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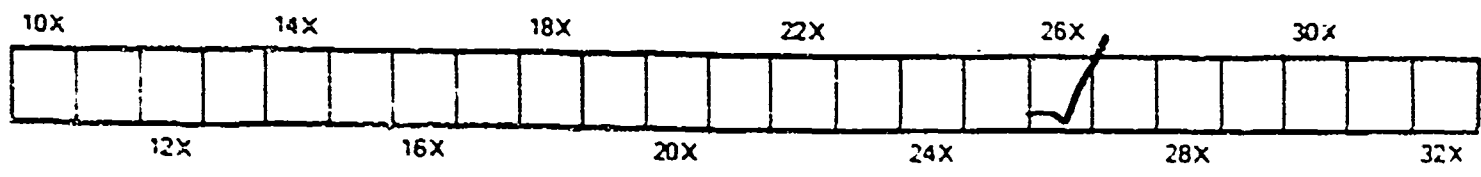
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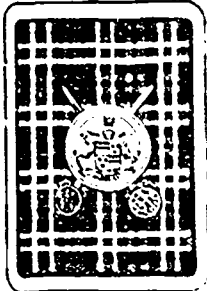
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MOOSE



MAPLE LEAF



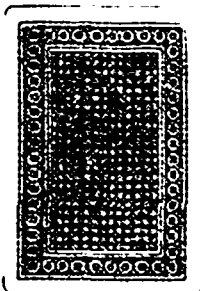
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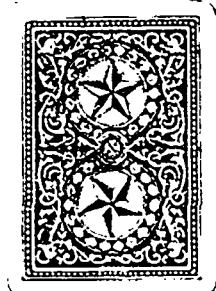
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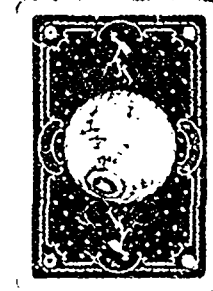
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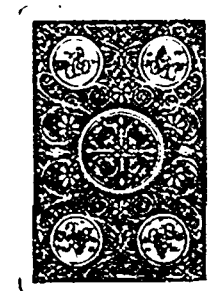
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VICEROY



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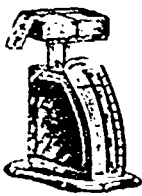


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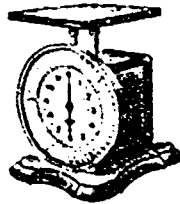
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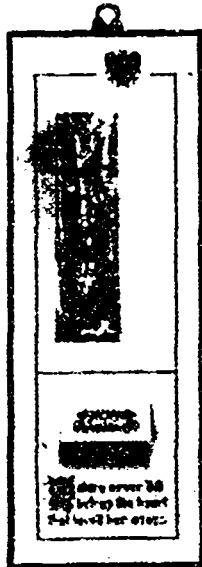
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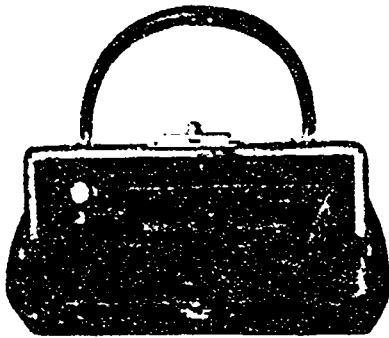
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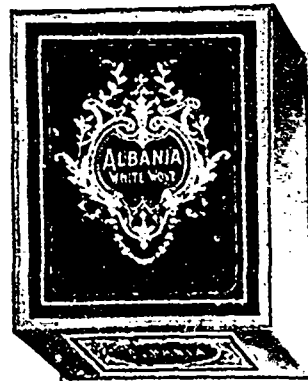
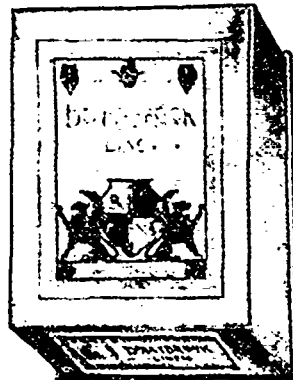
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**W. J. Gage & Co., Limited**  
Manufacturing Stationers, **Toronto.**

# THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXI.

MONTREAL AND TORONTO, CANADA, JUNE, 1905.

No. 6.

## SOME JUNE CONFIDENCES

**P**LANS for the anniversary number of Bookseller and Stationer to be issued in August are moving on most satisfactorily. A bright and interesting number can be counted upon. As announced last month, it will be, in the main, an historical number, tracing the growth of the publishing business, the bookselling business, the stationery business, the fancy goods business, etc., during the twenty-one years that Bookseller and Stationer has been in existence. Much half-forgotten stuff will be brought to light, for the investigator and collector of facts, who is going through the old files of the paper, assures us that much material of deep interest lies buried there. One of the most notable features of the anniversary number will be the illustrations. If all the plans that have been laid out are brought to a satisfactory issue, the number will contain portraits of all the important people in the book and stationery business. There will also be interesting pictures of buildings, showing the immense progress that has been made since the Bookseller and Stationer was founded away back in August, 1884. If any readers desire to have extra copies of the anniversary number mailed to them, it would be as well for them to advise the publishers early, as the edition will be strictly limited to requirements.

Have the readers of Bookseller and Stationer been noticing the series of illustrated descriptions of "Leading Canadian Stores," which have now been appearing for several months? The series has been evoking interest not only in Canada, but in England, the United States, and even in the West Indies. A large manufacturer of stationery in the United States, when shown the pictures of one of our Canadian stores which appeared some months ago in this series, exclaimed: "I had no idea you had such fine stores in Canada." A dealer in the West Indies addressed a letter to one of the Canadian booksellers, whose store had been described, complimenting him upon it and asking him for further information to aid in the building of a new store. These are but two of several instances, brought to our attention, in which the series has awakened keen interest. The idea must not gain credence that the booksellers, whose stores are written up, pay for the space in Bookseller and Stationer, or that the management of this paper are discriminating in any way. On the contrary, any dealer who can show a clean, bright, creditable store, is at perfect liberty to

communicate with the editor and have his store illustrated and described in the series.

One of the traveling representatives of this paper, who was off the road recently, tells the publishers that Bookseller and Stationer was never in higher favor among its readers. At every store at which he called, as soon as he announced his connection with the paper, he was given a hearty welcome and words of appreciation were poured into his ear. For these gratifying manifestations of popularity the publishers are thankful.

The publishers of Bookseller and Stationer are anxious to keep in close touch with the readers of the paper. So far as the latter are concerned it is an easy matter for them to learn all that there is to know about the paper. It comes to them regularly every month and is, we trust, read from cover to cover. But the relationship the other way is different. It is quite an undertaking for the publishers to find out about the readers. There are several channels through which information can be gleaned. The travelers for the publishing and stationery houses are probably the best source from which to secure news, but even that channel is an imperfect one. What would be much preferable would be a letter or a card direct from the reader to the publisher. Then there could be no misstatement of facts, no omission of important news and no mistakes of any kind. Cannot readers of Bookseller and Stationer let us hear from them a little oftener? An item of news, a hint as to the improvements, a protest against unfair conditions, would all be attended to promptly and would not only make the paper more valuable, but would benefit the dealer himself as well.

In July, the half-yearly list of Canadian publications from Jan. 1 to July 1, will be published. It is now two years since this list first appeared in Bookseller and Stationer, and it has come to be regarded as one of the most valuable features of the paper. While the number of books published in Canada is not a large one, yet it is a growing one, and in future years the lists as now appearing will doubtless possess a considerable value. It would accordingly be a wise move on the part of booksellers to preserve the issues of the paper in which these lists appear.

**MONTHLY REPORT FROM  
BOOK CENTRES**

**TORONTO.**

Office of BOOKSELLER AND STATIONER,  
10 Front Street East, Toronto  
June 1, 1905.

**M**AY sales of books have been quite up to the average. Fiction has sold well and there has been considerable interest manifested in nature books. Of these, books on flowers, birds and gardening have been in chief demand. Some attractive window displays have been seen.

In fiction, "The Marriage of William Ashe," by Mrs. Ward, has been in best demand. A close second was "The Masquerader," by Mrs. Thurston. "The Man on the Box," by Harold MacGrath, and "God's Good Man," by Marie Corelli, still sell well. There has been a good demand for "The Return of Sherlock Holmes" and "Jess & Co." "The Garden of Allah," by Robert Hichens, is also asked for.

Considerable interest has been manifested in the lines of small framed art pictures, which are stocked by some stores. These diminutive pictures range from 35-cents up and are in place almost anywhere in the house.

Wedding stationery has been called for extensively during May. There is to be noted a return to the regular English script, while the square, plain sheet of white paper is the correct thing. Announcements are in the same style.

The book stock of the Bain Book & Stationery Co. has been disposed of to W. A. Murray & Co. During the month the pictures, stationery, etc., were cleared out at reduced prices. The business is now closed.

W.A.C.

**MONTREAL.**

Office of BOOKSELLER AND STATIONER,  
22 McGill Street, Montreal  
June 1, 1905.

**J**UNE opened up briskly in Montreal book and stationery circles, and Summer trade is expected to offset Spring quietness. Some of the new books in good demand are "The Secret Woman," "The Garden of Allah," "A Welsh Singer," and "For the White Christ." Another new title which has caught the public fancy is "Stingaree." Demand is very diversified and sales do not run to any one particular book. Paper fiction, as low in price as five for fifty cents, is already asked for and every store shows exceptional lines at 25c., 50c. and 65c., displayed and ranged according to price. Old copy-rights are featured in one store in good cloth binding at 50c. Books, demand for which has somewhat declined, are moved by reducing \$1.50 ones to \$1.10 and \$1.25 ones to 95c. A good display of these was noticed in one store. On a raised green cloth-covered table were alternately arranged three books placed upright with the backs showing outwards, then at the rear another one displayed with the cover outwards. Another ingenious idea employed

by F. E. Phelan is a simple stand device on the top of recent arrivals in books, upon which is placed the book of the hour. This is constantly changed.

Local interest of an extraordinary character is lent Dr. Drummond's latest collection of verse, "The Voyageur." Canadians peculiarly appreciate the unusual dialect. Nearly every store featured this latest arrival and it was the book of the month. Another French-Canadian story, which is an old-time favorite, is again prominently displayed. This is William Kirby's "The Golden Dog."

The presentation of Quincy Adams Sawyer at a local theatre the first of the month was well utilized by more than one store to push the book. A window display with appropriate posters of this New England tale aided sales. Another good idea to push David Graham Phillips' "The Plum Tree" was an extremely good imitation of a plum tree in the window display, with the books scattered throughout the window.

Mention must be made of the satisfactory stationery trade during the month. June is proverbially a harvest season in this particular, and the new creations in wedding stationery and announcements did good business. London white is proving the most popular color, in the new lines. Office accessories are also receiving more attention than formerly.

Prize books for school closing, comprising large selections suitable for the young folks, boys and girls, with a list of the poets, are advertised and displayed.

G.E.F.

**WINNIPEG.**

Office of BOOKSELLER AND STATIONER,  
Room 511 Union Bank Building, Winnipeg, Man.  
June 1, 1905.

**B**OOK sales in May seem to have been satisfactory, and June should see the beginning of the trade in Summer fiction. The local trade seem well-satisfied with the last month's business.

"The Marriage of William Ashe" is still selling briskly, and is undoubtedly the favorite of the moment. "Sandy," by Alice Hegan Rice, is popular, but is not the good-seller that "Mrs. Wiggs of the Cabbage Patch" was. "The Orchid," by Robert Grant, "The Plum Tree," by David Graham Phillips, "Stingaree," by E. W. Hornung, and "The Gate of the Desert," by John Oxenham, are all good sellers among the newer fiction. The "History of the War of 1812," by James Hannan, which attracted considerable attention while running in the Canadian Magazine, is meeting with a favorable reception in book form.

Souvenirs of Winnipeg are featured largely by the local stores, and the results seem to justify the efforts made. Books of Winnipeg views are a staple line for which there is always more or less demand, especially by tourists and transients who pass through the "Gateway of the West" by thousands every year. The picture post card with Winnipeg views is also a good seller.

F.R.M.

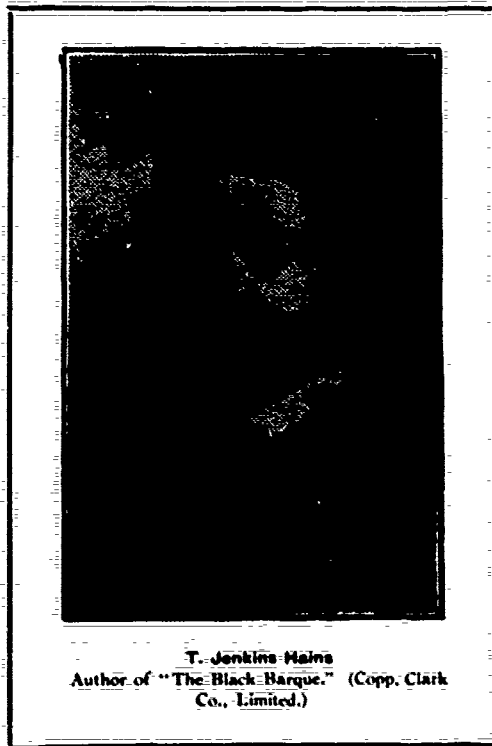
**PUBLISHERS' ANNOUNCEMENTS**

**J**UNE publications of McLeod & Allen, Toronto, include the cheap editions of "Graustark," by G. B. McCutcheon, and "Wings of the Morning," by Louis Tracy; the new Tracy book, "The Great Mogul," and "A Courier of Fortune," by A. W. Marchmont. All will be ready early in the month. Particular interest attaches to the last-named book, in that a dramatized version of the story was presented for the first time in Canada a few weeks ago.

One of the handsomest books ever issued at as low a price as \$1.25 is "For the White Christ," just published by McLeod & Allen, Toronto. The letter-press is in two-colors and the illustrations are lavishly colored. The binding is extremely handsome.

The June publications of Langton & Hall, Limited, Toronto, include "The Mandarin's Fan," by Fergus Hume, and "The Ravens," by Harris Dickson. Both are in cloth and paper editions (\$1.25 and 75c.).

A second edition of "The Millionaire Baby," by Anna Katharine Green, has been put on the market by McLeod

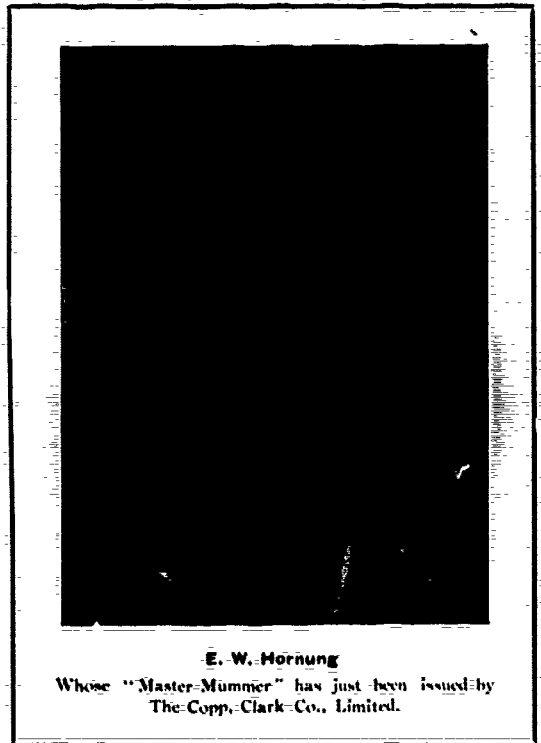


& Allen. "The Marathon Mystery," by B. E. Stevenson, still sells well. "Millions of Mischief," by Headon Hill, was issued in cloth and paper at the end of May. Fair sales of "My Lady of the North," by Randall Parrish, are noted.

Among the McLeod & Allen publications this month is a new dollar edition of the "Galt Cook Book." This

volume of recipes was issued some time ago by the ladies of Galt, Ontario, to remove a church debt. The new edition has an attractive new cover and additional blank pages for writing in recipes.

The Westminster Co., Toronto, last month published a novel by a new Canadian writer, Marian Keith. The



title is "Duncan Polite, the Watchman of Glenoro." For a book by a new writer the sales have been good. (Cloth, only, \$1.25)

Five volumes have been issued by the Bobbs-Merrill Co. in their series of novelettes and short stories known as the Pocket Books. They are: "The Amethyst Box" and "The House in the Mist," by Anna Katharine Green; "The Princess Elopes," and "Enchantment," by Harold MacGrath; and "The Motormaniacs," by Lloyd Osbourne. It will be interesting to see which of these little 75-cent books turns out to be the most popular, for they all seem to start with equally fine chances of success.

