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Our complete line of samples will be displayed in
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*see one cut.
RETURNED
JUN 13 1903
see cut Book 10
page 168*

THE Bookseller and Stationer

Vol. XIX.

MONTREAL AND TORONTO, CANADA, JUNE, 1903.

No. 6.

CURRENT TOPICS.

THOUGH there is probably no official record kept of the number of tourists who enter Canada every year from May 1 to October 1, the number undoubtedly runs far up into the thousands. There are, first of all, the people who spend a week or two travelling through the country along the popular tourist routes. Then there are the *Booksellers and visitors to the numerous summer resorts, the Tourist Trade* whose stays in these beautiful regions probably average a month each. Last of all may be reckoned the wealthier people, who own summer homes in our Canadian towns and who spend a considerable time each year in them. All these classes of visitors have money to spend and they come prepared to spend it.

In certain towns in Canada, it is an incontestable fact that businesses are in the main supported by the summer visitors from the United States. Merchants have been known to say that, were it not for the presence of wealthy Americans in their vicinity during the summer months, they would be unable to keep their shops open. This statement, of course, applies only to those towns in which there are what is known as "American colonies"; but it serves to illustrate the importance of the tourist trade to the merchant. From this tourist trade the bookseller derives immense benefit. It is not improbable that he is more advantaged by the presence of the summer visitor than any other merchant. It is to the bookseller and fancy goods dealer's store that the tourist turns first, to satisfy his desire for novelties and mementos, not to speak of current literature and travelling necessities.

IT should be a question of moment to every business locality how best to attract the tourist trade to its neighborhood.

Tourist associations have been formed to boom certain districts by means of advertising. This plan seems to work well and is probably the best direct means of accomplishing the purpose. But there are also indirect

A Question of Moment. methods by which a locality can be made attractive during the summer months. The average summer visitor wants his luxuries in summer as well as in winter, and if he finds he can secure things with facility where he is staying, he is so much the more pleased with the place. Up-to-dateness in our merchants everywhere is to be recommended.

The bookseller can help to make his town attractive by keeping his business fresh and interesting. He should always have on hand a supply of novelties that will please the summer

visitor, as well as a stock of more staple necessities. If he cannot afford to do this, he should at least let it be known that he can furnish anything promptly by ordering. It becomes a good advertisement for a town or resort when the tourist or visitor returns home and tells his friends of the conveniences of the place and its stores.

THOUGH publishers report a good business during the past month, there has been nothing particularly noteworthy in the situation of the book trade since our last report. "Lady Rose's Daughter" still continues to lead the van in point of popularity. Reports from nearly every retail centre show that its popularity has suffered no decline. The remarkable sales of "Lovey Mary" and "Mrs. Wiggs" likewise continue unabated and these books should prove desirable property during the summer months. A new development in connection with the popular Scotch book, "Wee MacGregor," has occurred. The Canadian market has for some time been flooded with cheap United States editions, owing to the fact that no Canadian copyright had been secured. It has just been announced that Messrs. George N. Morang & Co. of Toronto, have secured the Canadian copyright and will shortly publish a Canadian edition. This will mean the extinction of the numerous pirated editions now on the market. Among other books which have shown up well during the past month may be noted "The Trail of the Grand Seigneur," "Conjuror's House," "The Master of Warlock" and "The Star Dreamer," while the older favorites "The Pit" and "The Virginian" still sell in quantities. Copyright editions of "A Rose of Normandy" and "The Banner of Blue" have appeared and these books will doubtless be in considerable demand during June. The most important piece of fiction to appear this month is probably Thomas Nelson Page's "Gordon Keith."

The Month in Books.

IT is a positive pleasure to talk to wholesalers nowadays. There is among them all a feeling of great satisfaction with trade conditions. One never hears a grumble about business being dull. And since wholesalers have their good times when retailers are free buyers, it is very clear that the outlook for Fall is full of promise. A gratifying feature is that retailers are purchasing better lines. But this is merely another way of saying that Canada is enjoying a period of unusual prosperity.

A Sanguine Outlook.

CORRESPONDENCE

ON two questions of copyright, the minds of Canadian publishers are still unsettled. The first, which was left in a most unsatisfactory condition, by the action of George N. Morang & Co. in withdrawing their suit against Carveth & Co., involves the point as to whether, if a Canadian copyright only covers a portion of a book, the whole volume is protected. It will be remembered that Messrs. Morang & Co. imported a United States edition and Messrs. Carveth & Co. an English edition of Dr. Osler's "Principles and Practice of Medicine," neither edition being copyrighted in the country of its origin. Messrs. Morang & Co. secured a copyright at Ottawa covering two chapters of the book and claimed exclusive rights of sale in Canada. Suit was brought against Carveth & Co. to prevent the sale of the English edition. The second question concerns the famous "What we have we hold" picture. This case, it is understood, after passing through three Canadian courts, is to be fought out in the Privy Council. It involves indirectly the question as to whether an English copyrighted picture, which comes into Canada without any indication upon it that it is copyrighted, can be protected in this country, where the law requires a copyright mark.



SEWELL FORD, Author of "Horses Nine."

WE take pleasure in referring here to the communication which follows from A. E. Huestis, of Toronto, and we bespeak for it careful consideration from our readers. There can be no doubt that a greater and greater number of booksellers are being hit daily by the circulating libraries, which are extending their agencies all over the land. The class of people who patronize them are usually just those who, prior to their coming, bought the most books from the local bookseller. They are the people who are up-to-date in their fancies and demand the latest publications. The loss of the business of these people is keenly felt. To meet the difficulty, Mr. Huestis has attacked his competitors with their own weapons. If the public want the latest fiction supplied to them cheaply and promptly, then let the bookseller do the supplying. It is his business and he should keep it. BOOKSELLER AND STATIONER is out to support the retailer in this emergency, and its columns are at the service of any one who is desirous of airing his opinions.

Fighting the Libraries.

BOOKSELLERS' READING CLUBS.

EDITOR BOOKSELLER AND STATIONER.—Having received of late many enquiries from all parts of Canada and many cities in the United States as to the working-out of the Bain Book Company's "Reading Club," I take the liberty of sending you particulars, hoping that others may benefit by this scheme as we have done. We firmly believe that this is about the only way to protect ourselves from the Book-Lovers' Library, and to hold our own book-lovers and retain our book department.

The terms of membership in our "Reading Club" are as follows:

TERMS OF MEMBERSHIP.

1. Entrance fee, 50c. per year.
2. "Reading Club" fee, per week—10c. per volume, payable strictly in advance.
3. Books kept out over seven days—10c. per week extra.
4. Books kept out over three weeks will be charged up to subscriber—less the fee paid on taking out the book.
5. Books must be returned in good order.
6. Books cannot be delivered by us.
7. Any book on the shelves to the value of \$1.50 may be taken out.
8. Books with pages turned down or torn cannot be returned and must be paid for.
9. It is expected that members will take out books regularly, otherwise they forfeit membership.
10. Books are not transferable.

We open up a small ledger giving each subscriber a page account—debiting each book as issued and duly crediting same when returned.

We have a printed paper book-cover folder which is put on every book when taken out with "Bain Book Co. Reading Club," etc., on the front, an advertisement on back, and inside on the fold is printed the terms of membership, followed by the words: "This book was taken out..... and must be returned within seven days"—the blank space being duly stamped with a date-stamp.

