets of glass placed on supporting books on end, and on these sheets place the particular book to be advertised. In all such display a



A Suggestive Fancy Goods Window.

and when people notice a few good windows they will expect them often and the interest can be quite easily sustained.

The colors and designs of the covers have much to do with the effect and must be relied upon in a pure book window to first draw the eye. Outside of the color scheme there are still possibilities in arrangement that lend themselves more as a means of giving prominence to colors, and through them to the book, than as direct advertisements of the book. A window full of one book arranged in the structural designs possible will be found both an attraction and a good selling window. Cases of authors distributed on their edge around the

useful adjunct is a picture or two tastefully, but not stiffly, placed around the window. With all windows these pictures will prove a great attraction and will draw attention to books that would not have caught the eyes of themselves.

Stationery owes its value as a window display more to the beautiful tints now in use and to the conspicuous cleanliness of such goods. The illustration shows a window decorated for Rycie Bros., jewellers, Toronto, and was used during the yacht race at New York. The fac-simile of the Shamrock, made from envelopes and writing paper, attracted much attention on the streets.

St. Margaret's College TORONTO.

A Boarding and Day School for Girls.
Thorough courses in every department.
Only teachers of the highest academic and professional standing employed.

GEORGE DICKSON, M.A.,
Director.

MRS. GEORGE DICKSON,
Lady Principal.

Music Orders

attended to promptly and satisfactorily.

Headquarters for all the Standard and Popular
English and American Musical Works.

Anglo Canadian Music Publishers' Assoc'n,
(ASHDOWN'S) Limited
88 Yonge St., Toronto

NO STATIONERY STORE IS
COMPLETE WITHOUT

Esterbrook's Pens

LOADING NUMBERS :

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

CANADIAN AGENTS :

THE BROWN BROS., LIMITED
51 Wellington Street West, TORONTO.

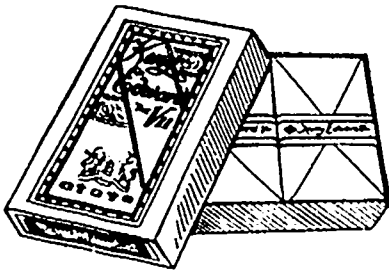
We Want Booksellers and Stationers

to receive subscriptions for, and sell, current issues of the MacLean Trade Newspapers:

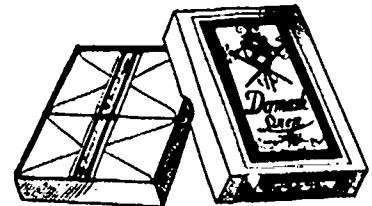
Dry Goods Review Canadian Grocer Hardware and Metal
Military Gazette and Canadian Gentleman's Magazine.

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

MacLean Publishing Co., MONTREAL AND TORONTO



Better Than Ever Before.



Our new lines of Social Note-papers bid fair to become record breakers in sales.
We quote two excellent values for dealers to handle.

KING EDWARD VII

White and Cream—
kid surface—24 sheets paper—
24 envelopes to match—hand-
somerly lithographed boxes.

To
Retail
at
**25c.
Box.**

DAMASK LINEN

the new shade of
grey, blue and white—the most
fashionable sizes—in handsome
boxes.

—Samples furnished to the trade.
—Correspondence solicited.

THE BARBER & ELLIS CO., Limited, TORONTO, ONT.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during August, 1903

In order to comply with the Act THE BOOKSELLER AND STATIONER and, under the new Copyright Act, it is imperative for the dealer in books to keep it on file