L. C. Page & Co., Boston, have been delayed in the publication of Ridgwell Cullum's new novel "In the Brooding Wild." It will be brought out this month and should prove a timely book for Summer reading.

New issues of fiction by The Copp, Clark Co., Limited, this month include: "Who Giveth this Woman?" by William le Queux, "Maid Margaret," by S. R. Crockett, and "Mid the Thick Arrows," by Max Pemberton.

Recent additions to the paper novel series of Morang & Co., Limited, are "Traffics and Discoveries," by Rudyard Kipling; "The Prodigal Son," by Hall Caine; "Brave Hearts," by W. A. Fraser, "The Call of the Wild," by Jack London, "The Silent Places," by Stewart Edward White, and "Queen's-Quair," by Maurice Hewlett



A paper edition of "The Return of Sherlock Holmes," by Sir A. Conan Doyle, will be issued June 15 (75 cts.).

The best sellers during May with The Copp, Clark Co., Limited, were: "Rose of the World," by Agnes and

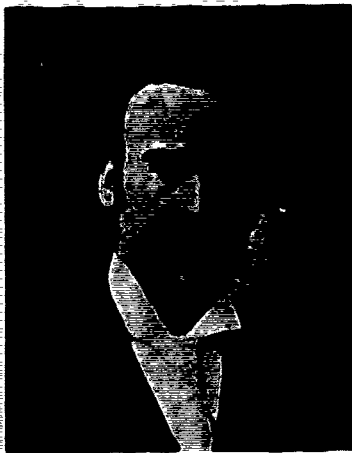
and his son, Prof. James M. Macoun, of the same department. The work should have a popular sale. It is expected to be ready in good time for the Fall trade.

Morang & Co., Limited, have just issued "Speeches and Addresses, Political, Literary and Religious," by John Charlton, ex-M.P. (Cloth \$2). Another volume of interest to Canadians is the latest work of A. G. Bradley, "Canada in the Twentieth Century." (Cloth \$2).

A work on sociology, which has been attracting considerable attention in the United States, has been issued in a Canadian edition by Morang & Co., Limited. It is by Jack London, the novelist, and is entitled "The War of the Classes." (Cloth \$1.50 net).

June publications of the Musson Book Co., Limited, Toronto, are "Pam," by Bettina von Hutten; "Art thou the Man?" by Guy Berton, "A Knot of Blue," by W. R. A. Wilson, and "On the Firing Line," by Anna Chapin Ray. With the exception of "A Knot of Blue," all will be issued in cloth and paper at \$1.25 and 75 cts. "A Knot of Blue" sells at \$1.50 and 75 cts.

The new edition of Dr. Muldrew's excellent handbook, "Sylvan Ontario: A Guide to our Native Trees," just published by William Briggs, is made much more convenient and useful to the botanical student by a page of instructions on how to use the index or key, contributed by Prof. Loughhead, of the Ontario Agricultural College. The book is used as a text-book in the Macdonald Institute at Guelph.



R. G. MacBeth, M.A.,  
Author of "The Making of the Canadian West." (Wm. Briggs).

Egerton Castle, "Stingaree," by E. W. Hornung, and "Return," by Alice MacGowan and Grace MacGowan Cooke.

Paper editions of the following novels will be issued during the present month by The Copp, Clark Co., Limited. "The Crossing," by Winston Churchill, "A Ladder of Swords," by Sir Gilbert Parker, "The Brethren," by Rider Haggard, "Jess & Co.," by J. J. Bell, and "The Prisoner of Mademoiselle," by C. G. D. Roberts (75c)

On May 27, The Copp, Clark Co., Limited, published "The Master Mummer," by E. P. Oppenheim, in cloth and paper editions at \$1.25 and 75c, respectively. A very romantic and entertaining novel is "The Master Mummer."

A book of interest to all lovers of nature is Baird, Brewer & Ridgway's "Land Birds of North America" in three volumes. The Musson Book Co., Limited, have now on hand a stock of this important work, for which they control the Canadian market.

To the English Men of Letters series, Morang & Co., Limited, have added "William Cullen Bryant" and "William H. Prescott" (75 cts. net). To the American Sportsman's Library they have added "Riding and Driving," by Edward L. Anderson and Price Collier (\$2 net).

Mrs Chamberlin is following the recently revived custom of soliciting advance subscriptions for the proposed re-issue of her book "Studies in Plant Life," the text of which was supplied by her aunt, Mrs. Catherine Parr Trail. The book will sell at \$1.50. It will contain some twenty reproductions in half-tone of Mrs Chamberlin's exquisitely done paintings of Canadian wildflowers. A strongly-worded letter of commendation is jointly signed by Dr. Fletcher, of the Ottawa Experimental Farm, Prof. James Macoun, of the Geological Survey,



Hampden Burnham,  
Author of "Marcelli." (William Briggs.)

Mr. A. P. Cockburn's forthcoming work, "The political Annals of Canada" (William Briggs)—to be issued early this month—will have as a frontispiece a fine plate of the famous painting by Mr. Harris, of the Fathers of Confederation. The book will be a substantial volume of 570 pages, handsomely printed and bound. It will sell at \$2.50.

## SUMMER READING

### **Return**

By ALICE and GRACE MACGOWAN  
COOKE A story of the Sea Islands  
in 1739. Illustrated. Cloth only, \$1.50

### **The Fugitive Blacksmith**

By CHARLES D. STEWART. Illus-  
trated. Cloth only, \$1.50

### **The Clansman**

By THOS. DIXON, Jr. Illustrated.  
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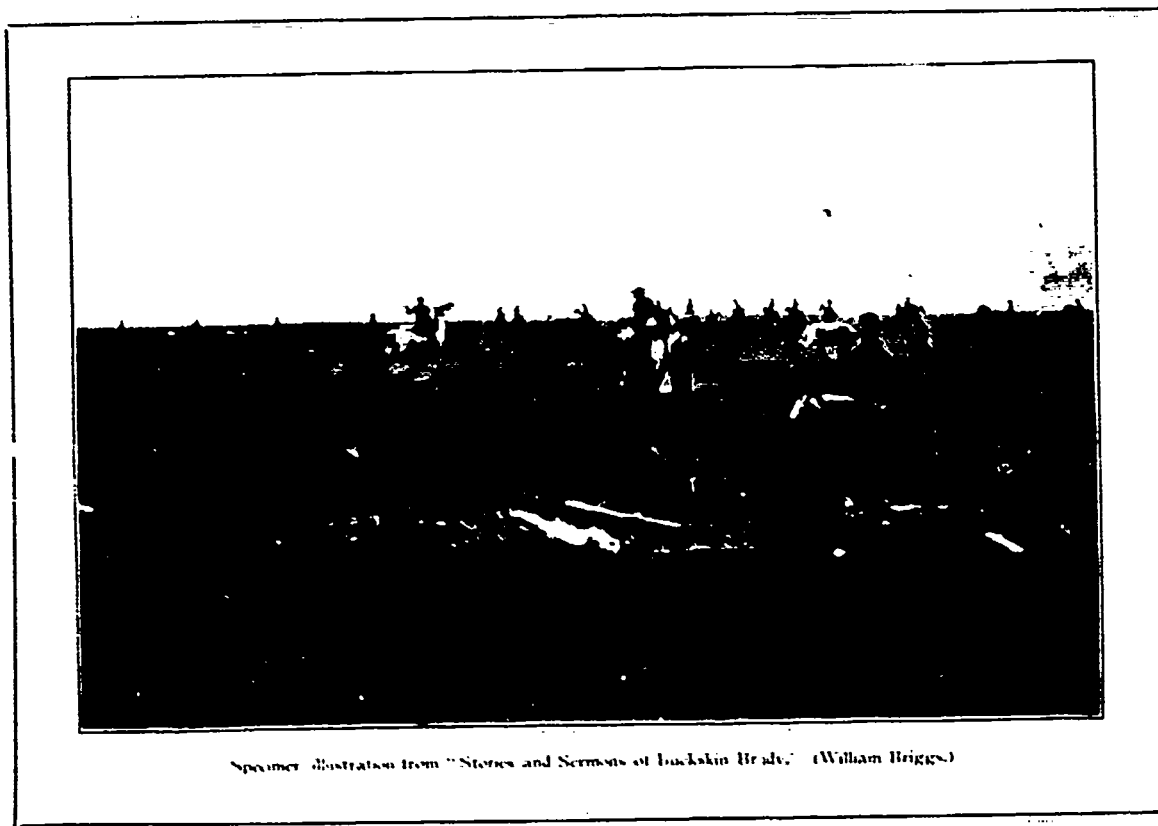
**BOOKS OF THE  
MONTH**

**Boyle, Virginia Frazer.** "Serena." New York: A. S. Barnes & Co. Cloth \$1.50. This new author has produced a story on an old but inexhaustible theme—the American Civil War. Amid the breaking up of the old social order and the wreck of homes, touching episodes of heroism occur. Love plays the usual part in the drama, and is rewarded in the usual way after the heroine has, by high courage and resolve, saved the life of her twin brother and maintained the family honor as a second Joan of Arc on the field of battle.

**Castle, Agnes and Egerton.** "Rose of the World."

**Drummond, Hamilton.** "The King's Scapegoat." Toronto: The Copp, Clark Co. A story of France in the fifteenth century. Gaspard Hellewyl, the hero, strikes a bargain with King Louis, by which he is to recover his estates and at the same time take vengeance upon his enemy. The service required in return is that Gascon de Foix, the young Count de Narbonne, upon whose domains Louis has designs, is to be delivered into his hands. The undertaking miscarries, and Gaspard is about to pay the forfeit of his life but is saved by the timely death of the King and the faithfulness of his lady love, Suzanne de Narbonne.

**Freussen, Gustav.** "Jorn Uhl." Boston: Dana Estes & Co. Cloth \$1.50. A translation from the German by F. S. Delmer. This remarkable book, which in his own country has made its author famous, is a story of German farm life, simple in language and style, profound in thought and design and artistic in treatment. Jorn Uhl is not so much a hero in the novel sense as a study—a study of the evolution of a human



Specimen illustration from "Stories and Sermons of Buckskin Brady" (William Briggs.)

Toronto: The Copp, Clark Co., Limited. Cloth \$1.50. One of the best novels of the season, with a unique plot that is very refreshing. In brief, Lady Gertrude, married the second time as a matter of convenience, is by circumstances led to fall in love with her first husband, whom she had married when a immature girl, and who is supposedly dead. The return of the first husband in the end clears the atmosphere.

**Cennolly, James B.** "On Tybee Knoll." New York: A. S. Barnes & Co. Cloth \$1.25. A fresh, breezy story of the woods, the river and the sea on the coast of Georgia, wholly devoid of sentimentality. There is not even a love story, though there is one impending at the close. Strong, resourceful and brave, Tom Charlton, with love of home and deep filial affection for his native, fights his way through dangers by land and sea and the envy of rivalry to a well-earned success.

soul. His whole life is passed in the almost boorish simplicity of German country life, excepting three years of the conscription and a campaign of the Franco-Prussian war. Heredity, environment and the forces of nature all have their bearing upon the main design, which is to show that the human soul is greater than these, and that faith in God is the mainspring of action.

**Green, Anna Katharine.** "The House in the Mist." Indianapolis: The Bobbs-Merrill Co. Cloth 75 cents. Anyone who has read previous books by this author will understand what a treat is in store for them. Mystery in its most absorbing form lurks in all her stories. In "The House in the Mist" an element of tragedy and horror is infused that renders it one of the most memorable of mystery tales.

**Gulick, Sidney L.** "The White Peril in the Far East." Toronto: Fleming H. Revell Co. Cloth \$1 net. The real significance of the struggle in the Far East is

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**Buchan's Par of Exchange (Canadian).**

Giving sterling into dollars and cents and vice versa, from £1 upwards, also sterling equivalents, Canada into New York and vice versa; by EWING BUCHAN. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

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the subject of this book. In concrete form Russian aggression is the white peril of the Eastern races, Japan, whose marvellous evolution is traced with skilful hand, is the force whose mission it is to champion, not merely her own cause, but also to determine the destiny of the nations of the Orient. The book is clear-cut, well written and convincing.

**Guthrie, Charles John.** "John Knox and His House." Edinburgh and London: Oliphant, Anderson & Ferner. 1s. A valuable book for the student of the great Scottish Reformer and his times. It comprises a description of his old house in the Canon-gate, the leading facts in his life, and an index of all the books written on or about him, constituting a library in themselves.

**Hobbs, John Oliver.** "The Flute of Pan." London: George Bell & Sons. The theme of this pretty romance finds its suggestion in its title. The sweet piping of the flute of Pan—which is love—cannot be heard amid the din of battle nor the revelry of courts. A hereditary foreign princess and an English nobleman of artistic tastes fall in love, and for a time play their respective parts in war and at court, and finally, after many misunderstandings arising out of their peculiar social relations, reach a happy solution of their difficulties by renouncing rank and wealth for each other.

**Holland, Clive.** "A Japanese Romance." Toronto: The Copp, Clark Co. Cloth \$1.25. The materials for this pretty romance are found in the Flowery Kingdom, where social usage permits marriage under easy conditions and divorce for trivial causes. Leshe Somerville, a young English art student, finding little Mio San in distress, marries her from motives of pity and chivalry, but soon finds the tiresome. Leaving her well provided for, he returns to England, where a sense of honor alone deters him from marrying Violet Desborough until news reaches him of the death of his little Japanese wife.

**Hornung, E. W.** "Stingaree." Toronto: The Copp, Clark Co. Cloth \$1.50. The startling adventures of a desperado in the wilds of Australia. The man possesses a certain romantic interest on account of former associations and culture—a love of music and a chivalrous regard for human life. Resourceful and lawless, he is a criminal of the picturesque type, and an outgrowth of what was at one time a convict colony.

**Keith, Marian.** "Duncan Polite." Toronto: The Westminster Co. Cloth \$1.25. A story of Canadian rural life. The scene is laid in the vicinity of Lake Simcoe. The descriptions are vivid and true to nature, revealing in the writer both the poetic and the artistic temperament. She possesses the rare power of provoking to laughter or moving to tears at her will, and her characters seem like familiar friends. A new name in Canadian literature and a very delightful book.

**Lewis, Alfred Henry.** "The Sunset Trail." New York: A. S. Barnes & Co. Cloth \$1.50. A highly dramatic and picturesque presentation of life in the west before the advent of the railway. The typical community of Dodge is the scene of the many striking incidents recorded in this entertaining book. Wm. Lewis has done well in preserving a record of a phase of life now passing away—a life in which adventurous spirits found a field for the exercise of the manly virtues, where the man of courage was the aristocrat and "squatterness" the only patent of nobility.

**Lincoln, Joseph C.** "Partners of the Tide." Toronto: Morang & Co., Limited. Cloth \$1.50. The author of "Captain Eri" has produced another of his

quaint, comical stories of seafaring life on the coast of Cape Cod. One follows the adventures of Captain Ezra Titcomb and his young partner, Bradley Nickerson, while they wrestle with wind and tide in their hazardous careers as wreckers with unabated interest from start to finish. The droll humor of Captain Ezra provokes one to constant amusement.

**MacKaye, Harold Steele.** "The Winged Helmet." Toronto: The Copp, Clark Co., Limited. Cloth \$1.50. A fascinating story of love and adventure in the time of Francis I., King of France, and founded on fact as found in manuscripts and papers in the possession of the old Sieur de Ravelle. One has a glimpse of the horrors of the torture chamber, and secret passages, unscrupulous priests, and faithful followers all have place in the stirring recital. The interest increases till the final chapter, where the end is just what one would wish.

**More, E. Anson.** "A Captain of Men." Toronto: The Copp, Clark Co. A romance in which social life is re-created, as it may have been lived in the Phoenician city of Tyre when its merchants were princes and its king was that Hiram, who was the friend of David, King of Israel. Tamith, the beautiful daughter of Esnun, is dominated by a passion for Merodach, the Assyrian, but the gentle Miriam, her Jewish slave, wins the heart of this captain of men, who, after wonderful achievements by land and sea, is visited by a stroke of Providence, and then with Miriam he withdraws into a life of peaceful retirement.