We have a membership of 300—which is at present the limit—and applications for membership are being received every day and placed on a waiting list.

With proper care and a careful selection of members, a well-bound cloth book can be read 10 or 15 times before we put it out on our bargain table to sell at 50c. each as shop-worn books. We do not let out paper-bound novels.

Members of the "Reading Club" may select any book to the value of \$1.50 from the general shelves of our store. We frequently sell a book to an outsider which has been read three to five times, at full retail price, but when showing signs of wear we frequently make some reduction in the selling price.

Our shelf stock is therefore kept quite clean and we think our shelves compare favorably with any other book store in the city.

We have been running this "Reading Club" for four years or more, and can safely recommend the system after considerable experience.

Any further particulars will cheerfully be furnished on application to the writer.

Yours truly,

A. E. HUESTIS,
Mgr. Bain Book and Stationery Co.

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JUN 11 1903
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THE SUMMER BOOK TRADE.

WITH LIST OF POPULAR BOOKS.

Publishers Offer a Splendid Line of Fiction—Nature Books to the Fore—Hints and Suggestions as to Selling Books.

THE OUTLOOK GOOD.

THERE is no dearth of good fiction on the market for the summer trade. The bookseller's difficulty will not be in securing reliable books but in making a selection of those that are going to be the best sellers.

The historical romance is again to the fore as the popular summer novel. Problem novels and character novels, though considered good value during the Winter months, make way for the lighter and breezier tales of daring love and chivalry, when once the out-of-door life of Summer begins.

From the bookseller's standpoint the outlook is good. People have been educated up to reading novels to such an extent that they are bound to buy and read whatever the market offers. Considering that so many novels have been published during the past few months, it will not be difficult for the bookseller to supply every want.

Of course, from the literary point of view the season has been decidedly weak. There have only been some half-dozen books at all above the average and the leading novelists have either refrained from publishing or have put inferior productions in the hands of the publishers.

HOW TO SELL FICTION.

THE secret of selling novels to best advantage rests largely in the bookseller's acquaintance with the contents of the books in his stock and his knowledge of their authors. Of course, an automatic bookseller could sell books, but his sales would be the minimum limit. With increasing salesmanship, the more books will be sold, and, in this ability to sell, knowledge must be reckoned as an important element.

Everyone knows how advertising is becoming more and more an integral part of every business. Books are to-day advertised very extensively, principally through the press. An ingenious bookseller who could devise ways and means of advertising his books, other than through the press, would naturally reap a rich harvest. Just here, knowledge steps in, and the man who keeps himself posted on current fiction gains an advantage.

Take the case of "Lady Rose's Daughter," by Mrs. Ward, one of the leading Spring books. How many booksellers took any steps to bring that book prominently before the public of their locality, other than by placing it on view in their stores? No doubt but one in ten. This is not as it should be. Here was an important book with excellent selling possibilities. A little more effort, a little more knowledge on the part of the bookseller, might have led to the sale of several more copies.

Had the bookseller taken advantage of the information contained in the last number of THE BOOKSELLER AND STATIONER about this book, his sales would have been considerably increased. A few copies of the book might have been arranged in his window, temptingly opened at the Christy illustrations and on a large card above might have been inscribed: "The best-selling book of the hour in Canada,

according to the official statement of THE BOOKSELLER AND STATIONER. The bewildering character of its extraordinary heroine has given rise to most diverse opinions among Canadian readers"—or something to that effect.

The plan of putting different books into the show-window every few days, with appropriate and striking cards, is commendable, and booksellers are urged to adopt it. Then, too, the bookseller frequently has opportunities of discussing books with his customers, and here, again, knowledge is invaluable.

THE RAGE FOR NATURE BOOKS.

NATURE books have been written ever since books began to be written at all, but the rage for nature books seems to be entirely a modern phenomenon. It is only within the past few years that nature-study has become a cult. Toward this new and popular demand for books dealing with wild life, both of animal and flowers, Canadians have contributed not a little. To two Canadians in particular the cult may be said to owe its origin. These are Chas. G. D. Roberts and Ernest Thompson-Seton. These early books are still as popular as ever and each new volume that appears is hailed with undiminished delight.

The number of nature books that appear on the publishers' lists is increasing annually. A demand almost equal to that for popular fiction greets the appearance of every deserving candidate. Where a publisher would hesitate to intermix history or biography with fiction he fears not to mingle his nature books with his fiction. This indicates very plainly that the tastes and tendencies of the reader of to-day are in an upward direction.

A glance at the latest publications in this class shows that every division of nature-study is provided for. Bird life is treated in several absorbing books. "How to Attract the Birds," by Neltje Blanchan, comprises attractive chapters on bird life and bird ways. "Bird Life" by Frank M. Chapman appears in a new edition, with seventy-five admirable plates in colors, reproduced from Ernest Thompson-Seton's drawings. "Nature and the Camera," by A. R. Dugmore, tells how to photograph live birds and their nests, live game, etc. Its author is an expert photographer and gives sound advice.

Gardens and gardening have several exponents. Notable among these is "A Woman's Hardy Garden" by Mrs. Ely. It gives a woman's long and successful experience with directions for preparing and handling a garden of bulbs and perennials, so as to have a succession of flowers from mid-April well into November. There is also a beautiful work on gardens entitled "Sun-Dials and Roses of Yesterday" by Mrs. Earle. A series of handy volumes on various kinds of fruits is also on the market. "The Book of Pears and Plums," "The Book of the Strawberry," and "The Book of the Orchard" may be enumerated.

Insect life finds expression in two new books, "Among the Night People," by Clara D. Pierson and "Insect Life" by J.

H. Comstock. Dealing with nature itself may be enumerated "Familiar Flowers of Field and Garden" and "Familiar Trees and Their Leaves," both by F. S. Mathews, and "The School of the Woods" by William J. Long.

SUMMER FICTION.

As remarked before, the supply of summer fiction this year is considerable. To divide or classify the mass of novels would be a task of no little difficulty. There are, however, a few well-defined divisions into which the books may be made to fall.

First, there are the English novels of the season, which have a peculiar weight and importance all their own. "Lady Rose's Daughter," by Mrs. Ward, typifies the class. In it may be included the "Circle," by Katherine C. Thurston, with its glimpses of theatrical life and the smart London set; "The Four Feathers," by A. E. W. Mason, showing how an English officer exonerates himself of the charge of cowardice; "Moth and Rust," by Mary Cholmondeley, and "The Star Dreamer," by Agnes and Egerton Castle.

Then there comes the important class of historical romances, in which United States writers seem to glory. "A Rose of Normandy," by William R. A. Wilson, and "The Trail of the Grand Seigneur," by O. L. Lyman, deal to a certain extent with Canada. "Under the Rose," by F. Isham; "A Daughter of New France," by Mary Catharine Crowley; "Gordon Keith," by T. N. Page; "A Friend of Caesar," by W. S. Davis; "The Grey Cloak," by Harold McGrath; "The Master of Warlock," by George Cary Eggleston; "The Southerners," by C. T. Brady, and "The Sacrifice of the Shannon," by W. Albert Hickman, belong to this class.