14141. The Minstrel's Lament. Elegie. By Eugen Woycke, Op. 56. No. 1. Whaley, Royce & Co., Limited, Toronto.
14142. Premiere Tarantelle. By Eugen Woycke. Op. 56. No. 3. Whaley, Royce & Co., Limited, Toronto.
14143. The Gospel Woman. Sermon by Rev. Frank De Witt Talmage, Chicago, 2nd August, 1903. William Bailey, Toronto.
14144. Jack Tar March. By John Philip Sousa. The John Church Co., Cincinnati, Ohio.
14145. The Only Days. Song. Words by Idelle L. Edwards. Music by Onaway Ogden. The John Church Co., Cincinnati, Ohio.
14146. Flower Letters. Song. Words by Cora Fabbri. Music by Charles Willeby. The John Church Co., Cincinnati, Ohio.
14147. Let Me be Thine. Song. Words by Marie Corelli. Music by H. Chilvers Wilson. The John Church Co., Cincinnati, Ohio.
14148. Official Telephone Directory, Montreal and Suburbs, July, 1903. The Bell Telephone Co. of Canada, Limited, Montreal.
14149. Murray's Map of Montreal. Norman Murray, Montreal.
14150. Leon XIII. Pontife. Sculpture. Joseph Auguste Kho, Montreal.
14151. One Sweetly Solemn Thought. Sacred solo. Mezzo soprano or contralto. Words by Phoebe Carey. Music by Frank W. Lawrence. F. W. Lawrence, East Orange, New Jersey.
14152. One Sweetly Solemn Thought. Sacred solo. Soprano or tenor. Words by Phoebe Carey. Music by Frank W. Lawrence. F. W. Lawrence, East Orange, New Jersey.
14153. Chants des Patriotes. Chansonnier. J. G. Yon, Montreal.
14154. The Hand Book of Lacto-Globulin. The Lacto-Globulin Co., Limited, Montreal.
14174. Supplement au Code de Procedure Civile Annote de la Province de Quebec. Par P. G. Martineau, C.R., et Romauld Delaunay, L.L.B. Camille Theoret, Montreal.
14175. The Battle of Life. Sermon by Rev. Frank De Witt Talmage, Chicago, 16th August, 1903. William Bailey, Toronto.
14176. An Arithmetic for High Schools and Collegiate Institutes. By Alfred T. DeLury, M.A. The Canada Publishing Co., Limited, Toronto.
14177. The Canadian Lawn Bowlers' Hand Book, 1903. R. C. Donald, Toronto.
14178. The National Monthly of Canada. July, 1903. Joseph Phillips, Toronto.
14179. McAlpine's Halifax City Directory, 1903-1904. The McAlpine Publishing Co., Limited, Halifax, N.S.
14180. McAlpine's St. John City Directory, 1903-1904. The McAlpine Publishing Co., Limited, Toronto.
14181. The Line Fence Act. By James Morrison Glenn, K.C., L.L.B. The Municipal World, Limited, St. Thomas.
14182. Fall and Winter Catalogue, 1903-1904. No. 58. The T. Eaton Co., Limited, Toronto.
14183. Me Heart-Breaker, "Rags." Words by Eddie Dustin. Music by Chas. N. Daniels. Whaley, Royce & Co., Limited, Toronto.
14184. Checkers. March and two-step. By N. M. Stokes. Whaley, Royce & Co., Limited, Toronto.
14185. In My Dreams. Words and music by Arthur Trevelyan. Whaley, Royce & Co., Limited, Toronto.
14186. He Kissed the Cook. Words by James C. Challis. Music by Louis F. Gottschalk. Whaley, Royce & Co., Limited, Toronto.
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14214. Index of Cases Relating to The British North America Act, The Revised Statutes of Canada, 1886, and the Revised Statutes of Ontario 1897, and all subsequent Public Acts of Canada and Ontario up to and including the year 1902. Compiled by George Smith Holmsted, K.C., Toronto.
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14218. A Lute Song. Serenade. Words by Clinton Scollard. Music by Reginald De Koven, Op. 170, No. 3. The John Church Co., Cincinnati, Ohio.
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- 14228. Foster's Sault Ste. Marie Directory, 1903 1904. J. G. Foster & Co., Toronto.
- 14229. Lightning, Yorkton, July 26, 1903, 12 p. m. Photo. Thomas V. Simpson, Yorkton, Assiniboia East, N.W.T.
- 14230. A Boating Song. For the piano. By Henry Waller. The John Church Co., Cincinnati, Ohio.
- 14231. Bourree. By C. Mills. Op. 10. No. 1. The John Church Co., Cincinnati, Ohio.
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- 14236. High School Geography. By G. A. Chase. The Canada Publishing Co., Limited, Toronto.