**Phillips, David Graham.** "The Plum Tree." Indianapolis: The Bobbs, Merrill Co. Cloth \$1.50. A more seathing arraignment for a political system which has proved to be a hot-bed for every form of corruption it is hard to conceive. Harvey Saylor, the hero, is a young lawyer, who, under the pressure of poverty, drops his ideals and plunges into the vortex of machine politics. With cold-blooded cynicism and an unerring estimate of the forces at his command he "plays the game" and wins the stake for which he plays—political power.

**Rice, Alice Hegan.** "Sandy." Toronto: William Briggs. Cloth \$1. The great vogue of "Timothy's Quest" and "Mrs. Wiggs of the Cabbage Patch" has secured a hearing for this latest book of the author. It has merits of a different kind from its predecessors. The hero with the Scotch name and the Irish temperament enlists the sympathy of the reader, and being a wholesome, hearty boy of parts the natural outcome for him is success.

**Sheldon, Charles M.** "The Heart of the World." Toronto: Fleming H. Revell & Co. Cloth \$1.25. Through the medium of a story the writer of this book teaches with convincing clearness practical lessons for the solution of the difficult questions that beset modern socialism. In capitalism and trades unions he sees two forces mutually destructive unless guided by a morality founded in religion—the religion of Jesus Christ. Quite equal to anything the author has yet written.

**Stevenson, Burton E.** "The Marathon Mystery." Toronto: MacLeod & Allen. Cloth \$1.25. An extremely well-sustained detective story, showing how a chain of positive evidence was slowly and surely drawn about the criminal. The scene is modern New York, and the characters people in high society.

**Wilson, Professor S. Law.** "Helpful Words for Daily Life." Edinburgh: Oliphant, Anderson & Ferner. Cloth 3s. 6d net. A short sermon on a gospel text for each day of the year. The author has selected out-of-the-way passages, and has enriched his own commentaries on them by adding the words of the great minds of many ages.

## SCHOOL BOOKS.

MORANG & CO., LIMITED, 90 Wellington street west, Toronto, have procured the Canadian copy-right for Ruskin's "King of the Golden River," and have issued a small paper covered edition of this book for use by the public school pupils at the moderate price of 15c. They have also issued an edition of "Rab and His Friends," by Dr. John Brown.

For some time the teachers of Ontario have been demanding a new set of books for supplementary reading in public schools, and in compliance with this demand Morang & Co., Limited, have produced a series of supplementary readers in which they expect to include the very best authors, both prose and poetry, in English and Canadian literature. So far three books of the series have been published. Two are high school poetry books, edited by Mr. W. J. Sykes, B.A., English master in the Ottawa Collegiate Institute. The third book of the series, "Poems of the Love of Country," by Mr. J. E. Wetherell, B.A., principal of the Strathroy Collegiate Institute, is an exceedingly unique and successful attempt. It includes patriotic poems of all nations without making use of the twaddle which frequently goes under the name of patriotic poems. The general editor of the series, Mr. J. C. Saul, has already planned for two prose books, two ballad books, selections from the nature poets, selections from Canadian prose and poetical readers, selections from Wordsworth, Shelley and Keats. An excellent book of selections from Tennyson is at present on the press, as is also the book of Canadian poetry, both of which, it is expected, will appear very shortly. It is worthy of notice that the editors of all the books of this series are capable and practical school men of Ontario, men who realize exceedingly what is needed in scope and annotation for pupils of the public schools. The books of this series are to sell at the moderate price of 15c. per volume.

The new edition of "Buehlar and Edgar's Grammar" is at present on the press, and has been prepared and condensed especially for use in the public schools. The former edition of this grammar was used extensively throughout Ontario and, indeed, throughout Canada in general. The revised edition is to be reduced to 25c. Morang & Co. are publishers of this grammar.

Morang & Co., Limited, Toronto, announce the authorization of Duncan's "Story of the Canadian People," in Ontario. This history has also been authorized in Manitoba and British Columbia, and in the former place has met already with very pronounced success. Morang & Co. are publishing the revised edition of this history, to be ready in June. New material has been added in relation to the lately formed provinces, and the whole book has been thoroughly revised and brought down to date. This second edition of Duncan's history has been reduced from 60 to 50c.

## AGITATING IN ENGLAND.

IN a letter from the Birmingham correspondent of Bookseller and Stationer, he says: "The questions of Canadian postal rates and Canadian customs regulations have been recently engaging the attention of the Birmingham Chamber of Commerce. At a meeting held this week a report was submitted showing that while the postal rate on magazines, newspapers and periodicals despatched from the United States to Canada was one cent (or one half-penny) per lb., and from Canada to the United Kingdom one-half cent. per lb., the rate from the United Kingdom to Canada was no less

than four pence per lb. In regard to this incongruous arrangement the Postmaster-General had been approached upon several occasions, but to no effect, and it was decided to make a fresh representation upon the subject. Another grievance is the exorbitant postal rate for magazines, periodicals and newspapers printed in Canada and re-posted here for circulation in the United Kingdom. In some cases the rate is as much as five times that charged upon similar matter printed and posted in England."

## DIPLOMATS NIB.

ACCORDING to the Berlin correspondent of the Stationery Trades Journal, of London, the latest thing in pen nibs is the diplomat's nib. At first sight it does not appear to differ from an ordinary nib, but on closer investigation we find that its slit does not continue right to the point, but when arrived immediately in front it turns to the left. In consequence of this arrangement the ink leaves the pen at the side of the latter which makes it suitable for the ever increasing number of people who like to hold the pen sideways.

In Germany it is mostly done by lawyers, men of learning and official personages, who look upon it as one of their privileges to write illegibly. German characters are not at all suitable for this style of writing, but Latin ones turn out well with it, and the new nib therefore deserves the attention of those in England, who appreciate the importance of being the first in the field with promising novelties. The makers also supply a very suitable and simple wooden penholder with it. This otherwise round holder is cut flat on that side on which the first finger rests when writing in the abnormal position. The nib is suitable for the old style of writing as well, and as it is not more expensive than any other superior article of the same kind, it is likely to become popular.

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Vol. XIV JUNE, 1905. No. 6

### NEW ADVERTISEMENTS.

Standard Paper Mfg. Co., Richmond, Va.  
 The Westminster Co., Toronto.  
 Watson, Foster Co., Montreal.

### SIGNS OF PROSPERITY.

**D**URING the present month the last of the burnt-out stationery firms in Toronto will have moved into their new building, and once more the wholesale stationery trade of that city will be placed on a satisfactory basis. That the destructive fire of last year did not permanently injure any of these firms, but rather strengthened them, speaks volumes for the business acumen of their heads. Toronto, as a centre for the stationery trade, to-day occupies a more prominent position than ever before.

With one exception the burnt-out firms have all erected warehouses on their former sites. In each case the new buildings have been equipped with the most modern conveniences, and all the inadequacies of the old structures have been obliterated. Every effort has been made to cut down the little incidental expenses entailed by imperfect communications, poor lighting arrangements, etc. The result, when everything is taken into consideration, will tend to a greater despatch in filling orders, a smaller likelihood of error, and a reduction in expense of carriage.

Manufacturing facilities have been increased at the

same time, and the most up-to-date disposition of plants has been made. With the improved equipment Canadian manufacturers of stationery and kindred lines will now be in a position to make many of the articles hitherto regularly imported. This will mean a reduction in the price of these goods in many cases, due to the fact that there will be no charge for duty.

*Bookseller and Stationer has no free list. It doesn't need one. The trade is covered without.*

### A SIGNIFICANT FACT.

**I**T is a significant fact that the old-established bookstores of New York are in a stronger position to-day than they were before the department stores opened up book departments. In only one department store in the big metropolis can the book section be said to be progressing. This is the opinion of a Canadian bookseller, who has been visiting New York on and off for many years.

Does this condition hold also in Canadian cities where department stores exist? Take as examples Montreal and Toronto. In Montreal it is true to a great extent, but in Toronto it cannot be said to hold. In the latter city the book sections of the department stores do the great bulk of the trade, not only of the city itself, but of the surrounding country. The closing of a Toronto bookstore last month emphasizes this, since no other store has been opened to take its place.

In searching about for the reason for all this,—the reason why bookstores flourish in one city and decay in another,—the unpleasant suspicion impresses itself on the mind that it must be due to a lack of culture in the one city and the presence of a cultured population in the other. The genuine bookstore always appeals to the cultured man or woman, as no department store can do, and so the presence of bookstores is always a sure indication of the presence of a cultured population. After all, there is hope for the bookstore.

*We give more value for the money every month*

### PREJUDICIAL MEASURES.

**A** MEASURE highly prejudicial to interprovincial trade in Canada is the law passed by the British Columbia Legislature, imposing a tax on commercial travelers entering the province and representing firms outside British Columbia. The tax is \$100 every six months for liquor and cigar travelers, and \$50 every six months for other travelers.

The Canadian trade are naturally up in arms over this measure, which is so much at variance with the principles laid down at Confederation. The Act of Confederation postulated unrestricted trade and intercourse between the people of the different provinces and this British Columbia measure sets all this at defiance.

A somewhat similar measure has been passed by the Quebec Legislature, though there is little discrimination

against the representatives of Canadian houses. A charge of \$300 is imposed on commercial travelers not residing in Quebec Province, who represent firms having no place of business in Canada.

While this measure has its unfair points, it is not so serious a menace to trade as the British Columbia act. It will hit American and English houses and will tend to place more business in the hands of commercial agents. On the whole, however, it is an unfair discrimination in restraint of trade and contrary to the principles of Confederation. It, too, should be frowned down upon.

• • •  
*Read about school supplies in this number.*  
• • •

#### BOOK TRADE FOR THE MONTH.

**B**OOK business for the past few weeks has been quiet. The many distractions of the Spring season have tended to usurp the attention of the reading public. There have been horse shows and horse races at several points, and the usual run of Spring amusements at others, while everywhere house-cleaning has diverted the minds of nearly everybody from books and reading.

Notwithstanding, publishers have been bringing forward many new books on the strength of advance sales. These will form the groundwork for Summer trading. A good many paper editions of favorite novels have also been issued, which should have a good sale during the Summer months.

Attention has been somewhat divided during May so far as fiction is concerned. The race for popularity among the various novels has been closer. "The Marriage of William Ashe," by Mrs. Ward, while still heading the list, does not lead with as great a margin as during April. "Sandy," the new novel by the author of "Mrs. Wiggs of the Cabbage Patch," is a strong second. "The Masquerader," by Mrs. Thurston, is still in considerable demand, as is also "The Prospector," by Ralph Connor, and "The Man on the Box," by Harold MacGrath. A new favorite is "A Welsh Singer," by Allan Raine, and sales of "The Garden of Allah" show an increase that testifies to the merit of this powerful book.

• • •  
*In August, Bookseller and Stationer will be of age.*  
• • •

#### COPYRIGHT LAW NEEDED.

**W**HILE there may be a diversity of opinion as to how copyright should be secured in this country and how the law should be operated, there are no two opinions on the advisability of reform. The complexity of the law in Canada has filled many publishers with dismay. In a vain endeavor to follow its intricacies, they have become more and more entangled in its mazes. Imperial Acts and Canadian Acts have become hopelessly confused. The reason for this confusion is obvious to all who contemplate the connection between Canada and England. Canada, as a great self-governing colony, one would suppose, should be completely free from Great Britain in the matter of copyright, but Britain, as a member of the

Berne Convention, has agreed to the conditions of the convention not only for herself, but for her colonies. It is the difficulty of reconciling these two opposite views that has caused so much confusion.

• • •  
*Half-yearly book list next month.*  
• • •

#### SCHOOL SUPPLIES.

**S**CHOOL supplies are now being shown on the road by the travelers of big wholesale houses. This year the trade can secure a much wider variety of goods than last year, owing to the restoration of the firms which were burnt out then. Deliveries will also prove much more satisfactory.

Slates have been advanced in price by the manufacturers nearly ten per cent. all round. There seems to be the same scarcity of these goods as last year and deliveries are slow.

So far as school books are concerned, the situation is quiet. There is little likelihood of any change in Ontario texts, owing to the change of Government. Changes are impending, no doubt, but not this year.

In other lines, apart from the largely-increased variety there is nothing of particular interest to note. Some hundreds of different designs in exercise, note and scribbling books are being shown, many of which are quite new and very attractive. There are also novelties in school bags, crayons pencil boxes, pencils and pens.

• • •  
*Always mention Bookseller and Stationer in writing to advertisers.*  
• • •

#### HAVE COME TO STAY.

**T**RUSTS, combinations, agreements, or whatever we choose to call commercial organizations, have come to stay—at least until some other system of business development appears to take their place. They are born of to-day's economical conditions.

With manufacturers, merchants and working-men's organizations as the order of the day, those who do not organize are handicapped in the struggle for business or bread. Those who do not organize feel the necessity for it; and those who are struggling in single misery are falling into line with the various armies of consolidation.

It is folly to gnash one's teeth in anger because of such things, or to endeavor to stem the tide of consolidation. The causes which are producing these effects are no more irrepressible than the march of the indomitable Japs.

Those who are forming themselves into consolidations are not philanthropists. They are looking out for themselves, but it does not necessarily follow that these organizations are evil. Economically they can do a great deal of good, but they can also do a great deal of harm. They undoubtedly do a great deal of harm in some instances. The remedy, however, is not to kill them, but to so regulate them that their opportunities for doing harm will be reduced to a minimum, without their being crippled in the good they may do.



## PERSONAL AND TRADE NOTES.

The Bennett Mfg. Co., Pickering, manufacturers of filing cabinets, have assigned.

The Star Stationery Store at Fenelon Falls is to be closed by the present proprietor.

S. E. Riggs, of Maitou, Man., is selling off his stationery and confectionery business.

The Anglo-American Premium Co. have been registered at Montreal to deal in books and specialties.

Mr. W. H. Becker, of W. H. Becker & Co., Berlin, called on the trade in Toronto recently.

Mr. J. C. Saul, of Morang & Co., Limited, Toronto, is at present on a business trip to Boston.

Mr. A. M. Edwards, of Galt, was married recently. Bookseller and Stationer extends congratulations.

Mr. Martin, manager of the Canada Drug and Book Co., Regina was a recent visitor to Eastern Canada.

Mr. E. Stone has joined the traveling staff of Colin McArthur & Co., wall paper manufacturers, Montreal.

Mr. S. B. Gundy, Canadian manager for the Oxford Press, has just returned to Toronto from a business trip to the Old Country.

Mr. James Gamlin, bookseller, Woodstock, Ont., died suddenly at his home on June 5. He was about fifty years of age and unmarried.

Mr. H. L. Thompson, president of The Copp, Clark Co., Limited, is expected back in Toronto from his trip to England on the 11th inst.

Mr. E. T. Reynolds, representing McFarlane, Son & Hodgson, Montreal, for the Province of Quebec, is now making the rounds of the trade.

L. Clyde Davidson & Co., Halifax, have purchased a complete printing plant and installed it on their premises at 141 and 113 Barrington street.

Lemont & Sons, Fredericton, N. B., dealers in furniture and musical instruments, intend to put their business into a joint stock company.

Mr. Frank Cleland, formerly with the United States Playing Card Co., but now with the Kalamazoo Paper Box Co., was calling on the Canadian trade recently.

Mr. Harry Sully, representing L. C. Page & Co., Boston, and Mr. Clarence Caldwell, representing Dana Estes & Co., have recently been calling on the Canadian trade.

Three years ago M. E. O'Gorman, bookseller and stationer, Pembroke, started business in an 8 x 12 room. He has now built up a splendid business, specializing in school supplies and phonographs.

Mr. L. Clyde Davidson, of the new firm of L. Clyde Davidson & Co., Halifax, has recently visited the leading stationery jobbers in Montreal, Toronto, New York, Boston and Cleveland. He has selected a splendid new stock.

"The Canadian Woman's Magazine Publishing Co., Limited," have been incorporated at Toronto with a share capital of forty thousand dollars. The directors are Marion Georgina Ferguson, Hugh McEwen Ferguson and Edgar James Guy.

Messrs. F. A. Ritchie, of Ritchie & Ramsay, Toronto, and George Pauline, of R. Fletcher & Son, tissue paper manufacturers, were passengers on board the steamship Caroma which had such an exciting experience off Sandy Hook a few weeks ago.

Mr. J. S. Ferrier, of the British publishing house, Oliphant, Anderson & Ferrier, Edinburgh and London, was a recent visitor in Canada. While here Mr. Ferrier arranged with the Rev. R. E. Knowles, of Galt, to bring out the British edition of his forthcoming book.