Books dealing with character include "Wee Macgregor" and "Elizabeth's Children," by J. J. Bell; "Lovey Mary" and "Mrs. Wiggs," by Alice Hegan Rice, and "The Misdemeanors of Nancy," by Eleanor Hoyt. "The Spoilsmen," by Elliott Flower, and "The Samaritans," by J. A. Steuart, are sociological works.

In "The Banner of Blue," by S. R. Crockett; "Adventures of Etienne Gerard," by Sir A. Conan Doyle; "Truth," by Emile Zola, and "Thyra Varrick," by Amelia E. Barr, the reader has important works by well-known authors. For the many other new novels of this season reference may be had to the list on another page.

BOOK NOTES.

"GORDON KEITH," the new novel by Thomas Nelson Page, has just been published in a Canadian edition. It is a story of great scope, with scenes laid in New York city and Virginia. The period covered extends from the close of the civil war well into our own times. (Copp, Clark Co.)

George N. Morang & Co. announce that they have secured the Canadian copyright for "Wee Macgregor," and will publish a Canadian edition about the middle of the month.

When Cutcliffe Hyne created his Captain Kettle he gave the reading public a most popular character. A more inventive, more agile, more daring, more lovable adventurer than this picturesque chap of red-peaked beard is not to be imagined. The latest volume in which Captain Kettle figures bears his own name and will be published in Canada very shortly. (Copp, Clark Co.)

In "Castle Omeragh," which will be published on June 12, F. Frankfort Moore has taken Ireland in the days of Crom-

well for his scene. Though the red hand of war is everywhere felt throughout the pages, the tension is lightened by the play of Irish humor and an interesting love story. (Copp, Clark Co.)

S. R. Crockett's latest romance, "The Banner of Blue," has appeared in a very handsomely designed cover of blue and white. The story is excellent, the scene being laid in Scotland. (William Briggs.)

Two popular novels of the month are "Thyra Varrick," by Amelia E. Barr, and "The Sacrifice of the Shannon," by W. Albert Hickman. The former is one of Amelia E. Barr's best productions. The latter is the work of a new author. (William Briggs.)

Sewell Ford's brilliant series of stories of horrors will be published shortly under the title of "Horses Nine." (Copp, Clark Co.)

William Briggs, Toronto, announces the forthcoming publication of a short volume of poems by the talented Canadian poet, Arthur Stringer. The volume bears the title "Hephaestus, Persephone et Enna and Sappho in Leucadia."

Announcements for the month include "The White Chief of the Ottawas," by Mrs. Carr-Harris; "Camping and Canoeing," by James Edmund Jones; "Life and Memoirs of Joseph Russell Little," by Rev. L. Bartlett; "The Papers of Pastor Felix," by Arthur John Lockhart, and "Cattle Rauching with Lords and Commons," by J. R. Craig.

A paper edition of "Barnaby Lee," by John Bennett, is promised by the Copp, Clark Co. on June 26.

Booksellers will do well to remember that the New York publishers, Hurst & Co., have Canadian representatives in the firm of McLeod & Allen, of Toronto. This New York house does an extensive business in library editions and popular series of standard works. Their list includes an enormous number of the world's best books. These are all carefully listed in the 1903 catalogue, so that it becomes an easy matter to make selection of a good assortment. It is impossible here to enumerate any of the series, but there is great variety and an immense range of subjects. In preparing for Christmas trade booksellers would do well to remember this house.

"Alain Tanager's Wife" is a romance of 1899 by J. H. Yoxall, M.P., who wrote "The Romany Stone." The scenes of this story are laid in England and France; it is thoroughly fresh in construction and vigorous in style, with a great deal of action and many dramatic scenes, the principal characters being husband and wife, who are married under peculiar circumstances. (Copp, Clark Co.)

George N. Morang has secured the rights of publication in Canada of new novels by Charles Major and Winston Churchill.

"A Parson's Lass," by Godfrey Burchett, is a wholesome story with a bright, hopeful ending. It will be published on June 26 by the Copp, Clark Co.

NOW READY

Mr. Thomas Nelson Page's long-looked-for novel

GORDON KEITH

The first long novel he has written since "Red Rock."

The SCENE includes New York City and Virginia; the PERIOD extends from the close of the war well into our own time; the HERO is Southern; the HEROINE a New York girl; the PLOT is full and interesting; the COLOR has all Mr. Page's accustomed richness.

Illustrated by George Wright. Paper, 75c.; cloth, \$1.50.

A Fine Story.

Conjurer's House

By Stewart Edward White.

A ringing love story, brimming with the poetry of the CANADIAN WOODS.

Illustrated, cloth only, \$1.25.

A Story of To day.

The Mystery of Murray Davenport

A vital and absorbing book.

By Robert Neilson Stephens.

Illustrated, cloth, \$1.25; paper 75c.

A Diverting Novel.

The Gold Wolf

By Max Pemberton.

With 20 striking illustrations by MAURICE GRIFFENHAGEN.

Paper, 75c.; cloth, \$1.50.

The Copp Clark Co., Limited, Publishers, Toronto.

Profitable Publications for Dealers to Handle

HURST & COMPANY call the attention of the trade to the fact that their Complete Order List of Publications for Summer, Fall and Holiday Trade for 1908 is now ready for distribution. It contains over 3,500 titles of the most saleable literature ever placed upon the market. No effort has been spared in the preparation of this list, and we present to our customers, and to the trade generally, very elaborate and comprehensive lines of books in paper, cloth and leather bindings; in sizes varying from sixteen mo to a quarto; at prices to retail from 5 cents to \$2.00. Our Catalogue comprises works on Poetry, Fiction, Romance, Travel, Adventure, Humor, Science, History, Religion, Biography, Drama, etc., etc., besides Dictionaries and Manuals, Bibles, Recitation and Handbooks, Two and Five-Volume Sets, Octavos, Presentation Books, and Juvenile and Nursery Literature in immense variety.

We beg to inform the trade that we have acquired by purchase all the plates and copyrights formerly owned and published by

JAMIESON-HIGGINS CO., Chicago,

and by this important purchase have come into possession of many valuable publications, some of which are now listed in our present Catalogue. Inquiries in connection with any of the books formerly issued by this house are respectfully referred to us.

We have made other important plate purchases, among which may be named the famous "From Log Cabin to White House Series" of books, all of which we now list. These valuable additions give increased strength to our already strong lines.

Dealers should withhold the placing of orders until our samples have been carefully inspected. We offer many new attractions for this season's trade that cannot fail to interest every live bookseller. No dealer, large or small, can afford to be without a line of HURST & Co.'s publications.

IMPORTANT! We carry throughout the year a complete stock of every title we catalogue. Dealers accustomed to receiving only part of what they order, cannot fail to appreciate this fact. Place your orders now; shipments can be made at your convenience.

The many good things in our new Order List cannot be enumerated in detail here, but a postal card will place in your hands our list with best wholesale price. We mail them upon request. We solicit your valued orders and a continuance of your patronage.

HURST & COMPANY, Publishers, 395-399 Broadway, New York.

Canadian Representatives: McLEOD & ALLEN, 37 Melinda Street, TORONTO.