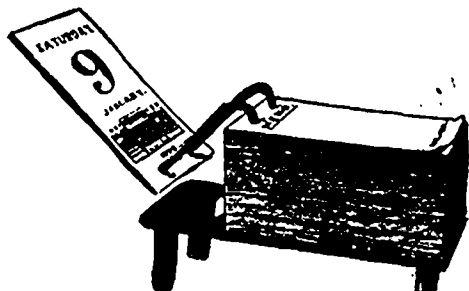
PERSONAL.

Mr. H. C. Woods, of Warwick Bros & Rutter, has returned from a five-months' trip to the Coast. He found business quiet on the Coast itself, but in other points very active.

Mr. G. R. Warwick, of Warwick Bros. & Rutter, sailed for Europe by the Kaiser Wilhelm on August 27, to be absent two months. He will canvass European markets very thoroughly in the interest of his firm for the Spring trade.

CALENDAR PADS FOR 1904.

THE demand for calendar goods has greatly increased the last few years, until these handy little articles are now as necessary to the busy office man as his diary. Warwick Bros & Rutter are prepared to supply the trade with the several different styles of pads which have come into popularity. "The Handy" is shown in the accompanying cut.



Calendar Pads—1904—Warwick Bros. & Rutter.

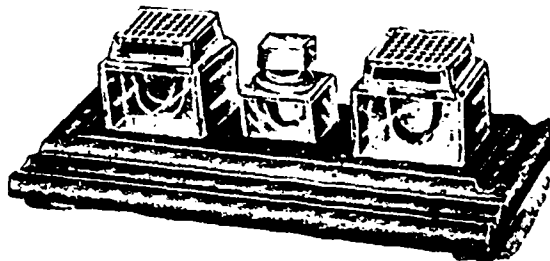
"The Empire" is equally well known to the dealer in office stationery, while the "Daily Memo" is perhaps the one in greatest demand.

CANADIAN ADHESIVES.

PERHAPS never so much as at the present time since Canada has been getting well able to take care of herself, have the familiar words "Made in Canada" had so much influence upon buyers. There is a constantly growing demand for Canadian goods in preference to other manufactures. This is of course "all things being equal." At the same time there is still room for improvement in the matter of aiding home manufactures. A Canadian manufacturer of adhesives in conversation with THE BOOKSELLER AND STATIONER recently claimed that his goods were being put aside in favor of the imported article. He claimed that the quality and price of his product were fully equal to that of any other manufacturer in the world, but that the imported article was preferred. BOOKSELLER AND STATIONER does not pretend to take the part of one manufacturer against another, but "all things being equal" has always indorsed Canadian preference for Canadian goods.

HANDSOME INKSTANDS.

A complete range of elegant and useful office inkstands is being put on the market by Warwick Bros. & Rutter. These goods are being made up by this house. The bases, which are of solid polished oak, are made in Canada and the fittings



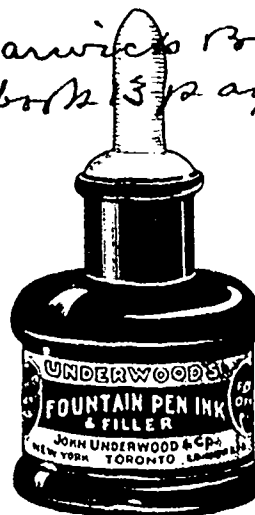
Office Inkstands—Warwick Bros. & Rutter.

may be had in either cut glass or high grade imitation of cut glass. The series include some twelve different styles in single, double or treble bottles with or without pen rests.