Mr. John Marley, representing the L. E. Waterman Co. of Canada, Limited, is making an extensive western

tour in the interests of his firm. Mr. Marley, who is extremely well-posted in the fountain pen and pencil business, will be absent from Montreal for nearly two months.

Warwick Bros. & Rutter, Limited, Toronto, have moved their office from the temporary premises occupied since the fire on Victoria street, to their new building at the corner of King street and Spadina avenue. The stationery and fancy goods department will be moved shortly.

Dr. William T. Grenfell was a visitor in Montreal during May in connection with the celebrated Royal National Mission to the Deep Sea Fishermen on the Labrador Coast. His lectures were successful in every way. Local trade utilized his visit to boom his popular books descriptive of Labrador.

Carter's Ink Co., Buntin, Gillies & Co., and T. D. Little, are now at 130 Craig street west, Montreal, a short distance east of their old quarters before the disastrous fire some time ago. The entire first floor of this new building, remodelled by the St. Lawrence Hall Hotel, is occupied. Up-to-date equipment in every particular is provided.

The A. A. Langford, Limited, have been incorporated at London with a capital of \$40,000 to purchase and carry on the business now carried on by the A. A. Langford Co., to manufacture and deal in all kinds of books, stationery, leather and fancy goods, office supplies, etc.; to carry on the business of a printer, embosser, lithographer and binder.

On May 19 occurred the tragic death by suicide of Mr. C. Theoret, Montreal, one of Canada's foremost publishers of law books. Mr. Theoret was about forty years of age and was owner of both *Le Revue Legale* and *Le Revue de Jurisprudence*. He had been suffering for some time from nervous trouble, brought on by close application to mental work.

Senator J. D. Rolland, president of the Rolland Paper Co. and the Modern Printing Co., Montreal, sailed last month for Naples. He will make a tour of Italy and will then proceed to London, where he will join the excursion party of the Canadian Manufacturers Association. Later he will conduct a party of the excursionists to Paris, Brussels and the Liege Exhibition.

The Rolla L. Crain Co., Limited, one of the pioneer firms in Canada, manufacturing loose-leaf accounting systems, have lately added to their plant five new presses, besides a number of labor-saving bindery machines. This increase places this progressive firm in the front row of manufacturers of these systems. Their trade has so extended that this step became an absolute necessity.

## STORY OF A COWBOY.

A unique volume, that will be published early this month by William Briggs, is a collection of "Stories and Sermons by Buckskin Brady, the Cowboy Evangelist." The author, who writes under this nom de plume, is a converted cowboy who spent many years in the Bad Lands ranching country of Wyoming, and is now engaged in evangelistic work in Manitoba. The chapters of the book are true to the breezy, unconventional life of the west. The preacher clothes his thoughts in the picturesque vernacular of the west, and he hits out straight for the mark. The descriptions of the adventuresome life of the cowboys and of the wild country in which "Buckskin Brady" rode on many an exciting round-up, are always picturesque and often very effectively drawn. Fifteen fine full-page engravings representative of ranching life are given.

# HERE AND THERE AMONG THE JOBBERS

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

**WARWICK BROS. & RUTTER, LIMITED**, have recently patented a wrapper for covering blank books. Hitherto these books have been pasted up in paper wrappers, which had to be torn off and could not be replaced. The new cover slips on and off easily and thus preserves the book from becoming soiled while in stock. It is supplied with the size of the book, thickness, style of binding, title and ruling, and is now being put on all books made by Warwick Bros. & Rutter. Another improvement noticed in their stock of office supplies was the new binding on draft, note and receipt books. These are now found either in quarter binding or canvas board binding in four sizes and twenty different styles.

Warwick Bros. & Rutter, Limited, are arranging to supply the trade with sample books, containing thirty different private greeting cards. Orders can readily be booked from these and forwarded to Toronto, where the cards are stocked. Warwick Bros. & Rutter will accept and print orders from one dozen cards up. Indications are that there will be a considerable demand for these cards during the Fall.

There is just about to be placed in the hands of their travelers the most attractive series of papeteries ever prepared by Warwick Bros. & Rutter, Limited. The boxes range in price from fifteen cents to \$1.25 and possess a wide variety of design.

In the eight lines of juveniles are to be found square and oblong shapes, cloth-finish papers, illuminated invitation papers, fancy floral papers, etc., all of which are packed in bright and attractive boxes.

A notable series in regent size in cream wove and laid papers to sell at fifteen cents has a girl's head after the Gilbert style on the box. "La Vogue" is a resplendent red box with embossed title in white. The paper is crash finish in grey, white and azure tints. This box sells retail at 25 cents. A group of fancy paper boxes, the "Iris," "Pansies," "Poppies," "Mousseleine" in gay covers also sell at 25 cents.

A series in duchess and boudoir sizes, selling at 25 cents, has as the central feature pretty girls' heads reproduced in photogravure and inserted in a fancy embossed lithographed design.

Seventeen boxes retail at 50 cents. These have fancy lithographed and embossed tops, fancy embossed floral tops, celluloid floral tops, figures and heads, etc. A pretty box is covered with grey alligator paper, silver stamped. Another has a white morocco cover stamped in colored floral designs.

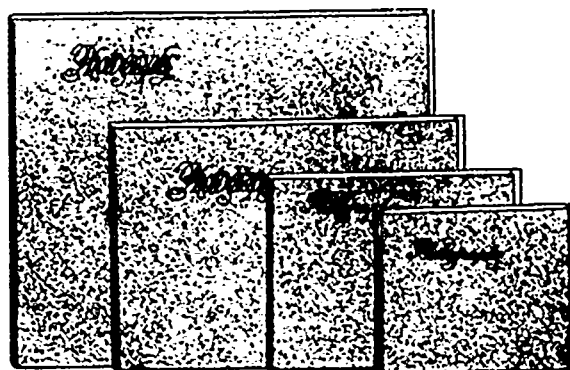
At higher prices, there are some exquisite designs. One novelty is of imitation bronze of antique effect in the form of a photo frame, in which is inserted a reproduced photograph. Another box is of fancy embossed white

morocco leatherette with green and gold trimmings. A third is in onyx paper with silver stamping in relief. Still another is covered with burnt orange and crimson silk with violet ornaments. Six boxes have fancy celluloid tops.

I was shown a tasty specimen of writing pad at The Copp, Clark Co., Limited, showrooms. It is called the "Army and Navy," and an illuminated cover design makes the name very appropriate. The pad is octavo in size, ruled, and has highly-finished paper. The firm inform me that it is proving to be one of their best sellers.

By arrangement with the makers, The Copp, Clark Co., Limited, are now carrying a very select line of Plashwater Weir Mill notepaper. This arrangement means an improvement in the color tone. The white is even, and the cream not too deep. This paper can be had in either kid finish or plain. There are three sizes, Regina, Salisbury and Rex.

Just now a good deal of attention is being given by The Copp, Clark Co., Limited, to Gem photo albums,



which I am able to illustrate. These are used for unmounted photographs, have 16 leaves, and are issued in carbon black and Scotch grey colors.

The Musson Book Co., Limited, Toronto, have been branching out lately, and I understand they are now carrying a line of imported papeteries of fine make, for which they are having a good sale.

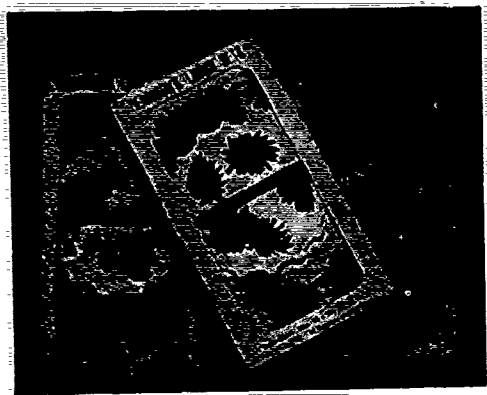
Do you feel that your pencils and pens are not adequately displayed? If you do, it will be a relief to you to see the Colonnade stand for pencils and the Subway stand for pens, handled by The Copp, Clark Co., Limited. These stands hold the pencils and pens erect and can be refilled as they are emptied. They are supplied along with an assortment of pens or pencils.

As evidence that the stationery trade of Canada appreciate a good article when they see it, it might be

mentioned that they have shown their approval of the "Gibson Art" papeteries issued about a month ago by W. J. Gage & Co., by placing with that firm large orders for this very artistic cabinet of stationery. It is encouraging to our manufacturers to have their efforts to "make in Canada" goods fully equal to imported so promptly recognized and appreciated. Gage & Co. report most gratifying sales for this special papeterie.

Souvenir post cards published by W. J. Gage & Co. are a particularly fine series, lithographed in seven-colors. They have now about fifty different views of prominent Canadian cities, and other points visited by tourists, and as there will be a very large demand for these cards this Summer, by both the traveling and local trade, it will be advisable for dealers to prepare for it by laying in a stock. A sample lot of 100 cards, two each of 50 views, can be had for \$1.50.

An article that every stationer should have, now that the Summer months are coming, and with them picnics, is the crepe paper lunch set, consisting of one table cover, 12x70 inches, with 12 napkins and 12 doilies to match.



Buntin, Gillies & Co., Limited, are showing these in three designs, viz., rose, palm and violet, each set being boxed in the unique manner indicated in the cut.

A point worth noting just as the tourist trade is beginning, is that the Goodall souvenir playing cards are particularly appropriate for the occasion. These are English-made cards with Canadian subjects, and are thus novelties to the American tourist. Another point to note while speaking of playing cards supplies is that the Grand Slam illustrated bridge score card can now be retailed at 25 cents.

The writer had the pleasure recently of seeing the lines of papeteries that Buntin, Gillies & Co., Limited, are showing for Christmas trade, and must say that they are a very attractive lot. The boxes are all neat and nicely gotten up, and the contents are up to their usual high standard. The holly designs that were so popular last year are continued and they have also added several new lines of this nature together with a number of new and novel patterns. Buntin, Gillies & Co., Limited, have not gone in for the more expensive lines, but have contented themselves with papeteries that can be retailed up to one dollar, and they certainly have an excellent lot to order from.

At the showrooms of The Copp, Clark Co., Limited, I was shown one of the simplest and yet most effective self-filling fountain pens imaginable. The cap, which is

lined with brass acts as a pump when placed on the barrel of the pen and pulled up and down. At the end of the pen there is a cap, which is given a quarter turn before starting to pump. The pen can be filled or emptied at pleasure. It can be retailed at \$3.

A new line that no doubt every stationer has had calls for has lately been introduced by Buntin, Gillies & Co., Limited. They call it the visiting card combination because in each box there are 25 ladies' size visiting cards with 25 envelopes to match. They are put up in two qualities, one having dimity visiting cards and envelopes, and the other society cards and envelopes. Both retail at popular prices and are good sellers.

### SCHOOL SUPPLIES.

THE series of note and exercise books, which Warwick Bros. & Rutter, Limited, have prepared for the school openings next Fall, is most complete, and embraces some attractive numbers. Altogether there are fifty styles, but of these some ten stand out prominently by reason of their newness. An attractive line has a cover in brown and green seal leather effect, and is called "Student's Manuscript." The "Rob Roy" in red and blue tartan effect is bright. The "Savoy" in alligator leatherette is something new. A handsome design is the "Poppy," showing a girl's head. The "Niagara" illustrates the famous falls. The "Buster Brown" is a comic cover. The "Automobile" is timely. "Pioneer Days" and "Little Dutch" are bright designs in colors.

In smaller sizes of note books, Warwick Bros. & Rutter, Limited, show several new designs, including "Student's Work Book," "Bijou," "Sui San," and "Notes." The latter is in plaid effect and very serviceable. A new size entirely is the oblong crown quarto with covers of decorated press board, embossed in gold with paper either ruled or plain.

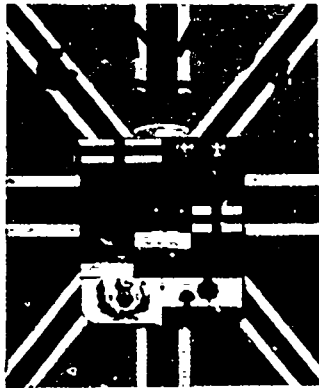
Warwick Bros. & Rutter, Limited, have now in stock a most complete line of note books for collegiate and student work in a great variety of bindings, thicknesses and sizes. The binding includes leatherette, American cloth, marble paper, quarter bound in leatherette and embossed papers, full canvas, half leather, etc.

Prices of slates, both Common D and Wire Bound, have been advanced 5c. a dozen on the list prices on June 1. The following prices now rule: 5 x 7, 45c. a doz.; 6 x 9, 65c. a doz.; 6 1/2 x 10, 70c. a doz.; 7 x 11, 75c. a doz.; 8 x 12, 90c. a doz.; 9 x 13, \$1.10 a doz. Discounts on quantities remain as heretofore. It may be mentioned that there is the same shortage of slates as last year, and difficulty is being experienced in getting orders filled.

School supplies in great variety are now in stock at the warehouse of The Copp, Clark Co., Limited. Here are a few of the articles: Entirely new designs in pencil boxes, both lock and slide; school crayons in cardboard and wood cylindrical boxes, retailable from 1c. to 10c.; paints for the small classes in tin boxes, to retail from 5c. to 50c.; school bags in all styles of the reliable old leather and some novelties of waterproof canvas to retail at 25 and 30c.

To choose a stock of scribblers and exercise books from an array of more than 150 different styles and designs is no difficult task. Every taste can be suited there and no want remain unfilled. Such an opportunity is given the trade by The Copp, Clark Co., Limited. Of this immense assortment the following are absolutely new designs: North Star, Red Seal, Long Service, Carbon, MSS., Scotch Grey, Moss Rose, Hawthorne, Hollyhocks, Oak Leaves, Imperial and Homespun.

# SCRIBBLERS AND EXERCISE BOOKS



Large Variety of Covers. Historical, attractive and instructive descriptions of subject on back cover.

Samples and prices sent on demand.

**Librairie Beauchemin**  
LIMITED  
MONTREAL



IRISH LINEN HAS A RECORD FOR SALES. IT WAS SOUGHT 20 YEARS AGO; IT IS SOUGHT TO-DAY.

## Irish Linen

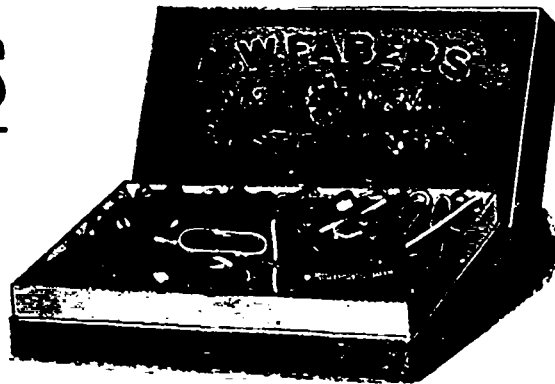
IS PRE-EMINENTLY THE PAD OF THE PEOPLE. IT IS THE PAD EVERY BOOKSELLER CAN BANK ON AS A SURE SELLER. PRICES PER DOZ.: 8vo, 30c.; 4to, \$1.60.

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



## A. W. FABER'S

In ———  
Assortments  
Gross  
Packages



## PURE RUBBER

### BANDS

or by the  
Pound

————— FOR SALE BY ALL STATIONERS —————

ESTABLISHED 1874

# JOS. B. REED & SONS

## Insurance, Toronto

### ADVANCED METHODS

Our Insurer's Advice Sheet system.  
 " " Safe Deposit Vault.  
 " " Bond (guaranteeing our work).  
 Free of cost to our customers.

### ABSOLUTE SECURITY

We represent the strongest and best companies in existence.

Write for our pamphlet illustrating the superior advantages of our office and methods

CAPITAL PAID UP. - - \$1,000,000	
RESERVE FUND, - - 1,000,000	
<b>THE METROPOLITAN BANK.</b>	
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	ACCOUNTS SOLICITED
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**JOHN HEATH'S PENS**

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

ALWAYS READY AND ALWAYS WILLING.

They were 'first' 45 years ago, and are still leading the way. British made of British Steel

Write for Sample Card

and see which suits you best

London Agency: 8, St. Bride St., E.C.

## SIGNS AND SHOW CARDS

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Have you ever realized the advertising value in your Show Windows, and that you could talk to the thousands of people passing your Store with bright, attractive Show Cards? We can supply Show Cards and Price Tickets at low prices. Write for our Catalogue which show you as well hundreds of other styles of Signs.