Recent Fiction
A Careful Selection of the Leading Novels of the Season

ADVENTURES OF ETIENNE GERRARD. By A. Conan Doyle. Morang & Co. Cloth, \$1.25.
 ADVENTURES OF HARRY REVEL. By T. Quiller Couch. Copp, Clark Co. Cloth, \$1.25; paper, 75c.
 BREWSTER'S MILLIONS. By Richard Greave. McLeod & Allen. Cloth, \$1.25; paper, 75c.
 BANNER OF BLUE. By S. R. Crockett. William Briggs. Cloth, \$1.25; paper, 75c.
 CIRCLE, THE. By K. C. Thurston. Copp, Clark Co. Cloth, \$1.25; paper, 75c.
 CHILDREN OF DESTINY. By Mollie Elliott Sowell. McLeod & Allen. Cloth, \$1.25; paper, 75c.
 CONJUROR'S HOUSE. By Stewart Edward White. Copp, Clark Co. Cloth, \$1.25.
 CHAMELEON, THE. By J. Weber Linn. Copp, Clark Co. Cloth, \$1.25; paper, 75c.
 CONNIE BURT. By Guy Boothby. Copp, Clark Co. Cloth, \$1.25; paper, 75c.
 CAPTAIN KETTLE, K. C. B. By Cutcliffe Hynes. Copp, Clark Co. Cloth, \$1.25; paper, 75c.
 CASTLE OMERAGH. By F. Frankfort Moore. Copp, Clark Co. Cloth, \$1.25; paper, 75c.
 COUNTESS LONDA. By Guy Boothby. Copp, Clark Co. Cloth, \$1.25; paper, 75c.
 COMEDY OF CONSCIENCE. By S. Weir Mitchell. Copp, Clark Co. Cloth, 75c.
 CALL OF THE WILD. By Jack London. Morang & Co. Cloth, \$1.25.
 DARREL OF THE BLESSED ISLES. By Irving Bachler. Morang & Co. Cloth, \$1.25.
 DAUGHTER OF NEW FRANCE. By Mary Catharine Crowley. Morang & Co. Cloth, \$1.50; paper, 75c.
 FRIEND OF CAESAR, A. By W. Stearns Davis. Copp, Clark Co. Cloth, \$1.25; paper, 75c.
 FLAGREE BALL, THE. By Anna Katherine Green. McLeod & Allen. Cloth, \$1.25; paper, 75c.
 FOUR FEATHERS, THE. By A. E. W. Mason. Morang & Co. Cloth, \$1.50.
 GORDON KEITH. By Thomas Nelson Page. Copp, Clark Co. Cloth, \$1.25; paper, 75c.
 GENTLEMAN OF THE SOUTH, A. By Wm. J. Brown. Morang & Co. Cloth, \$1.50.
 GREY WIG, THE. By Israel Zangwill. Morang & Co. Cloth, \$1.50.
 GREY CLOAK, THE. By Harold McGrath. McLeod & Allen. Cloth, \$1.25; paper, 75c.
 GRAUSTARK. By G. B. McCutcheon. McLeod & Allen. Cloth, \$1.
 HORSES NINE. By Sowell Ford. Copp, Clark Co. Cloth, \$1.
 HENCHMAN, THE. By Mark Lee Luther. Morang & Co. Cloth, \$1.50.
 HEROINE OF THE STRAIT, A. By Mary Catharine Crowley. Morang & Co. Cloth, \$1.50; paper, 75c.
 IDOL OF BRONZE, AN. By Louise Palmer Heaven. Morang & Co. Cloth, \$1.25; paper, 50c.
 JOURNEY'S END. By Justus Miles Forman. Copp, Clark Co. Cloth, \$1.25; paper, 75c.
 LANE THAT HAD NO TURNING, THE. By Sir Gilbert Parker. Copp, Clark Co. Cloth, \$1.50; paper, 75c.
 LADY ROSE'S DAUGHTER. By Mrs. Humphry Ward. Poole Stewart. Cloth, \$1.25.
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BOOKS OF THE HOUR

THE REAL BENEDICT ARNOLD. By Charles Burr Todd. New York: A. S. Barnes & Co. Price \$1.50.

When Arnold severed from the ranks of the revolutionists during the American War of Independence, his name passed into such odium among his fellow-countrymen, that the services he had earlier rendered the colonists were almost, if not quite, forgotten. History has passed over his name sadly, as a traitor to a great and patriotic cause, and few have sought either to praise his valor or to vindicate his defects. Mr. Todd, the biographer of Aaron Burr, takes new ground in his

his marriage to Peggy Shippen in Philadelphia, Mr. Todd goes on to tell, and to us his explanation of Arnold's motives appears quite plausible. Still it would seem that had it not been for the enmity of certain of the revolutionists, his mind would not have been so easily swayed.

KUTNER'S COMMERCIAL GERMAN. By Arnold Kutner, High School of Commerce, New York City. Cloth, 12 mo., 404 pages. Price, \$1.00. American Book Company, New York, Cincinnati and Chicago.

This book is adapted for use in commercial schools and in commercial courses of high schools, and is the first to introduce American students to a foreign language by means of its commercial vocabulary. Part I contains the elements of commercial German. Each of the sixteen lessons includes a reading lesson, special vocabulary, exercises on grammar and questions. Following these are thirty-one brief grammatical tables of the principal parts of speech, with reference to the reading lessons which illustrate them. Part II is intended to widen the commercial vocabulary by means of reading selections dealing with German business customs and institutions. It is also devoted to the study of commercial correspondence, business forms, documents, newspaper articles and advertisements. A vocabulary and a list of strong, mixed and irregular verbs complete the book, which will no doubt be most acceptable to teachers of German in commercial courses.

LIFE'S COMMON WAY. By Annie E. Trumbull. New York: A. S. Barnes & Company. Price, \$1.50.

"Life's Common Way" is the story of the rich in New York, but not of the new rich or the vulgar rich, but of people with views of life who are in a high station and who have certain responsibilities and duties. On the canvas which Annie E. Trumbull has painted there are many characters, and it may be said that they are all well done, much better done, we may say, than the construction of the story, which really leads to nothing important. It is a story of temperaments, of ideals, of character, and it has a charm about it that is engaging. The author has a fine sense of proportion. She does not imagine that every human emotion must be described in detail or that every fact in the history of every person in the tale must be mentioned. In fact there is a charm about the way in which the author omits so many little things which others would insist on telling, but which are not only perfectly understood by the reader, but heighten the interest and stimulate the imagination. — Philadelphia Inquirer.