FOUNTAIN PEN INK.

Every user of fountain pens would gladly spend the small amount of fifteen cents if they were assured that it would purchase a bottle of ink that would be in every way satisfactory for use in their pen. The cut shown herewith illustrates a new bottle put up especially for fountain pen use, the con-

*all to Warwick Bros Rutter
see cut book 3 page 2*



Fountain Pen Ink—Warwick Bros. & Rutter.

tents being the best quality of blue black ink and the cork fitted with a patent filler which makes it always ready for use. This bottle retails at only fifteen cents and may be produced from Warwick Bros. & Rutter.

CONDENSED OR "WANT" ADVERTISEMENTS.

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

SITUATION VACANT.

JUNIOR CLERK—For book and stationery, apply giving references, stating salary wanted, to J. G. Cloke, Hamilton, Ont (9)

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FOR SALE—A stationery, fancy goods, wall paper, tobacco and cigar business in one of the best locations in Toronto, average business \$12,000 per year, with profits 33%. A snap, own net retiring, sub-post office. Apply Box 35, BOOKSELLER AND STATIONER (9)

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INDEX TO ADVERTISEMENTS.

	Page
American Code Co.....	210
Anglo-Canadian Music Publishers' Association.....	255
Auld Mucilage Co.....	258
Bank of Commerce.....	226
Barber & Ellis Co., Limited.....	255
Bell Telephone Co.....	230
Berliner, E.....	235
Blackie & Sons.....	219
Braudauer, T. & Co.....	245
Briggs, William.....	223
Briggs Ledger System Co.....	230
British-America Assurance Co.....	229
Brown Bros., Limited.....	251, 255
Buntin, Gillies & Co.....	Outside back cover
Canadian-American Music Co.....	210
Canadian Typewriter Co.....	211
Canada Permanent Corporation.....	226
Carrom-Archarena Co.....	249
Central Canada Loan & Savings Co.....	226
Colonial Typewriter Co., Limited.....	239
Confederation Life Association.....	229
Cooper, Dennison & Walkden.....	Inside back cover
Copp, Clark Co., Limited, The.....	212, 221
Cosmos Picture Co.....	245
Cynicus Publishing Co., The.....	245
Dennison Mfg. Co.....	210
Disk Talking Machine Co.....	258
Dominion of Canada Guarantee & Insurance Co.....	229
Ford & Featherstone.....	230
Gage, W. J. & Co.....	236
Goodall, Chas. & Sons.....	211
Hallwood Cash Registers.....	230
Heath, John.....	230
Hinks, Wells & Co.....	223
Hyde & Co.....	223
Ingersoll, Robt. H.....	235
McFarlane, Son & Hodgson.....	239
Mittag & Volger.....	211
Morton, Phillips & Co.....	223
Nelson, Thomas & Sons.....	216
Nerlich & Co.....	209, 249
Oliphant, Anderson & Ferrer.....	216
Partridge, S. W. & Co.....	221
Payson, Indelible Ink.....	210
Pilsum, E. & Co.....	210
Pen-Carbon Manifold Co.....	239
Prie Alex. & Sons, Limited.....	210
Press Clipping Bureau.....	258
Revell, Fleming H., Co.....	221
Ridout Geo., & Co.....	223
Sadlier, D. & J., & Co.....	221
Stantons Limited.....	235
St. Margaret's College.....	255
Taylor, J. & J.....	230
Toronto General Trusts.....	229
Warwick Bros. & Rutter.....	Inside front cover, 210, 241, 242
Waterston, George & Sons.....	Outside back cover
Watson, Foster Co.....	233
Wellings Mfg Co., The.....	210
Western Assurance Co.....	229
Western Leather Goods Co.....	252
Weese & Co.....	230
Young Co., The C. G.....	230
Whaley Royce & Co.....	258
Wire Novelty Co., The.....	239
Young Bros.....	252