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**THE MARTEL-STEWART CO., LTD.**

681-683-685 Craig Street, - Montreal, Canada

# FINANCE

CANADIAN banking institutions have a record of solidity which is a source of strength and confidence to depositors. A further security to the public is being provided by a strict enforcement of the Bank Act. This Act provides that the title bank, banking company, banking house, or banking association, shall not be used without the express permission of the Ottawa Government, and without using at the same time the words, "not incorporated." According to the officials of the Canadian Bankers' Association, the indiscriminate use of the words bank, banking company, etc., utterly without legal authority, by people more or less irresponsible, have in many cases deluded the public and been the cause of financial losses by people who were ignorant of the facts.

Reports on the life insurance business transacted in Canada during the year 1904 show that this form of investment is held in high favor in this country. There were in force in Canada at the close of 1904 in the stock or old line companies, 656,891 policies, to the extent of \$587,873,767, an increase over the figure for 1903 of 53,068 policies, and \$39,430,767. The main items of the business of 1904 are given as follows: Premiums, \$19,969,324; amount of new policies, \$98,306,102, policies became claims, \$8,802,118; claims paid, endowments included, \$8,815,839. Canadian companies, it is a satisfaction to note, continue to hold the lead they won years ago, and wrote \$11,959,100 of the total of \$19,969,324 of new business recorded. The division was as follows: Canadian companies, \$11,959,100; British companies, \$1,473,514; U. S. companies, \$6,536,710.

It would appear that the newer companies to enter the field find the work of establishing their claims to a share of the business a rather hard one. There are 21 Canadian companies doing business, and five of them wrote seven and a half millions of the less than twelve millions of new policies the whole are credited with. It evidently takes time to organize the staff that is necessary to create and maintain a large life underwriting business under modern conditions. There is plenty in the record of the old competitors, however, to encourage the new. Since 1875, to which year the records go back, the amount of life insurance carried in Canada in stock companies has grown from eighty-five to five hundred and eighty-seven millions. It has been multiplied almost seven times, and the limit does not seem to be reached yet.

The semi-annual statement of the Bank of Montreal for the six months ending April 29, 1905, shows profits for that period, after deducting charge of management and making provision for all bad and doubtful debts, of \$781,969.40, as compared with \$804,833.79 during the same period of 1904. The balance of profit and loss brought forward from October 31, 1904, was \$583,196.01, as compared with \$373,988.06 during the same period of the previous year. After providing for a dividend of five per cent. for the half year, there remains to be carried forward to the credit of profit and loss \$655,156.41, as compared with \$478,821.85, an increase of \$186,334.56.

# The Barber & Ellis Co'y Limited

TORONTO

Factory: BRANTFORD

OUR ENVELOPE FACTORY IS NOW  
IN COMPLETE RUNNING ORDER.

We are making seven different sizes  
of COIN ENVELOPES.     ::     ::

Also PENCE, two sizes of DRUG, and  
PAY ENVELOPES.     ::     ::     ::

PRICES LOWER THAN EVER.  
SAMPLES ON APPLICATION.

## THE CANADIAN BANK OF COMMERCE

Paid-up Capital,     -     -     -     \$8,700,000  
Rest,     -     -     -     \$3,500,000

HEAD OFFICE : TORONTO, CANADA

HON. GEO. A. COX, Pres.                     S. E. WALKER, General-Manager  
LONDON, ENG.,                             NEW YORK, N.Y.,  
60 Lombard St., E.O.                     16 Exchange Place,  
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### TRAVELLERS' LETTERS OF CREDIT

The Travellers' Letters of Credit issued by this Bank are a great convenience to Travellers. They are available in all parts of the world, and the holder is enabled, without risk or difficulty, to obtain such sums as he requires at any point in his journey.

### BANK MONEY ORDERS

AT THE FOLLOWING RATES :

\$5 and under .....	3 cents
Over \$5 and not exceeding \$10.....	6 cents
" 10 " " 30.....	10 cents
" 30 " " 50.....	15 cents

These Orders are Payable at Par at any office in Canada of a Chartered Bank (Yukon excepted), and at the principal banking points in the United States.

Negotiable at a fixed rate at The Canadian Bank of Commerce, London, Eng.

## Money

CAN BE SAVED BY MEANS  
OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE  
SUCH A POLICY WHILE YOU  
ARE IN GOOD HEALTH.

Famphlets and Full Particulars regarding the  
New Accumulation Endowment Policy  
sent on application.

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## WESTERN Incorporated 1851 ASSURANCE COMPANY.

FIRE  
AND  
MARINE

Head Office	Capital	-	\$1,500,000.00
Toronto,	Assets, over	-	3,300,000.00
Ont.	Annual Income	-	3,890,000.00

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

C. C. FOSTER, Secretary.

## BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$850,000.00.

TOTAL ASSETS, \$2,043,678.69.

LOSSES PAID SINCE ORGANIZATION, \$25,869,544.80.

HEAD OFFICE, - BRITISH AMERICA BUILDING,  
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HON. GEO. A. COX, President.     J. J. KENNY, Vice-President  
P. H. SIMB, Secretary.             and Managing Director.

<p>This list is for the purpose of placing retailers, manufacturers, jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,</p>	<h2>Leading Canadian Accountants and Auditors</h2>	<p>adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.</p>
<p><b>DAVID HOSKINS, F.C.A.</b> Chartered Accountant, Auditor, Financial Valuator. 37 Wellington Street East, Toronto, Canada.</p>	<p>This Space \$15 a Year.</p>	<p><b>JENKINS &amp; HARDY,</b> Assignees, Chartered Accountants, Estate and Fire Insurance Agents. 154 Toronto Street, Toronto. 466 Temple Building, Montreal. 100 William Street, New York.</p>

<p>This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,</p>	<h2>LEGAL CARDS.</h2>	<p>organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature. For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.</p>
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<p><b>IRWIN &amp; JONES,</b> Barristers, etc. H. E. Irwin, K.C., Clerk of the Peace, County of York, H. Morton Jones, B.C.L., Solicitors for Equity Fire Insurance Co., Berlin Fire Insurance Co., 24 King St. W., Toronto, Weston, Ont.</p>	<p><b>W. G. WILSON</b> Barrister Solicitor Notary Conveyancer, etc. Napanee, Ont.</p>	<p><b>NEWBURN &amp; AMBROSE</b> Barristers, Solicitors, etc. S. C. NEWBURN, E. H. AMBROSE, Hamilton, Ont.</p> <p><b>WM. A. McLEAN</b> Barrister, Solicitor, Etc. Head Office, Guelph, McLean's Block Branch Office, Acton, Town Hall Corporation Solicitor, Etc.</p>
<p><b>ROBINSON &amp; GREEN</b> Barristers, Solicitors, Etc. JOHN A. ROBINSON, JOHN H. GREEN, Solicitors for the Imperial Bank of Canada, the Southern Loan &amp; Savings Co., St. Thomas, Ont.</p>	<p>This space \$15 per year</p>	<p>This space \$30 per year</p>

<h2>Educational Department.</h2>		<p>The following institutions for the education of business men's sons and daughters are recommended by this paper:</p>
<p><b>St. Margaret's College, Toronto</b></p> <p>A Boarding and Day School for Girls. Thorough courses in every department. Only teachers of the highest academical and professional standing employed.</p> <p><b>GEORGE DICKSON, M.A.,</b> Director. <b>MRS. GEORGE DICKSON,</b> Lady Principal.</p>	<p style="text-align: center;"><b>METROPOLITAN</b></p> <p>Telegraphy, Shorthand, Commercial, Civil Service, Banking Courses, the Best in Canada. We guarantee to place every competent student. Ask for a list of our students placed during the last three months. One or all courses same price. No restrictions.</p> <p><b>METROPOLITAN BUSINESS COLLEGE.</b> <b>R. A. FARQUHARSON, B.A.,</b> Principal, 44 Bank St., Ottawa, Can.</p>	

The most popular pens are

# ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333.  
Business, 048, 14, 130.  
Broad Points, 312, 313, 314.  
Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS  
**THE BROWN BROS., LIMITED**  
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Terms—100 Clippings, \$ 5.00
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Send for our Booklet which fully explains the scope of the clipping industry.

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

**THE CANADIAN PRESS CLIPPING BUREAU,**  
232 McGill Street, MONTREAL. 10 Front St. East, TORONTO.

## LEADING CANADIAN STORES

### STRATTON'S STORE, PETERBORO.

It has often been remarked by strangers visiting Peterboro that Stratton's elegant and commodious bookstore would do credit to centres of population many times the size of Peterboro. An influential store, like an influential individual, must have a distinctive character—an attitude of clear and square dealing towards the public. It is all the better, too, that it is possessed of a long and well-established reputation, which always commands respect.

Mr. A. H. Stratton, the present wide-awake proprietor of the Peterboro Bookstore, takes pride in dilating on the ancestral history of his store. It was away back

greatest when it was acquired by Mr. J. R. Stratton, ex-provincial secretary and proprietor of the Daily and Weekly Examiner, who, after several years of phenomenal growth, sold to his brother, Mr. A. H. Stratton, in 1893.

The location of the Peterboro Bookstore is undoubtedly one of the best on George street—the main business thoroughfare, contiguous to railway stations, hotels, and the populous sections of Peterboro. It has a plate glass frontage on George street, and extends clear back to Chambers street, with another plate-glass frontage. Four storeys, with three above the pavement, afford a capacity and floor space of 8,000-feet.

On the main floor the chief lines are carried in stock—



The Main Store.

in 1865—forty years ago—when the present growing City of Peterboro didn't amount to much,—that it first saw the light of day. At that date it was popularly known as the Telegraph Bookstore. Its proprietor in those days is now one of Canada's millionaires, Senator George A. Cox. From its gilt-edged swaddling clothes it passed on in a healthy condition into the hands of the late James Stratton, father of the present proprietor, who afterwards conducted the Peterboro Examiner and subsequently received the appointment of custom house officer for Peterboro. Senator Cox's son-in-law, Mr. A. L. Davis, was the next owner to leave his imprint of success on the business. But the influence of this store became

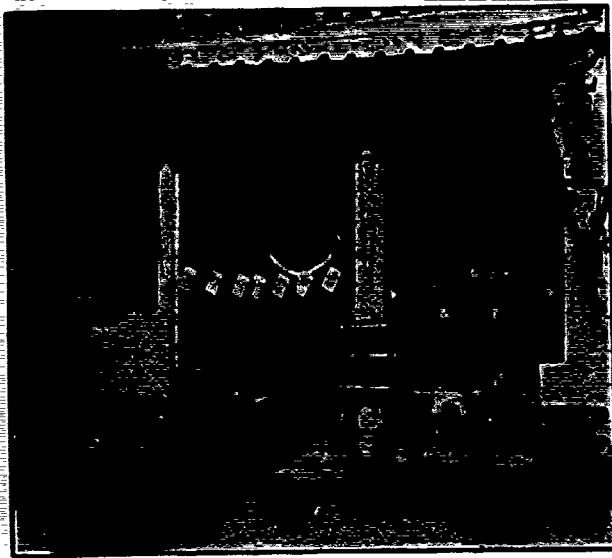
stationery, books, fancy goods, wall paper, window blinds, cornice poles, etc. Each department is splendidly featured and a high mark of taste is evident. Perfect service, comprehensive displays, attentive salespeople, promptness and courtesy, are the points of excellence. The excellent photographs by Roy will supplement further details of the main floor.

The second floor is largely taken up with baby carriages, go-carts and juvenile rigs. Here, too, large quantities of surplus fancy goods are stored,—pictures, school books, boxed stationery, etc. The picture framing department is conveniently situated in a well-lighted section of the second floor facing Chambers street, where



also large quantities of picture moulding, room moulding, and allied furnishings, are stored.

The fourth floor and basement contain heavy reserve



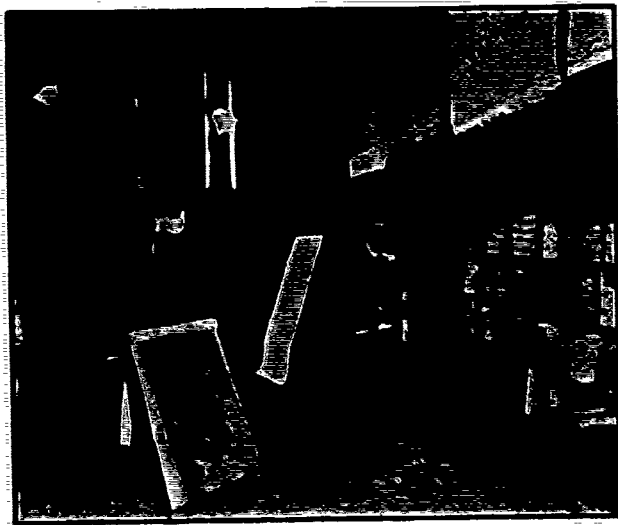
The Store's Front.

stocks of wall papers, writing inks, mucilage, envelopes, etc.

The store equipment includes a modern cash-carrier system, a handsomely-furnished and well-equipped private gallery office, local and long-distance telephones, electric light and steam heating. Everything goes on "smooth as clockwork", no slipshod methods; the same yesterday, to-day and to-morrow. Mr. Stratton gives his personal attention, assisted by a staff of practical-salespeople, to each department. Some idea of the expansion of his business may be gleaned from the fact that to-day it is two-and-a-half-times-greater than it was when he started.

**A FINE CATALOGUE.**

A NEW trade catalogue is being issued by the Carter's Ink Co. All the additions to the line, made in the last few years, are listed and illustrated. The cover is of a delicate buff color and bears a striking design

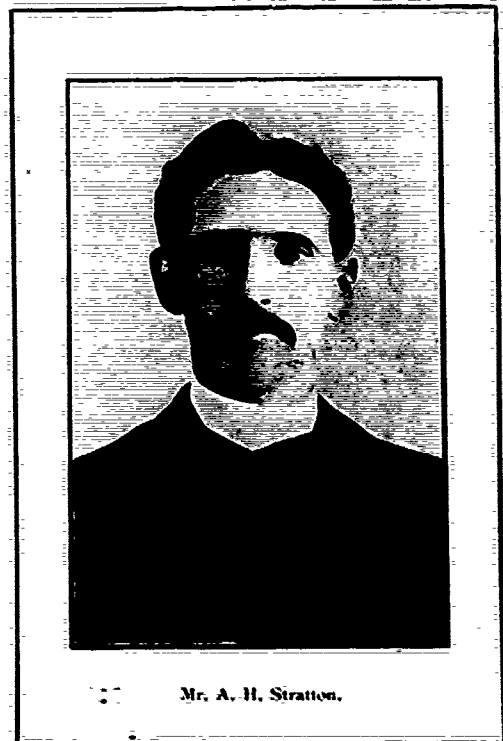


Corner of Wall Paper Section.

including the familiar old bookkeeper, being lithographed in eight colors besides the gold border. The front cover

like the title-page also shows the ink-horn seal, which is one of the company's trade marks. The whole catalogue is a fine example of the best in both printing and lithography. All the principal packages described are illustrated by five-color lithographic prints and each cut is so placed that it is next to the printed matter describing it. Sixty-six packages are thus illustrated in colors, so with the catalogue at hand the dealer can decide at once whether he is ordering the right package. On the back cover is a large cut illustrating in remarkably fine detail a quart bottle of the "Great Stickist" mucilage with its unique label.

While the factory is in Boston, large offices and warehouses are maintained at New York, Chicago, Montreal, London and Brussels, with agencies in all parts of the world. A glance over the pages of the catalogue is enough to convince one of the very complete variety of goods manufactured by this company. These include all kinds and colors of writing inks, mucilage, photo-library paste, liquid glue, fountain pen fluid, indelible inks, both



Mr. A. H. Stratton.

for pen and stamp use, ink eraser and their brands of Ideal typewriter ribbons and carbon-papers.

**NEW TRADE LIST.**

A NEW trade list of Stephens' Inks has been issued by H. C. Stephens, Aldersgate street, London, E. C. To the issue of 4-oz., 8-oz., 16-oz. and 32-oz. glass bottles, has been added two sizes, viz., 3-oz. and 6-oz. bottles. This will enable buyers in all parts of the world to select such sizes as can be sold at popular prices, after allowing for varying costs of importation. In place of the 2-oz. cone-shaped-stone bottle, with sealed cork, a round cylinder bottle with patent cork is issued in partitioned boxes. A separate sheet illustrates the show-cards and iron-plates which are supplied free to the trade.