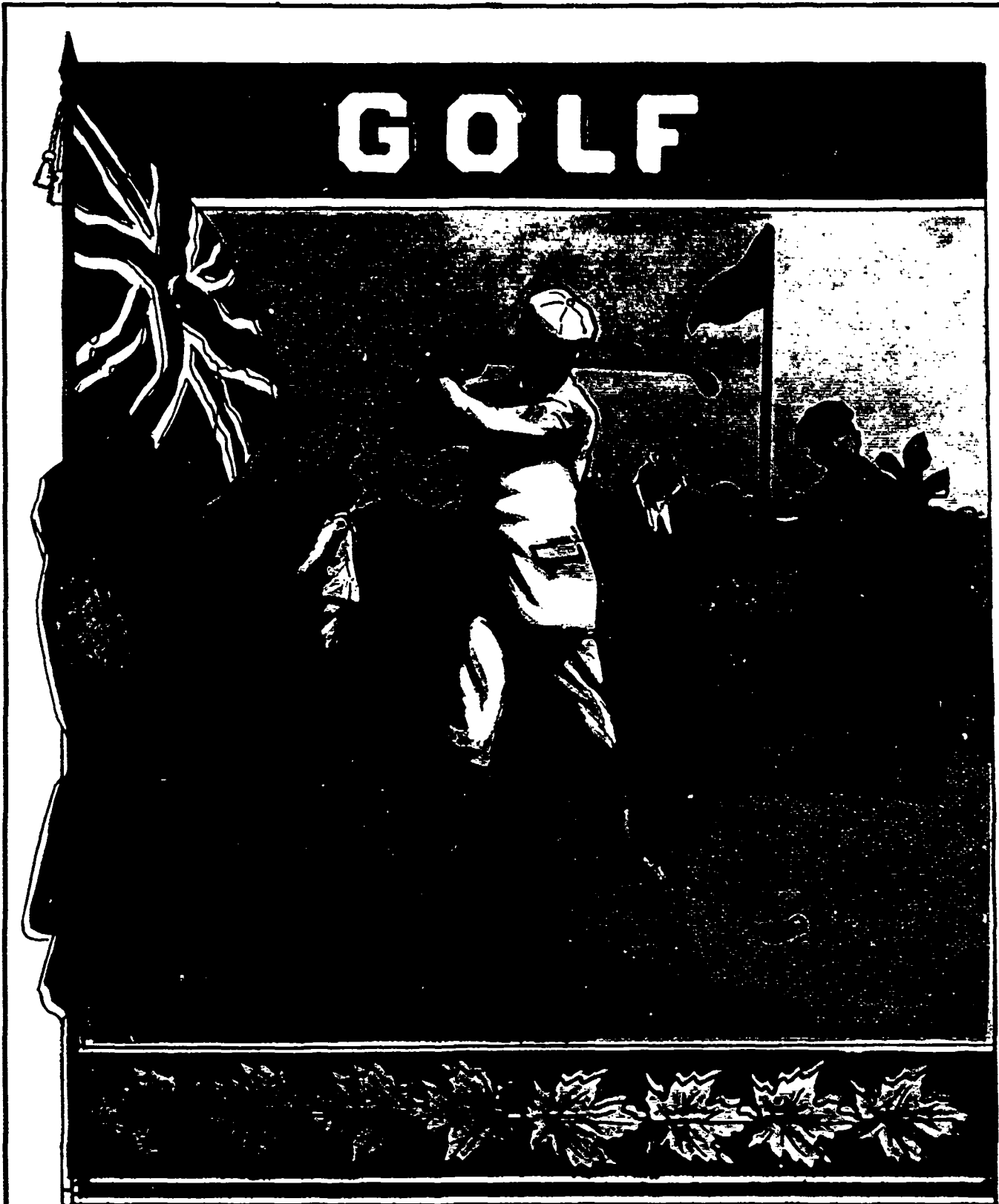


Specimen illustration from "In the Days of the Red River Rebellion."

life of General Arnold. He would attribute Arnold's fall to "the fascination, the persuasions long continued, the intrigues with the British, of a wife madly loved, and which, if discovered, he knew would tear her from his arms." In presenting his case Mr. Todd first traces Arnold's earlier connection with the revolutionary army—his descent on Quebec, his battles on Lake Champlain, and his share in the fight at Saratoga. In all these events he endeavors to show Arnold's patriotic fervor in the face of much ill-treatment from enemies in the army and in Congress. Of how the change came after

A FRIEND OF CAESAR. By William Stearns Davis. Toronto: The Copp, Clark Company, Limited.

Mr. Davis published this historical romance in 1900, since when several new editions have appeared from time to time. The popularity of the author's later works has in a great measure occasioned this continued demand for the first product of his pen. "A Friend of Caesar" is a novel of considerable power, modelled somewhat on the lines of "Quo Vadis,"

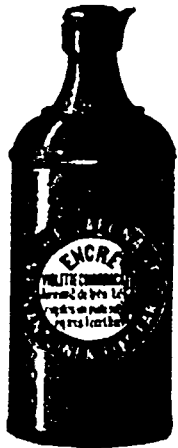


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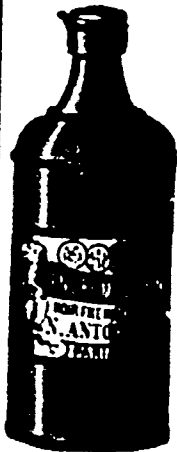
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though set in an earlier period in Roman history. It is pagan Rome that Mr. Davis describes, at the time of the crisis between Caesar and Pompey, when plots and treachery were rife and the Roman republic was shaken to its roots. The author makes excellent use of his opportunities and, by taking as his principal characters the noble Quintus Drusus, an ardent Caesarian, and Cornelia, niece of Lentulus Crus, the Pompeian consul, he weaves about them an absorbing romance. Especially does he show dramatic power in his representation of familiar historical events, such as the crossing of the Rubicon by Caesar and the murder of Pompey in Egypt. Mr. Davis' Caesar is a convincing portraiture, but his Pompey seems to lack personality.

A ROSE OF NORMANDY. By William R. A. Wilson. Toronto: George N. Morang. Price \$1.50.

In the gallant Captain de Tonti, lieutenant to the famous explorer, La Salle, Mr. Wilson has selected an excellent principal for his romance. About the personality of that historic character he has constructed an absorbing tale of love and adventure in France and French Canada. Colbert in France and Frontenac in Canada are introduced, and the great La Salle himself is portrayed in a convincing manner. The plan followed by the author is one with which readers of historical romances are tolerably familiar. A beautiful maiden, a bitter enemy and a faithful friend are mixed up in a series of adventures and complications which, as usual, end to the complete satisfaction of all concerned. Mr. Wilson's treatment, however, apart from a few crudities in construction here and there, may with justice be described as a little above the average. There are some passages in the book which are done exceedingly well, and the reader's feelings are worked up to quite a pitch of excitement. There are no attempts at elaborate descriptions of persons or scenes. Everything is touched off in a few well-chosen lines.

THE SAMARITANS. By J. A. Stewart. Toronto: Fleming H. Revell Co. Price, \$1.25.

Mr. Stewart is known to Canadian readers as the author of "Wine on the Lees" and "A Son of God," both sociological novels of considerable power. "The Samaritans" belongs to the same class of fiction and the picture disclosed in its pages of the disgraceful condition of East End tenement life in London is quite as appealing as anything to be found in the earlier books. Mr. Stewart treats the attempts of constituted authority to remedy the state of affairs in the slums with an irony which few living authors can equal. Likewise in his portraiture of slum characters, the author exhibits considerable power. His Miry, Sal and Pickens remind one strongly of familiar figures in Dickens' London of the past. Dalrymple, the Scotch clergyman, is a strong character, but Emmet, though meant to be convincing, fails to impress the reader as a striking personality. The Americans who enter into the tale, add little interest. It is in the machinations of Herstein, the Jewish landlord, and his brutal lieutenant, Meekles, that the real interest centres.

ONE FOR MANY. By Vera. New York: J. S. Oxtlie Publishing Company. Price, 50 cents.

This volume bears as its sub-title, "Confessions of a Young Girl." "Vera," the writer, was the daughter of a prominent lawyer in Vienna. The tragedy of the book and of her actual life, of which the book contains a faithful record, is based upon her discovery of the fact that the man she loved had been

guilty of an intrigue with an adventuress. The destruction of her ideal—the impossibility of marrying a man incapable of her innate purity of soul—drove her to desperation and she destroyed herself the day before her wedding.

THE BETTER WAY. By Charles Wagner. Toronto: William Briggs.

No one can read this volume of exquisite little essays on life without being touched and purified by the contact with a mind serene and pure as a Spring morning. Charles Wagner's philosophy is Nature and to Nature he turns for solace and refreshment. Yet it is not Nature for its own sake that he loves. In the beauties of the sylvan woods and the rugged grandeur of the mountains he sees the hand and feels the touch of the Creator. He is nearer God and nearer the perfect life there than in the world of human beings. "The Better Way" is eminently didactic. There is an imaginary friend in it who pours out words of wisdom and instruction. The mind of the writer is oppressed by the loss of a dearly beloved son, and to him the friend speaks words of comfort and encouragement.

THE BANNER OF BLUE. By S. R. Crockett. Toronto: William Briggs.

In its handsome cover of blue and white this book presents a most attractive appearance. Pleasing outwardly, it is also interesting within. In its pages the Crockett of the "Lilac Sun-Bonnet" and the "Men of the Moss-Hags" is again to be found. The scene is laid in the west of Scotland about the time of the disruption, and this stirring event plays a part in the story towards its conclusion. It is a tale of two sisters and two brothers, the brothers sons of a proud Scotch laird and the sisters of humbler birth. The sorrows brought about by the laird's pride, his strange love for his eldest and wayward son and his hatred of his younger son, are recounted during the course of the story, while the tragedy of the whole tale is only softened for the reader by the true love of the younger son and the younger daughter.

CHRIST, THE APOCALYPSE. By James Cooke Seymour. Cincinnati: Jennings & Pye. Price \$1.00.

An entirely new aspect of Christ is discussed in this volume. Of late years writers have dwelt to a great extent on the human side of His nature, emphasizing Christ the Man. In this case, however, Christ is portrayed to us as the Being in whom all mysteries and all problems of life are revealed. He stands forth as Christ, the revelation of all things. In treating his subject, the author has followed the logical sequence of time, beginning with the foundation truths of Christianity, illustrating grace in operation, discussing present day problems, and ending with the future of life. The book is exceedingly terse and pointed, evidently the work of a clear headed and outspoken student. The subject is indeed illuminated by his pen.



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MONTREAL BOOK TRADE

SUMMER literature is now in demand, though the sales of books this month are very ordinary. "Lady Rose's Daughter," "Mrs. Wiggs of the Cabbage Patch," and "Lovey Mary" are still selling, and a cheap edition of "The Virginian," which has lately appeared, seems to have created a fresh demand for that book.

Of the new books, "Athletics and Outdoor Sports for Women" bids fair to be a success. It has already commenced to sell well. Lucille Eaton Hill is the editor, and the various subjects are treated separately by specialists, the writers being the heads of the different English and American athletic associations. The book is fully illustrated with photos from life.

"Memories of a Hundred Years," by Edward Everett Hale, is a book in two volumes, covering a century's reminiscences of the author and his father. Both were noted men and both came in contact with the leading figures of their time in the political, social and artistic circles of the United



Montreal from the Mountain.

States. The book is one of the greatest interest and should be well received. The price is \$5, net. "From Greig to Brahms," by Daniel Gregory Masson, is a musician's book. Its sub-title, "Studies of Some Modern Composers and Their Art," explains the nature of the book. It is illustrated with portraits of different musicians.

"The Queen Regent," by Beatrice Heron-Maxwell; "The Four Feathers," by A. E. W. Mason; "Roger Drake, Captain of Industry," by Henry Webster, are works which are now going well.

Mrs. Annie L. Jack's "The Canadian Garden," paper, 50c; is an instructive little book that should appeal to all lovers of flowers.

Kate Douglas Wiggin and Nora Archibald Smith are joint editors of "The Golden Numbers," a "book of verse for youth." The poems are taken from many English and American authors, and selected by the editors with a view to pleasing young readers.

Of N. M. Hinshelwood's "Montreal and Its Vicinity" Prof. Geo. Murray, B.A., Oxon, F.R.S.C., has the following to say:

Readers have at last an artistic and well-written work worthy of the great city that it describes and illustrates.

The clever author of "Amidst the Laurentians" has had experience in bringing out illustrated books and thoroughly

understands that he can recoup his lavish expenditure on the present volume only by securing the half-dollars of almost countless buyers.

On opening the volume the reader will be struck by the colored frontispiece, which represents a "Winter's Night-View of Montreal." The scene is apparently photographed on a moonlight night from the mountain. Other finely colored full-page plates are "Sunset at Bout de l'Île," "Lac des Sables—St. Agathe," and "Shawinigan Falls." At page 128 there are photographs of six of the summer residences at St. Agathe. With a certain feeling of pride for Montreal it may be mentioned that all the workmanship of any description involved in the book, such as photographs, engraving, printing, paper, etc., is credited to this city and is an object-lesson to people who doubt that any good thing can come out of Nazareth. The first forty-one pages are devoted to a history of the old town, and contain sixty unique illustrations of Montreal in bygone days, all fine half-tones. The modern city is classified in a very concise and convenient form, with every important feature fully illustrated, while the environs of Montreal, and several popular summer resorts, are treated in a most interesting way. The illustrations of sports and pastimes, fishing and shooting, etc., are exceptionally good, and the entire book, in point of fact, reflects the greatest credit on Mr. Hinshelwood. There are over 300 illustrations, of which 220 are from the author's own photographs.

Harper & Bros. have published another humorous book by Col. D. Streamer, the author of "The Baby's Baldeker," which is called "Perverted Proverbs." The "proverbs" are done into comic verse; and an idea of their sort may be gathered from these: "Uneasy lies the tooth that wears a crown," "Still daughters run cheap," and "Half a loafer is never well bred."

PERSONAL.

Mr. J. McClelland, of Wm. Briggs, publisher, is in Winnipeg in behalf of his firm, attending the Methodist Conference.

Mr. Wm. Smellie, representing Geo. B. Hurd & Co., of New York, the widely known paper people, called on the Canadian trade recently.

Among recent American salesmen visiting the trade on this side of the line was Mr. C. A. Caldwell, from the Dana, Estes Co., of Boston.

Mr. Dwight Stratton, the representative of Dodd, Mead & Co., New York, has just completed a successful business trip to Toronto in behalf of his firm.

Mr. F. T. J. Nunan, salesman for Messrs. L. C. Page & Co., Boston, has just paid his annual visit to Toronto. For 17 years has Mr. Nunan been coming to Canada, and his relations with Canadian publishers are cordial in the extreme.

Mr. W. Geo. Spence, vice-president of The W. J. Gage Co., Limited, has gone to Muskoka with his family for the summer. This prolonged absence from business is necessary, we regret to have to state, on account of Mr. Spence's health, which of late has been far short of good.