**TAKE NO SUBSTITUTES**

**IN BLOTTING PAPER**

IT PAYS TO KEEP THE BEST THAT MONEY CAN BUY  
 "Standard," "Imperial," "Sterling," "Banker's LINEN FINISH," and  
 "Royal Worcester" Enameled, are the best and lowest priced.

SAMPLES AND PRICES ON APPLICATION TO

BROWN BROS., LIMITED,  
 Toronto, Ont.

McFARLANE, SON & HODGSON,  
 Montreal, Que.

STANDARD PAPER MFG CO.,

Makers of Everything  
 in Blotting.

RICHMOND, VA., U.S.A.

**C. Brandauer & Co.'s - Limited**



**CIRCULAR POINTED PENS**

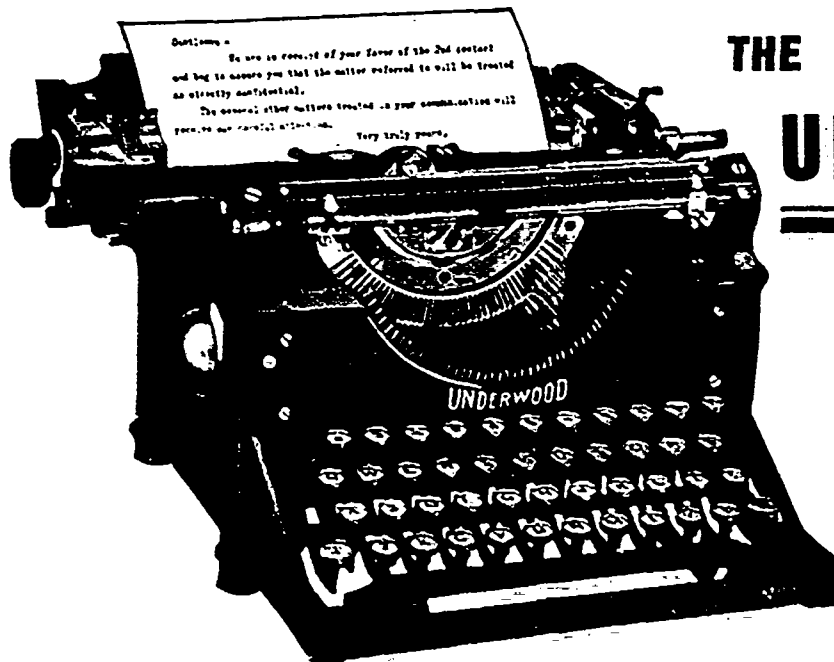
SEVEN PRIZE MEDALS.

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. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse :

**124, NEWGATE STREET, E. C.**

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



**THE**

**UNDERWOOD**

**The Writing-In-Sight Typewriter**

Will do your work 25% to 50% faster than any other writing machine. Highest award "Grand Prize," St. Louis Exposition, 1904.

**UNITED TYPEWRITER CO., LIMITED**

7 ADELAIDE STREET EAST,  
 TORONTO

and at

99 ST. FRANCIS XAVIER STREET,  
 MONTREAL

HAMILTON LONDON OTTAWA QUEBEC ST. JOHN, N.B.

## HOW TO PUSH SUMMER TRADE

**S**UMMER is usually regarded as a necessary period of trade inactivity, and many and various are the reasons and excuses given for this condition. Progressive stores everywhere look for some means to alleviate this period of stagnation. More than one retailer sees profit possibilities in the Summer months. There are countless lines in the book and stationery business, which are peculiarly suitable to promote trade. Summer fiction, sporting goods of every description, tourist novelties, souvenirs, etc., furnish the opportunity to get the trade coming.

The manager of the book and stationery departments of Henry Morgan & Co., Montreal, is thoroughly in accord with the trade possibilities during the Summer months, and in conversation with a representative of Bookseller and Stationer recently told just how trade is catered to successfully during the hot period.

### Special Trade During June.

"During June we have a sale in all departments. With a crowded store, daily opportunities, of course, present themselves for clearing out any lines of stock desired. Our rule is to give substantial discounts off all regular lines. In addition, special price tables for all kinds of odd lines in books and stationery keep quite a number of clerks busy attending to them. Customers have, in this June sale, a splendid opportunity to procure a good supply of Summer reading and stationery, at prices which certainly appeal to them.

"Stationery and leather goods, after all, afford more lucrative profits, and during June we advertise these departments extensively. Wedding stationery, invitations and announcements, etc., are in demand the whole year, but particularly so during May and June.

"The biggest effort of all, however, is to turn July and August into busy and progressive months. Nearly every store has the opportunity to attract a good deal of tourist trade, and there is good profit in it too. We carry an immense range of souvenir goods, and these are pushed to the front in every conceivable manner. Picture post cards are a veritable harvest, and when properly displayed sales are marvelous.

"While particular attention is paid to the souvenir lines during these months, the much abused book business is by no means neglected. Paper editions of popular novels are much in demand by our regular clients, while the ever increasing army of tourists is generally good for books dealing particularly with Canada, as well as for the cheaper English editions of popular American authors' works.

"The demand for all classes of out-of-door books, while not individually large, in the aggregate totals up considerably and is well worth looking after. Most of these books are very attractively gotten up, and one or another appeal to every taste. Local view books, illustrated guides, etc., are very large sellers. View books of the chief Canadian cities, the Rockies, Pacific Coast, etc., are in the lead.

"We have always made a special feature of importing the finest French and Austrian leather goods. Hand bags and purses come in a variety of beautiful designs and novel shapes, and appeal very strongly. While we do not do a December business, we are quite satisfied with what comes our way. Attractive window and store displays, and newspaper advertising, are the chief means for changing this period of lethargy into active and profitable business. Each year the tourist trade increases and we are looking forward to a very profitable Summer season."

## WALL PAPER

**W**HILE many departments of business have been suffering from a depression as a consequence of the unfavorable weather, the wall paper man has nothing but enthusiasm to show for his season's trade. The manufacturers who laid their plans for a big season in most cases fell short of the actual demand, and every day brings in sorting orders from all over the country for lines which are closed out. The sales have far exceeded the expectations of even the most hopeful dealer.

This encouraging condition is directly attributable to the progressive methods of manufacturer and retailer alike. The former saw the competition which the United States manufacturers were offering and they have met that competition by putting on the market superior designs and better paper for the money than the American manufacturers can do. The advance in the quality of wall paper manufactured in Canada during the last year is remarkable. It has become an art. As a consequence the imports of American wall papers into Canada, which steadily rose in quantity and value up to the year 1903, showed a marked falling off in 1904. This in itself is sufficient to show the growth in this industry in Canada.

Side by side with the advance in quality and attractiveness of Canadian-made wall papers has gone an advance in the selling methods of the retail distributors. What was till recently a side line of a paint shop, has

become an integral part of up-to-date house-furnishing departments. Its place has been fixed as belonging to the store which sells carpets and curtains and drygoods—men are taking it up each year with greater avidity.

Having become established in the house-furnishing department, wall paper is now being treated as a part of the whole interior decorations. Any kind of paper is not permitted with any kind of carpet or curtain. The expert decorator suggests suitable designs and the sales accordingly receive an upward impetus. The more the idea of art in interior decoration becomes diffused, the greater will be the business in wall paper. Each store should have one salesman who pays special attention to the house-furnishing department. Expert suggestions on such matters are of invaluable benefit, first in making sales and secondly in satisfying the customer.

### 1906 Prospects.

Urged on to greater efforts by the success of last year's designs, the wall paper manufacturers have developed patterns for the 1906 trade which promise great favor. The beginning of June will see the travelers on the road with the new samples. It is impossible to give any general features of the new offerings at this date, but another month will unfold the whole scheme. In anticipation of a greater business even than the present season's,

OUR TRAVELLERS  
 "STRIKE THE TRAIL"  
 ABOUT THE END OF THE MONTH WITH OUR NEW  
**WALL PAPERS**

As a practical demonstration of crystalized experience and resourcefulness in producing effectiveness in design, novel and attractive color schemes, and a wide variety of patterns, the "Staunton" Line for 1906 more than maintains the high standard we have set as Wall Paper printers.

NO CONSIDERATION OFFERED BY OTHERS SHOULD INDUCE YOU TO PLACE ORDERS BEFORE SEEING OUR NEW SAMPLES AND PRICES.

**STAUNTONS LIMITED**  
 MANUFACTURERS  
 TORONTO

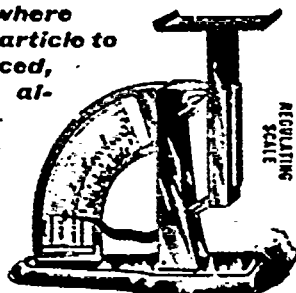
When a man buys a Triner postal scale of a stationer, that stationer can feel assured of having a pleased customer besides having made a good profit on the sale.

*The improved feature of our Scale is, that no matter where the platform the article to be weighed is placed, the indication is always the same - always accurate.*

MADE IN 3 SIZES  
 PRICES RIGHT  
 DISCOUNT LIBERAL

Each size made in Black Enamel, Oxidize, Nickel Plate

BUY OF YOUR JOBBER



TRINER SCALE AND MFG. CO.,  
 128-130 So. Clinton Street, Chicago.

**WHAT ARE YOU**

*in business for ?*

*To make money like the rest of us ?*

**WELL,**

*you can make more money selling*

**"JAPANESE"**

BRAND

**WRITING INKS and MUGILAGE**

*than any other high-class brand*

*Write us and we'll show you.*

MADE IN CANADA.

**THE COLONIAL INK CO.**

LIMITED

PETERBOROUGH, CANADA.

the Canadian manufacturers are putting themselves in readiness to meet the utmost demands. As a consequence of the exceptionally strong season this year, the manufacturers will start out with an absolutely fresh line of stock for next year's business. The sorting orders which are daily coming in are clearing out the last of this year's manufacture.

Prospects are bright for the new year's business. The travelers are taking their samples to men who have had a good season behind them. The public has been educated up to the demand for high-class papers. With designs of the attractiveness of the present samples no dealer should find difficulty in satisfying his wants.

#### Hints For The Salesman.

With business brisk in the wall paper department, salesmen should examine closely into their knowledge of useful suggestions for the benefit of the customer. The following ideas should prove useful:

It is not always realized how greatly the atmosphere of a room may be affected by the tones or pattern of its wall-hangings. Even the wall paper has its share in making the home what it should be—the cheeriest spot imaginable.

A room facing the north needs an entirely different treatment from that which faces south. The former will need yellows, warm greens, reds and such colors as suggest warmth, while in the latter cool tones may be

of writing there are some finishing touches still to be added, there is abundant evidence to be seen in the samples completed, that the new line will take a very prominent position during the coming year. The designs have been carefully chosen to give a wide variety in style and with a view to covering all the many requirements of present-day decoration. The colorings are novel in treatment and have that snappiness so characteristic of the "Staunton" wall papers.

The accompanying illustration of a stripe with a festoon frieze cut to a scallop shows one of their very effective combinations. This border will be very decorative when used with plain stripes, ingrain papers and small stencil effects in two-tone treatments. Several patterns of a character new to the "Staunton" lines are being shown, and these serve to add additional attractiveness and will bring to the firm many orders for goods that heretofore have been thought necessary to import. The Dry Goods Review will be in a position to mention in greater detail some of the specialties in the July number.

#### A CANADIAN BOOST CLUB.

NEW YORK CITY is the birthplace of an effective and serviceable stationers' organization known as the Boost Club, which has done much to promote friendly feeling and arouse a fraternal spirit among the New



Dog and Cock-Design.

indulged in. Tan and warm browns are good for the cooler rooms, whereas the cool tea greens, blues and such shadings are better for the western and southerly aspects.

If a room has many windows it should not have light-colored, bright paper, else the effect will be glaring. And, on the other hand, the room that seldom has any sun in it should be made as bright and cheery as possible by the color of walls and furniture.

When there are dark rooms, as is so often the case with city apartments, the effect aimed at should be one which will appear well by artificial light. An artist in town made an exceedingly attractive room of one of these dark rooms by making it essentially an evening apartment. He used deep cream for the walls and ceiling, with red hangings, pillows and curtains. Gloom was dispelled and cheeriness reigned.

Cartridge paper is generally a wise choice, unless the darker colors are chosen in the cheaper grades. If this is done fading invariably results. Pictures always look well against a plain background and there is never a figure to distract the weary eye.

#### New Patterns in Wall Papers.

Progressiveness is the all-prevailing feature that will impress itself on those examining the new line of wall papers now being prepared by Stauntons Limited, Toronto, which will be shown to the trade in the course of the next week or two. Work on the new samples has been in full swing for some time, and while at the time

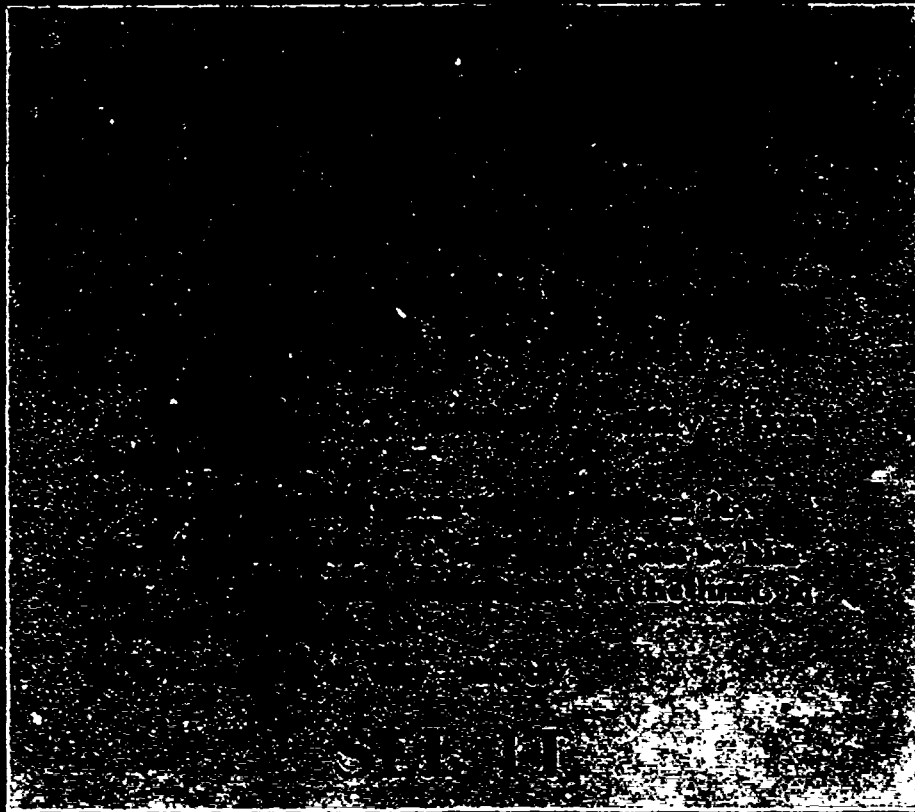
York stationery and allied trades. The success of the club in New York, in both a social and business way, has induced many American cities to form such an association, and Montreal is the latest city to actively promote such a progressive society.

The purpose of the club is to discuss in a friendly manner the conditions governing trade, and to meet socially one's competitors. In no way is the organization inimical to retailers' interests, and in fact the New York club has many retailers as associate members. The retail class is always welcome to attend its meetings. Primarily the organization desires manufacturing stationers and allied trades, and their representatives, as its members, and it is proposed that meetings of a regular nature be held. Such an organization will be of untold benefit to the younger members of the stationery and associated lines. The Canadian trade ought to have an organization of some kind for the purpose of remedying trade abuses and discussing in a friendly manner matters of interest to the trade. The spirit of good feeling is the end desired in such an affair.

In this connection it is interesting to note that Mr. E. J. Kastner, manager of L. E. Waterman Co. of Canada, Limited, and recently a member of the committee of the New York club, has a charter for Canada. Bookseller and Stationer will be glad to furnish fuller particulars of the proposed organization to anyone in the trade.

# WATSON-FOSTER WALL PAPERS

Result  
ARTISTIC AND  
PROFITABLE



THE **WATSON-FOSTER CO.** LIMITED  
MONTREAL  
CANADA



### Carter's "Great Stickist" Mucilage

gives universal satisfaction. It is quick in action and those who use it say that it "sticks like a car window."

### Carter's Arabin Mucilage

is milky white in color. Its exceptional adhesive power makes it the best of its kind. Both kinds are put up in all sizes.

Write for our new catalogue just out.

### THE CARTER'S INK COMPANY

No. 201  
\$12.00 per doz. (List)

BOSTON

NEW YORK

CHICAGO

MONTREAL



No. 221  
\$12.00 per doz. (List)

ESTABLISHED  
1850.

## C. F. Rump & Sons

CABLE ADDRESS:  
"RUMPSON."

Manufacturers  Exporters

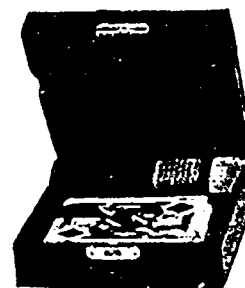
### FINE LEATHER GOODS

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

### Philadelphia



TOURISTS'  
INK STANDS.



PLAYING CARD  
CASES.

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

### HIGGINS' INKS AND ADHESIVES



The Higgins Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and constant high tests can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. Price Lists and Descriptions on Request.

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

### "Sports" Playing Cards



THE BEST VALUE  
IN THE MARKET.  
ONE OF MANY  
VARIETIES.

Leaders in a second  
grade — GOOD  
LUCK and ST.  
LAWRENCE.

SPECIAL CARD FOR  
WHIST PLAYERS

### Colonial Whist

LACROSSE DESIGN.

We are headquarters for PLAYING CARDS  
MADE IN CANADA.

Style and finish equal to Imported Cards.  
Advertising Cards of all sorts—Novel Designs.  
FOR SAMPLES AND PRICES APPLY—

The UNION CARD & PAPER CO.,  
Limited  
MONTREAL.



### FEATURES OF CURRENT ISSUES.

WITH the advent of warm weather and the exodus from the cities to the country villas, the demand for magazines increases. This is quite natural. During the Winter months books are preferred. To many also Winter means the time for study, and so there is little desire to read magazines. Summer reverses all this. Schools and colleges close, and reading courses are given over. The current magazine takes the place of the text book and the literary book.

Now is the time for the news dealer to prepare his fixtures for the adequate display of the Summer fiction numbers, which will soon be on the market. He should have a showcase or stand at his door, and a good long table just inside, where the magazines can be looked-over. It would also pay him to make use of a signboard, on which the arrival of the popular numbers could be chronicled.

**Atlantic** (July) will contain "Publicity in the Express Business," "Large Fortunes," "Some Results of the Russo-Japanese War," "Mob Spirit in Literature," and numerous stories, and an instalment of Miss Sherwood's clever serial story, "Coming of the Tide."

**Booklovers** (June) contains "The Modern Battleship," "College Rowing in America," "Phases of Current Science," "Notable American Illustrators," "Romanic Rothenburr," etc. The illustrations are, as usual, excellent.

**Bookman** (May). This number is mainly devoted to Schiller. A handsome presentation plate accompanies the reading matter, which is fully illustrated with various portraits of the author and views of places connected with his life.

**Book Monthly** (May). An interview with Dr. Alfred Russel Wallace is the best feature of this number. The portrait section is, as usual, full of excellent pictures, well reproduced.

**Canadian** (June) contains "Winnipeg in 1903," "Robert Tait McKenzie, M.D.," "Canadian Public Documents," "Public-house Trusts," "The Simplon Tunnel," "Natural History Notes in Northern B.C.," etc. This magazine is now published at 15 Wellington street east.

**Century** (July) will contain "The Method of Operation of the Associated Press," "The Electric Railway," "With Perry in Japan," "The Secession Movement in German Art," and six complete stories by Eden Phillpotts and others.

**Cosmopolitan** (June) contains "Society Amateur Actresses," "Town Life in the Indian Territory," "The World's Competitor-to-be," "Clowns and Clowning," "The Butter and Cheese Industry," and several excellent stories, fully illustrated.

**Critic** (June). Illustrations, as usual, are profuse and timely. Among the best articles are "George Sand and

her Irrepressible Daughter," "Joseph Jefferson," "Maxfield Parrish," "A Stevenson Pilgrimage," etc.

**Everybody's** (June) contains "The Greatest Trust in the World," drawings of the Hudson River, "The Players," "Frenzied Finance," and numerous stories.

**Lippincott's** (July). The novelette for July will be by Ralph Henry Barbour, who wrote the pretty idyll "Kitty of the Roses." It will be called "An Orchard Princess." Other contributors of fiction will be Seumas MacManus, Juliet Wilbor Tompkins, and others.

**Literary World** (May). Of particular interest are the account of the publishing house of Macmillan, the sketches of John Oliver Hobbes and Henry Jarvis, and the illustrated reviews of current books. The serial story "Roger Temple" maintains its interest.

**McClure's** (July). Miss Ida M. Tarbell will tell the story of "John D. Rockefeller, the Man." There will be stories by Henry C. Rowland, Sewell Ford, R. W. Child, etc., and pictures by such eminent artists as Keller, Hutt, etc.

**Pall Mall** (July). The most important contribution to this number will be Lord Avebury's famous list of "The Best Hundred Books." Other contents include "Midst Snow and Ice in the High Alps," "Life on a South Sea Schooner," and stories by several noted writers.

**Review of Reviews** (June) contains "The Atlantic Fisheries Question," "Philadelphia's Civic Outlook," "The Career of Joseph Jefferson," "The Larger Problem before Admiral Togo," "An Object-Lesson in Irrigation," "The Movement for Church Union in Canada," "Rhodes Scholars at Oxford," etc.

**Scribner's** (July) will be notable for its wide human interest. "The Narrative of John Kilby" is a stirring contribution to the life story of John Paul Jones. There will be five short stories and many illustrations.

**Windsor** (June). An excellent number. Among the illustrated articles are "The Art of Mr. Fred Morgan," "How Soldiers are Fed," and "Railway Employment." There are stories by Ernest Thompson-Seton, Rider Haggard, Justus Miles Forman and others.

**World To-day** (July) will contain the first of a series of articles by Senator F. W. Parker upon "Corporations and Legislative Graft." Other articles will be "The Teamsters' Strike in Chicago," "What is Death?" "Photography and Character," "The Autobiography of a Plural Wife," etc.

### TWO IMPORTANT CHANGES.

It is announced that D. Appleton & Co., New York, have purchased the Booklovers' Magazine from the Library Publishing Co., Philadelphia. The first number under their control will appear on July 1, bearing the title Appleton's Booklovers Magazine. In character the periodical will be modelled on the lines of Scribner's and Harper's magazines. The price will remain at 25 cents.

The Cosmopolitan, which was purchased last month by William R. Hearst, will be moved from Irvington-on-Hudson to New York City. The new publishing concern will be incorporated as the International Magazine Co. Mr. Brisben Walker will continue to edit the Cosmopolitan for some time to come.

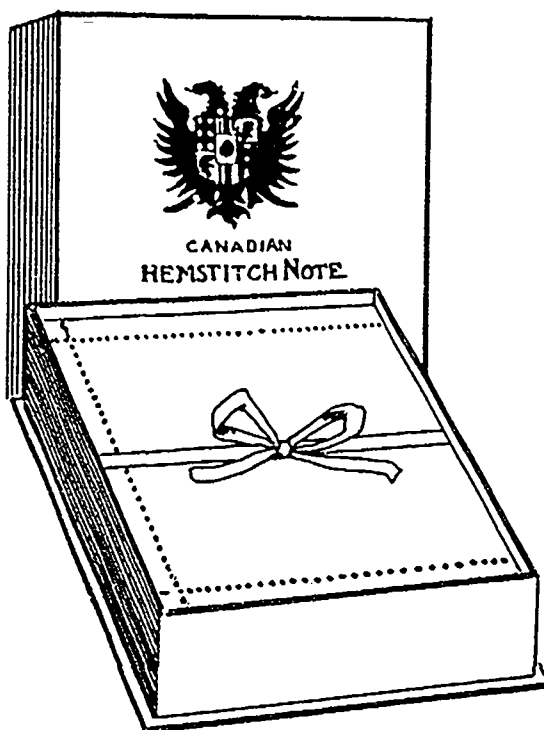


**"PRAISE IS DEEPER THAN THE LIPS."**

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HEMSTITCH NOTE**

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Another excellent Papeterie. White or cream paper, Salisbury size, envelopes tied with ribbon.  
Price, \$3.60 per doz.

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

**NEW STATIONERY.**

**T**HE BROWN BROS. LIMITED, are showing a very extensive and attractive assortment of imported papeteries for holiday and Fall trade, both British and American. All the designs are good and many of them worthy of special attention. One of the lines is named "Silver Birch," the picture on the box being of a piece of birch bark. Another line is put up in a box of English holly design, the contents of the box being tied with silk ribbon of the same design—a very attractive creation. The range is composed of more than two hundred lines, and retails from fifteen cents up. While the boxes are very attractive, every attention has been paid to the quality of the contents. Brown Bros.' travelers are taking out samples this week.

This firm are putting in a complete stock of blotting papers made by the Standard Paper Co., of Richmond, Va. Paper for commercial purposes and fancy lines for stationers are made by this firm. "Bankers' Linen Finish," "Royal Worcester," enameled, "Stirling," "Imperial," and "Standard," are the names of the lines which can be supplied in all colors. The "Dominion" is a line specially made for this market; it is a good paper at the moderate price of 7½c per pound.

The Brown Bros. are finding a good demand for the O. K. paper clip, which is destined to become very popular with both dealers and consumers. This clip is put up in neat little metal boxes of a hundred each, and can be used many times without injury.

**A NEW EDITION.**

The new edition of MacBeth's "The Making of the Canadian West" will contain some seventy pages of new matter, including an excellent chapter on the educational history of Western Canada, a subject to which the author has given considerable attention. Another chapter of interest is one on the religious development of the country. The farther west, including British Columbia and the Yukon, is dealt with in a separate chapter. Among the new portraits are those of Sir Alexander Mackenzie, Sir James Douglas, Hon. Richard McBride, and Revs. Principal Sparling, the late Principal King, Father Lacombe, Archbishop Matheson, Bishop Cridge, Dr. Robson, Thomas Crosby, the late Dr. Robertson, and the late James Nisbet. There are also some interesting views. This enlarged book will sell at \$1.25. It will present a handsome new cover design made for the book by the Grip Co. (William Briggs.)

**KEEP DOWN EXPENSES.**

**T**HERE are certain fixed expenses in every store and on the ratio of these to the receipts depends the success or failure of a business. Expenses of stock are not included in these. Such expenditures are only made as the sales demand. In a well-ordered store, the higher these run the higher the receipts run. The expenses which eat up the profits are the small ones which in themselves bring in no return. Lighting, heating, care of buildings, etc., are all fixed. They do not necessarily vary with the amount of business done. It should be the merchant's object to reduce these as much as possible, consistent with giving the best service. Watch the petty expenditures. If you have money to spend put it in the store or in permanent fixtures. Do not fritter it away on unnecessary trifles.

**AGENT WANTED**

A PROMINENT firm of pictorial post card publishers are looking for a reliable sales agent to handle their lines in Toronto and the West. For particulars make application to Box 253, BOOKSELLER AND STATIONER, Toronto. (6)

On August the First

we go to press  
with the

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BIRTHDAY NUMBER

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**BOOKSELLER**

—AND—  
**STATIONER**

With which will be incorporated the  
Annual Fall Number.

This number will contain a record of the  
growth and development of the station-  
ery, publishing and fancy goods trades in  
Canada, together with photographs of  
the leading men in the trade.

Advertisers should reserve extra space at  
once and get preferred positions.

The rates will be : 1 page, \$25 ; ½ page,  
\$15 ; ¼ page, \$10.

Subscribers desirous of procuring extra  
copies of this number should make early  
application.

Delays are dangerous. Do it now. •

The  
Bookseller  
and  
Stationer

Montreal  
Toronto  
Winnipeg



### CRAZE GROWS STILL STRONGER.

**T**HE post card business, according to a progressive Montreal dealer, is assuming a wider scope, and the craze continues to grow in strength. In conversation with a representative of Bookseller and Stationer this dealer, in exhibiting his stock, pointed out the small space required, and gave interesting examples of ample profits quickly realized. "Display fixtures properly display the cards, and then they almost sell themselves," said he. "These goods require practically no pushing, and I carry cards of every price, and find a good demand for the more expensive lines. The investment is a mere trifle, and the returns are handsome. Local views and the principal public and private city buildings are ready

many persons object to having made prominent alongside the address, as in many picture post cards; and, in the case of larger picture cards than the penny sort, the perforation is said to protect the picture, which remains intact when the edges are broken or marked. It is intended to apply to Christmas and Easter cards also. — American Stationer.

The Brown Bros., Limited, have introduced on the Canadian market an attractive series of the popular burnt leather picture post cards, one of which is reproduced on this page. The series is an extensive and varied one, and can be profitably disposed of in any locality.

The latest firm to enter the post card business is the Musson Book Co., Limited, Toronto. They now carry an imported line of cards and an extensive range of albums. For the latter they have had a specially good demand.

It will astonish many readers of Bookseller and Stationer to learn that Warwick Bros. & Rutter, Limited, are receiving samples of every card issued by Raphael Tuck & Son, London. There are in all 2,280



Burnt-Leather Post-Card-Design.

sellers, and when the tourist trade comes on I expect even a larger business. The novelties originated are truly bewildering, and there seems no end of subjects to be treated. Comics, also, do well with me. In fact, right through the entire range the demand is on the increase."

### A POST-CARD NOVELTY.

**A** RECENT novelty, emanating from England, is a device for making the pictorial feature of a post card detachable from that portion bearing the stamp and written communication. The picture (square, round or oval) is perforated round the edges, so as to be easily, and without risk of injury, separated from the rest of the card. The perforation does not, it is claimed, detract from the artistic appearance of a card, and thus will not incur the displeasure of the collector who desires to retain postmark and all complete, nor does it lessen the strength of a card. The advantages claimed are that it secures a border or frame for the picture, provides room on the back of a card for the communication, which

envelopes, each containing six different cards, making a total of 13,680. Many of these cards have apparently no interest for Canadians, but yet Warwick Bros. & Rutter state that the most unlikely cards sell here. This firm are also handling a series of 22 different kinds of hand-painted comic leather post cards.

W. G. MacFarlane, 72 Bay street, reports that orders are coming in very freely for picture post cards both in view cards, fancy and comic cards, and leather cards. Two large shipments have just been received of the Stewart & Woolf and W & A. K. Johnston lines of fancy and comics and orders received for these can be given immediate attention. Mr. MacFarlane is showing two very handsome lines of Christmas cards and booklets, the Millar & Lang and the Charles Worcester line. Mr. MacFarlane's travelers are going out shortly with full lines of view post cards, fancy and comic cards, leather post cards, post card albums, post card racks, Christmas cards and calendars, leather novelties, etc. A new line which has not been offered in Canada as yet is burnt wood post cards. These can be had at \$6 per hundred.

**PARTICIPATE IN THE UNPRECEDENTED SUCCESS OF THE AMERICAN CRAYON CO.'S**

**Water Color Paints**



Splendid range of 7 sizes, including the Primary 3-color box,

**No. 4050.**

Retail from 5 cents up.

Very popular line with both Teachers and Scholars and profitable for the trade.

Color teaching growing rapidly; push this line in your district, and secure the trade.

**Order Early and Insure Delivery.**

**All Wholesale Houses Can Supply.**

Maker's Representative, A. J. McCRAE, Toronto.

**The TOPAZ PENCIL**

As good as any at any price.  
Better than any at the same price.

**HB - H - HH - HHH - B**

—AND—

**Indelible Copying.**

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**Warwick Bros. & Rutter, Limited**  
Wholesale Stationers. TORONTO.



**"ROB ROY" PENS**

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

**TURNED-UP POINTED AND OTHER PENS,**

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

1s. 6d. and Cross Boxes.

Sold by all STATIONERS.

**FINE PAPETERIES.**

W. J. Gage & Co. are paying particular attention to the papeterie department of their factory, and are producing goods which will rank with the very best of that class. I was shown some exceedingly tasteful new boxes just got out by this firm at prices which allow them to be sold with a handsome profit at the popular price of 25 cents, and also others intended to retail at higher and lower figures. Among the high-priced ones particularly noticed were The Patriotee, the filler of which is the newest creation in fabric finished papers, the "Two-Tint," so called from the paper having the appearance of two shades of the same color, an effect brought out in the making. This papeterie retails at 10 cents in Oxford size and 50 cents in Royal size, and is made in white and azure.