Mr. Ernest M. Wade, representing The Lang Co., Limited, manufacturers of the Angloamer and Stylographic pens, visited Canada on a business trip during the past month and succeeded in placing his goods in some of the large jobbing houses. Mr. Wade was here for the purpose of appointing an agency for his lines in Canada and intends pushing them vigorously here. They are an "all British" pen, and this is an undoubted recommendation.

Mr. G. Walter Begg is now on the road in the interests of The Copp, Clark Co. He is calling on the trade showing a complete line of stationery and school supplies. Owing to many inquiries made for their goods the C., C. Co. felt the necessity of having more representatives throughout the country. This action will no doubt be appreciated by the trade in general, as an opportunity will be given them to see their samples more frequently.

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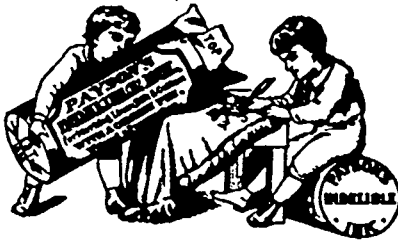


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The Importers' Guide.
A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 46 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, \$1.00.

The Canadian Customs Tariff.
Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, Francs, German Rixmark, at Canadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap 8 vo., cloth. Price, 50c.

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The BROWN BROS., Limited, of Toronto, carry a full line of our publications in stock

OUR STOCK OF

Stationery
Paper every kind
Account
Books
Leather
Goods
Office
Supplies
Papeteries
Writing
Tablets
Stationery
Novelties
Fountain Pens
Printers' and
Bookbinders'
Supplies

Is complete in every particular.



LETTERS COPIED WHILE WRITING

with an ordinary pen. Use any paper, any ink, or a pencil if desired. No press, no brush, no water. Just slip your paper into the clip and write your letter, bill—anything—and our PEN-CARBON LETTER BOOK retains a perfect copy.

WARNING There are imitations of the Pen-Carbon Letter Book. **WARNING** Do not be deceived. Be sure our name is in the book. **WARNING** We manufacture "Ditmars" Typewriter Ribbons and Carbon Paper.

PEN-CARBON MANIFOLD COMPANY, Dept. A.B., 145-7-9 Centre St., NEW YORK.

THE BROWN BROS.,

Limited

IMPORTING AND MANUFACTURING STATIONERS.

51-53 Wellington St. West, TORONTO.

SUMMER ADVERTISING

IS Summer a good time to advertise? Is it not better to reserve effort until the Fall? These are two questions that one frequently hears from retail merchants. Any person who asks such questions as these intends himself to answer "no" to the first and "yes" to the second. Of this we may rest assured. They are merely an indication of the working of the questioner's mind.

Summer is a good time to advertise, because, by omitting to use space in Summer the continuity of advertising is broken. Continuity is the great desideratum. If continuity be destroyed, or if, in other words, advertising becomes spasmodic, a great deal of the advantage of publicity is lost.

The injury done may not be very apparent. In fact, it may not be apparent at all. It may not even be effective, at the moment, but sooner or later it is bound to tell. The work of the preceding winter being broken off, no one knows what the result will be.

But Summer advertising is intrinsically valuable. The volume of Summer business is usually small. It requires to be bolstered up in various directions, and how better can this be accomplished than by careful advertising? When business is weak, then is the time to call in the press and the pen to assist it. It seems strange that merchants should advertise most when business is prosperous and least when business is dull.

The bookseller's business should naturally keep up well during the summer months. He supplies demands which are especially active during the hot months. A considerable amount of literature is read by the travelling public and there are calls for stationery, souvenirs and fancy goods. To let the public know the whereabouts of these supplies, the press must be utilized.

Advertising in Summer should be what may be termed tempting. The business done in Summer is largely accomplished by means of suggestion. The merchant must create a demand in the customer. During both the Spring and Fall seasons there are demands experienced by the public which arise from their own necessities. Hence they come to the merchant to have these demands supplied.

In Summer it is otherwise. The demand is not pressing; it is dormant. It requires to be awakened by the merchant himself. His wares must be tempting and he must let his public know that they are tempting. How better can be accomplished the first step in this process than by utilizing the press?

To make his advertising tempting, the merchant must beware of any tendency to heaviness in wording or construction. The advertisements should be light and airy as befits the season. The public wish to be amused in Summer. It is a time of open-air enjoyment. People will not be put to the trouble of reading lengthy and uninteresting advertisements. They want them short, crisp and to the point. Let them know you have all the latest and best fiction without bother-

ing them about bindings, sizes, qualities, etc. If the people come to your store in response, that is all that is necessary. They can then see the books for themselves. The same with the other articles advertised. The advertisement should be merely a lure to get the public interested in the store.

Other methods of advertising must not be neglected. In fact, Summer is just the time to branch out. Have cards or posters in every hotel in town, so that the casual visitor may know where he can buy a magazine, a paper, or the like. If there is a steamboat wharf at which a passenger traffic is carried on, there should be a notice there as well. The same may be said of the railway station. Every effort should be made to gain the tourist trade. The front of the store should likewise be made to indicate the nature of its contents. There should not be too much lettering all over the store-front, but enough to differentiate the store from its neighbors. An arrangement of colored lights at night is to be commended. If they spell out a word so much the better. An ingenious merchant can think out a hundred and one different ways of attracting attention.

There is just one thing in advertising that never fails to bring success, and that is assurance. If you set out with the proud determination to make yourself and your goods popular with the public it is no longer feasible to quietly declare the fact. You must have the assurance to advance with a trumpet, as it were, and blow a loud blast to shake the walls of Jericho. The time has been long past when custom can be

gained by modest and unassuming methods. Anything that savors of too much humility savors of mendicancy nowadays. It is all right to know how to be humble. As "Letters from a Self-Made Merchant" says, "It's a heap more important than knowing how to be proud." There is a time to be humble and a time not to be

humble. A great display of humility in advertising is out of place; it is too Uriah Heepish. Aggressiveness, rather than meekness, is the marked flavor of successful twentieth century advertising. The merchant who is easily abashed goes easily to the wall. There is but small chance for the diffident in this age of strong competition. A silent entry into town, merely depending upon the excellence of your wares to work up custom, will not answer to-day. It is out of date and useless. The man who succeeds is he who can, figuratively speaking, mount the platform and blow the big trombone. The merchant who knows how to draw a crowd is the one who draws business.

Those men who talk and bluster and swagger too much remind one of pneumatic tires or of a balloon filled with hydro-carbonic gas—too light to stay down and too heavy to go up: the soap-bubble that bursts and disappears the moment the first atom of solid matter touches it. Yet, there must be a little bluster. They must "toot their horns and make a blow"; they must do bold and aggressive advertising, for it is not the shy and diffident man who builds business and holds trade to-day.

Merchants who reside in towns that are frequented by tourists would not find it a bad plan during the Summer excursion season to have a rebate coupon printed in imitation of a railroad ticket. Two or three young men could be employed to go down to the station (or boat) and meet the crowds, and announce that they have free tickets, handing to each excursionist a coupon, stating that this coupon is good for 5 or 10c when a purchase of a certain sum is made at your store.