**W. G. MACFARLANE**  
72 Bay Street, TORONTO

**View Post Cards      Leather Post Cards**  
**Fancy and Comic Post Cards**  
**Post Card Albums      Christmas Cards**  
**Burnt Wood Post Cards**

Dealers who have not placed their contract orders for post cards of their locality, should do so at once.  
Half-tone cards at \$5.50 to \$6.50 per thousand of a subject.  
Colored post cards, 2000 of a subject, at \$6.50 per thousand, 2000 of a subject at \$7.50 per thousand.  
Burnt wood post cards at \$6.00 per hundred.  
Burnt leather post cards at \$6.00 per hundred.  
We are showing two very handsome lines of Christmas cards. Do not place your full order before seeing these lines.  
Large shipments of fancy and comic cards just arrived.  
Write for catalogue.

**PICTURE POST CARDS**

**Specials for this Month**

THE BEST AND FINEST IN THE MARKET.

Special Views in collaty from your own photos, \$6.00 per 1,000 of a subject.  
Leather Postals, hand-burned, fifty designs, \$5.00 per 100.  
Fancy Artist Cards, from 75c. to \$20.00 per 100.  
View Cards from all over the world, 75c. per 100.

**Illustrated Post Card Co.**

185 St. James St., MONTREAL.

**TELEPHONE, WIRE OR WRITE AT ONCE**

**100,000 Manilla Envelopes**

No. 7 Seconds

**Going at 50c. per 1,000 to clear.**

**150,000 Good White Envelopes**

No. 8 Seconds

**Clearing out at 70c. per 1,000.**

These two lines are sold regularly at from 70c. to \$2.00 per 1,000. Don't miss this chance. Order at once.

**HOW ABOUT YOUR FALL ORDERS?**

**G. A. Weese & Son, 44 Yonge St., Toronto**

## TWO NEW PROVINCES

**D**URING the last two years attention has been directed to the rapid growth of the Canadian Northwest by two important bills before the Dominion Parliament. These were the bill providing assistance to the Grand Trunk Pacific Railway Co., and the bill providing for the autonomy of two new provinces to be carved out of the vast western expanse, hitherto known vaguely as "The Territories." An excellent advertisement of the development of the country has been afforded by these bills. Each has provoked no little controversy. A general election was fought mainly on the Grand Trunk Pacific

which the formation of two new provinces must afford us in foreign countries and in other parts of the Empire. The mere fact that in order to secure the proper administration and government of the Northwest it is necessary to divide a part of it into the two vast provinces of Saskatchewan and Alberta is sufficient evidence of the growth of the Canadian West. Hitherto the Province of Manitoba has been, with many people, synonymous with Western Canada. Now its Government and people protest that in comparison with the two vast provinces to be created it is as a mere "postage stamp" on the map of Canada. Without expressing any opinion as to the



Edmonton capital of new province of Alberta. (View from river bank looking west)

Bill and the alternative of Government ownership of the road, and all the world knew, by reason of the sound thereof, that Canada proposed building a second transcontinental railway. The obvious inference as to the development of the country which made this railway necessary was drawn the world over. It was not so well known even in Canada that the Canadian Northern interests were already at work constructing a second transcontinental railway, and that the G.T.P. is in reality the third. The incident serves to show the value of political controversy as an advertisement of national progress.

Canadians appreciate the value of the advertisement

rights or wrongs of Manitoba in this regard, it may be pertinent to remark that the vigorous agitation of the aggressive Premier Roblin and his associates in the Provincial Government has served to emphasize the fact that the Province of Manitoba, as at present constituted, is a very small part, indeed, of the great wheat-growing country.

Similarly, while the party and sectarian strife which has been precipitated by the educational clauses of the Autonomy Bill is in itself very much to be regretted, it has at least had the good effect of attracting wide attention to the fact that two new provinces are being created. And that in itself is a good effect, whatever

may be the different opinions held as to the wisdom of the educational clauses of the bill.

**Publicity Welcomed.**

Publicity, however obtained, is welcomed in Western Canada because it is believed that the country needs only to be known to be appreciated abroad. For decades Canada has been unknown and her possibilities unappreciated chiefly because she has been overshadowed by her prosperous neighbor to the south. "America" has been the Mecca of the hopes and ambitions of those living in the Old World who were anxious to better their fortunes in the New; and for too long "America" has meant only the United States. "To him that hath shall be given," and our prosperous Uncle Sam continued to attract more immigrants and more capital to the undeveloped west simply because the tide of emigration and capital had set towards the United States long before the Dominion Confederation was formed and the Canadian prairies rendered accessible by the building of the Canadian Pacific Railway. But when the vacant lands in the United States were filled and free homesteads were no longer to be had, attention was at last directed to the great Canadian West.

**Business Possibilities.**

The vast possibilities of the western country are attracting new settlers by the thousand. According to J. Obed Smith, the energetic and capable Dominion Immigration Commissioner in Winnipeg, 119,000 declared settlers came to Western Canada last year and took up land. This year, the numbers coming promise to be much greater, and the majority are men with some capital to start operations. Plainly the present influx of settlers is only a beginning, and the next decade will see a development greater than any in the past.

It must occur to every business man that the growth of the Canadian West means the creation of an immense new market for manufactured goods of all kinds. A new population has everything to buy, and in the west it very soon has money to pay its bills. The west has always money to spend and the average westerner is lavish in the spending. His contempt for a dollar surprises the frugal easterner at first, but the surprise soon wears away and the easterner who settles in the west is soon as prodigal as his neighbor. The west is made up of good customers.

Hence, eastern manufacturers are running their factories overtime to provide for the ever-increasing wants of the west and eastern jobbing houses are busy filling orders. Hence, also, the growth of distributing centres in the west. Manufacturers are yet few in number, but the jobbing houses in the west—their name is legion. Winnipeg is the distributing centre for the west and at present has almost a monopoly. But her supremacy will not always be unchallenged. Fort William, with its Grand Trunk Pacific terminals and its advantageous position on the lakes, aims at being not only a shipping point, but the distributing centre for heavy goods in the west. At present many Winnipeg wholesale firms maintain warehouses in Fort William and ship from that town direct to their customers. West of Winnipeg, Brandon has some claims as a distributing centre. It is to be expected that the two capitals of the new provinces will also be important as points for the distribution of manufactured goods.

Still more about the big fire. The Copp, Clark, Co., Limited, were unable, on account of the fire, to turn out their game, Sir Hinkum Pinkum, Feather Duster. Now, however, they have a large display and the company say the game has not lost its popularity.

**HOTEL DIRECTORY.**

NEIL McCARNEY, PROP. W. O. McCARNEY, MANAGER

**THE PROVINCIAL**

LEADING COMMERCIAL HOTEL. GANANOQUE, ONT  
Located in Heart of Business Section. Ten First-class Sample Rooms.

**HOTEL GRAND**

O. F. BAKER, PROP. GALT, ONT  
First-class accommodation for Commercial Men.

**WINDSOR HOTEL, HAMILTON, BERMUDA**

This House is pleasantly and conveniently located on the East Side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and pool. Hot and cold water baths. A. McNicol, Prop.

**TOWER HOTEL, GEORGETOWN, DEMERARA, BRITISH GUIANA.**

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city, within one minute from Post and Telegraph Office, Tram Junction and principal clubs. Five minutes from railway station and steamer wharves, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

**VICTORIA LODGE**

Mrs. J. F. SMITH, Proprietor. HAMILTON, BERMUDA  
Opposite Victoria Park and Cedar Ave. Private board \$12 to \$14 per week.

**BOARD AND ROOM**

**"THE ARGYLE,"**

Mrs. FRASER Cedar Avenue, HAMILTON, BERMUDA  
Terms moderate. Also furnished cottages.

**THE AMERICAN HOUSE**

A. PASCHAL (Prop.) HAMILTON, BERMUDA  
Centrally located. Open all the year round.

**WOODSIDE BOARDING HOUSE**

(CORNER OF MAIN AND LANANA STREETS, GEORGETOWN, DEMARARA.)  
Cool and airy Bedrooms, Excellent Cuisine, Attendance Qualified. Terms Moderate. Electric Car Loop at gate of premises. Patronage Solicited. Managers, E. COTTAM

**WINTER RESORT—QUEEN'S PARK HOTEL.**

PORT OF SPAIN, TRINIDAD, B.W.I.

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## NEW CANADIAN COPYRIGHTS

Registered at Ottawa during May, 1905.

We Parted by the River, Grace and I. (Song.) By Stanley Crawford. Jerome H. Remick & Co., New York.

Am't I Lucky? Two-Step. By Bess Rudisill. Jerome H. Remick & Co., Detroit.

Recueil de Cantiques Populaires Par Une Religieuse de Jesus-Marie, Sillery S.S. Jesus-Marie de Sillery, Sillery, Que.

The Yankee in Quebec. Two-step. By Wilfrid Beaudry. The Canadian American Music Co., Limited, Toronto.

Professor Fox's New Dance: The Governor. By W. R. Draper. Arranged by A. W. Hughes. The Canadian American Music Co., Limited, Toronto.

Latona. Waltz. By Duncan Belcher. The Canadian American Music Co., Limited, Toronto.

Virginia. Polka Two-Step. By H. Bourlier. The Canadian American Music Co., Limited, Toronto.

Swinging from Tree to Tree. (Song.) Words and Music by A. F. Reilly. The Canadian American Music Co., Limited, Toronto.

Poems of the Love of Country. Selected and Edited by J. E. Wetherell, B.A. (Book.) Morang & Co., Limited, Toronto.

The Sunlit Way. (Sacred Song.) Words by Anna Caldwell. Music by Emil Biermann. The Canadian American Music Co., Limited, Toronto.

My Honeysuckle Sue (Song.) Words and Music by John Allen. Jerome H. Remick & Co., Detroit.

Private Post Card Illustrated with Maple Leaves. Atkinson Brothers, Toronto.

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

Little Purity (Photo.) Charles A. Aylett, Toronto.

Laurier et Son Temps. Par L. O. David. (Livre.) La Compagnie de Publication de "La Patrie," Imitee, Montreal.

Heart We Will Forget Him (Song.) Words by Emily Dickinson. Music by Charles Willeby. The John Church Co., Cincinnati, Ohio.

Transactions of the Engineering Society of the School of Practical Science, Toronto, No. 18, 1904-1905. (Book.) Engineering Society of the School of Practical Science, Toronto.

Our Surtax and the Poor. Part One. By H. Washington. (Book.) Hector Washington, Ottawa.

The All Right Two-Step. By C. M. Hands. C. M. Hands, Hamilton.

Complete Course in Practical Illustrating. Lessons 1 to 28 (Book.) Robert William Magee, Toronto.

The Voice in the Rain. (Song.) Words by Karl Formes, jr. Music by George Chapman. The John Church Co., Cincinnati, Ohio.

Constitution and Prospectus of the Eight-Hour League of North America. (Book.) William M. Campbell, St. John.

Sumbbrero (Song.) Words by James O'Dea. Music by Neil Moret. Jerome H. Remick & Co., New York.

Monsieur Z. Racicot. (Photo.) Lapres & Lavergne, Montreal.

Plain Talks on Plumbing, Heating and Ventilation. Published in Hardware and Metal, Toronto, Ont. (Temporary Copyright.) The MacLean Publishing Co., Limited, Toronto.

Melodie sur la Mer. By Georges Hall, Op. 3, No. 1. The Nordheimer Piano and Music Co., Limited, Toronto.

Chanson d'Avril. By Georges Hall, Op. 3, No. 2. The Nordheimer Piano and Music Co., Limited, Toronto.

Valse des Nymphes. By Georges Hall, Op. 3, No. 3. The Nordheimer Piano and Music Co., Limited, Toronto.

Reverie du Soir. By Georges Hall, Op. 3, No. 4. The Nordheimer Piano and Music Co., Limited, Toronto.

Vice Regal Party. (Photo 8x10.) (Photo 16x20.) The Galbraith Photo-Co., Toronto.

Lieutenant-Governor and Vice Regal Party. (Photo 8x10.) The Galbraith Photo Co., Toronto.

Earl and Countess Grey. (Photo.) The Galbraith Photo Co., Toronto.

What Dew is to the Rose. (Song.) Words by Karl Fuhrmann. Music by Lyle C. True. The Hermit's Love. (Song.) Words by Frederick Truesdell. Music by George Chapman. His Voice. (Song.) Words and music by Lily T. Strickland. My Jeanie. (Song.) Words and music by Lily Strickland. I Plucked a Rose. (Song.) Words and Music by Lily Strickland. The John Church Co., Cincinnati.

Out to Old Aunt Mary's. Words by Permission of James Whitecomb Riley. Music by David A. Whyte. David A. Whyte, Grand View, Ont.

Analytical and Chronological Index: Library of Modern Progress. Compiled and Arranged by P. A. Errett, 1905. The Bradley-Garnetson Co., Limited, Brantford.

In Love's Garden. By L. V. Gustin. (Music.) Jerome H. Remick & Co., Detroit.

On a Summer Night. (Song.) Words by Harry Williams. Music by Eglert Van Alstyne. Jerome H. Remick & Co., New York.

The A B C of Canada's Greatness. Published in the Toronto News, Montreal Herald, Ottawa Free Press, Kingston Whig, Brantford Expositor London Advertiser, and Winnipeg Free Press. (Temporary Copyright.) Frank Yeigh, Toronto.

Florida. The Newest Flower Song. By W. Henry Steffens. (For Piano.) W. H. Steffens, Traverse City, Michigan.

The Manitoba Fuel Question. By Robt A. Kellond. (Book.) Robert Arthur Kellond, Winnipeg.

The King of the Golden River, or, The Black Brothers. By John Ruskin, M.A., Illustrated by Richard Doyle. Morang & Co., Limited, Toronto.

The Chemical Industries of the Dominion, 1905. Published in Industrial Canada. (Temporary Copyright.) William Robert Lang, Toronto.

## Interim Copyrights.

The People's Guide, By Rail, Stage, Ocean and Lake. (Book.) Robert Percy Barnes, Montreal.

The Courier of Fortune. By A. W. Marchmont. (Book.) McLeod & Allen, Toronto.

Norman Hazard; or, The Fur Trader's Story. (Poem.) Henry Ross, Stanbridge East, Que.

Lessons in Scientific Salesmanship. (Book.) H. Aylmer Harding, Winnipeg.

The Great Mogul. By Louis Tracy. (Book.) McLeod & Allen, Toronto.

Canada is Good Enough for Me. Words by J. Hunt Stanford, Music by Alfred J. Rostance. A. J. Rostance and J. Hunt Stanford, Toronto.

NEW MONTREAL QUARTERS.

FINDING their old quarters in the Victoria Chambers, McGill street, Montreal, entirely inadequate to a growing eastern trade, W. J. Gage & Co., Limited, have removed to commodious premises at 309 Notre Dame street west, occupying the entire second floor and part of the basement. The situation is within a block of their old premises, and they thus retain a favorable site for the accommodation of their customers.

Mr. James Imrie is in charge of the Montreal branch.

A complete stock of all lines of the Kinleith Paper Mills, which have an established reputation for high grade book papers and writings, is carried. Mr. V. Haney will call upon the trade with full lines of the Kinleith stock. More complete lines than ever before are represented in the various stationery accessories, and an increased representative staff has been secured. About the first of this month Mr. F. H. Gage, of the firm, was in Montreal calling upon the trade in the interests of the Kinleith paper lines.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

HELLEVILLE.

1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
2. "God's Good Man," by Marie Corelli. Briggs.
3. "The Prospector," by Ralph Connor. Westminster.
4. "The Clansman," by Thomas Dixon. Copp, Clark.
5. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
6. "The Masquerader," by K. C. Thurston. Harpers.

CHARLOTTETOWN.

1. "The Prospector," by Ralph Connor. Westminster.
2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
3. "Dr. Grenfell's Parish," by Norman Duncan. Revell.
4. "Harvest of the Sea," by Dr. Grenfell. Revell.
5. "Sandy," by Alice Hegan Rice. Briggs.
6. "The Clansman," by Thomas Dixon. Copp, Clark.

COLLINGWOOD.

1. "The Clansman," by Thomas Dixon. Copp, Clark.
2. "The Black Barque," by T. Jenkins Hains. Copp, Clark.
3. "Sandy," by Alice Hegan Rice. Briggs.
4. "The Purple Parasol," by G. B. McCutcheon. Musson.
5. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
6. "Return," by Alice MacGowan. Copp, Clark.

GUELPH.

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