The grocer's lad said to his dad,
"Let us insert a little 'ad"
"And change the matter every day."
"It always says when worked that way
"But money's close," complained the grocer
"Well, that's the way to bring it closer"

Trade, like some folk in every town,
Takes "spells" and for a time runs down,
For folk, they order mineral springs,
For trade, some printer's ink and things
That build up business, business-wise,
They call the mixture—advertisise

The forests thrive on drops of rain,
How are the leaves turned green?
And how do motors draw a train?
With subtle force unseen
These questions tend to make one think,
Why trade thrives best on printer's ink

Canadian Hunting and Fishing Territory.

By L. O. Armstrong.

It is gradually dawning upon our state-men and politicians that the money value of our illimitable hunting and fishing territory is very great. The desire to spend a few days in the woods in the minds of people who a few years ago never would have thought of such a thing is growing year by year. We remember in our boyhood days how very few people went away for a Summer holiday, and how this few of the wealthiest has grown into myriads of all sorts and conditions of men who wish to go to some Summer resort. Now the watering place is losing its attractiveness and the more popular woods, lakes and streams of the north are replacing it in the hearts of the people. It is the call of mother nature to her wornout sons and daughters to come back to her and

N.B., are a number of excellent streams and lakes, including Harvey, South Oromocto, Long and Victoria Lakes. These are trout lakes, but sea salmon is to be found quite near in all the tributaries of the St. John. Only three miles from Canterbury you find trout and land locked salmon.

New Brunswick has many sportsmen of fame, some of these live in New Brunswick simply to enjoy the sport and the life in the woods. The rivers of New Brunswick are exceptionally clear, and in almost every deep pool you will find trout.

The Miramichi is a grand river and it has many good feeders in its run through the centre of the province. It has always been and is still a good salmon stream. It



Canadian Hunting and Fishing Territory—Big Game.

regain some of the freshness and simplicity of youth. Canada is very rich indeed in this kind of territory. Certain writers claim for her 2,000,000 square miles of sports-man's country, but I would speak here of 300,000 miles of which I know something. These 300,000 miles lie in a comparatively narrow stretch between St. John, N.B., on the Atlantic Ocean, and Victoria, B.C., on the Pacific; narrow, but 300,000 miles in extent.

Beginning in New Brunswick, we have a large interior country with clear, rapid streams full of trout, and lakes innumerable, affording fine catches of trout and char, some times called locally nannycush, sometimes togue, and some times touladi. New Brunswick has both salt and fresh water fishing. Between the Maine boundary and St. John,

also drains a reliable country for big game which, owing to conscientious protection, is increasing.

One of the feeders of the Miramichi is the Cains river, whose valley is famous for caribou and bear. All through New Brunswick deer and caribou are increasing owing, not only to good laws, but to the disappearance of the wolf.

Great is the scenic beauty of the Tobique river, and one could idle the Summer away there without fishing or shooting much. Yet it is a river richly supplied with both salmon and trout. There are about 120 miles of main river and branches and almost every mile affords good fly fishing. The Tobique fish stories are second to none, and are mostly true. From 20 miles from its mouth towards its sources it flows through a country in which there is much game.

RETURNED
JUN 22 1903
Book 10
Page 158

The Canadian Pacific Railway has a branch to Plaster Rock where there is hotel accommodation and where you can hire conveyances to the interior lakes

Grand Falls with its majestic scenery, is a sportsman's centre

Edmonton, the terminus of the road, is famous for its fishing. In Touladi Lake, nearby, the charr is called tou-lah, and here the namaycush is caught of 20 lb. in weight and more

There is mouse here, and very fine specimens are shot annually

The fishing and shooting of the western part of Nova Scotia are reached from St. John, N.B., by the fast steamer

wolf in the interior; and the beaver and otter inhabit the lonely lakes and lakelets. Hares are in abundance, and the willow grouse, the rock ptarmigan, the curlew, the plover, and the snipe are found in proper season all over the island. On the great "barrens," or in the marshy grounds and around the shores and islands are innumerable sea fowl.

The climate in Summer, tempered by the balmy sea breezes, is bracing and health-giving.

Quebec Province has long satisfied the ambitions of angler and sportsman, and it still bears a good name. The Quebec garrison has for over a century always contained many sportsmen among the officers. At Lake St. John

RETURNED TO SENDER 1903
Book 10/15
ae



Canadian Hunting and Fishing Territory—A Returning Hunting Party.

Prince Rupert which makes daily trips during the Summer season between St. John and Digby. To the north of Cape Breton lies North Sydney, and between that port and Newfoundland a splendid steam-ferry has been established. Few countries have as many attractions for the sportsman as Newfoundland. The interior is a vast deer park. The countless lakes and ponds abound with trout of the finest description, and are the breeding places of innumerable wild fowl. Almost every stream holds salmon.

Herds of caribou traverse the island in their periodical migrations, and the bulls yield the grandest trophies. September and October are the months for stalking and the assistance of guides is requisite. There are black bear and

the Ouananiche, and in the many rivers and lakes of the Laurentian range the brook trout offer to this day as good fishing as can be found, and from Lake Megantic east, the streams and lakes of the Eastern Townships still have their devoted adherents. Indeed, the trout fishing in Brompton Lake, reached by Canadian Pacific Railway and Mount Orford Railway, and in Brome Lake the bass fishing are better than they have been within the memory of living man. Moose, caribou and deer are still found in numbers to satisfy the many Nimrods who make an annual visit to Quebec in the hunting season. The fish and game protection laws are not, however, as well adhered to in Quebec as they ought to be.



MANOIR RICHELIEU.



HOTEL TADOUSAC.

Richelieu and Ontario Navigation Company

"Niagara to the Sea."

MAIL LINE STEAMERS

(Palatial Steel Steamers)

Leave Toronto, 4 p.m. (from June 1st to 13th) Mondays, Wednesdays and Saturdays; thereafter daily, except Sunday, for **Rochester, Kingston, Clayton, 1,000 Island Points, Brockville, Prescott** and intermediate ports (running all the Rapids) to **Montreal**, where connection is made with steamers for Quebec, Murray Bay, Tadousac and points on the famous Saguenay River.

HAMILTON LINE

(Fine Iron Steamers)

Plying between **Hamilton, Toronto, Montreal** and intermediate ports, passing through the picturesque scenery of the Bay of Quinte, 1,000 Islands and Rapids. Steamers leave Hamilton 1 p.m., and Toronto 7.30 p.m., Tuesdays, Thursdays and Saturdays.

FOR FURTHER PARTICULARS APPLY TO

H. FOSTER CHAFFEE, Western Passenger Agent,
2 King Street E., Toronto.

C. P. GILDERSLEEVE, General Manager.

THOS. HENRY, Traffic Manager,
Montreal



STEAMER "KINGSTON."

The Canadian Pacific Railway has a branch to Plaster Rock, where there is hotel accommodation and where you can hire conveyances to the interior lakes.

Grand Falls, with its majestic scenery, is a sportsman's centre.

Edmonton, the terminus of the road, is famous for its fishing. In Tooladi Lake, nearby, the charr is called *to-ladi*, and here the *namaycush* is caught of 20 lb. in weight and more.

There is moose here and very fine specimens are shot annually.

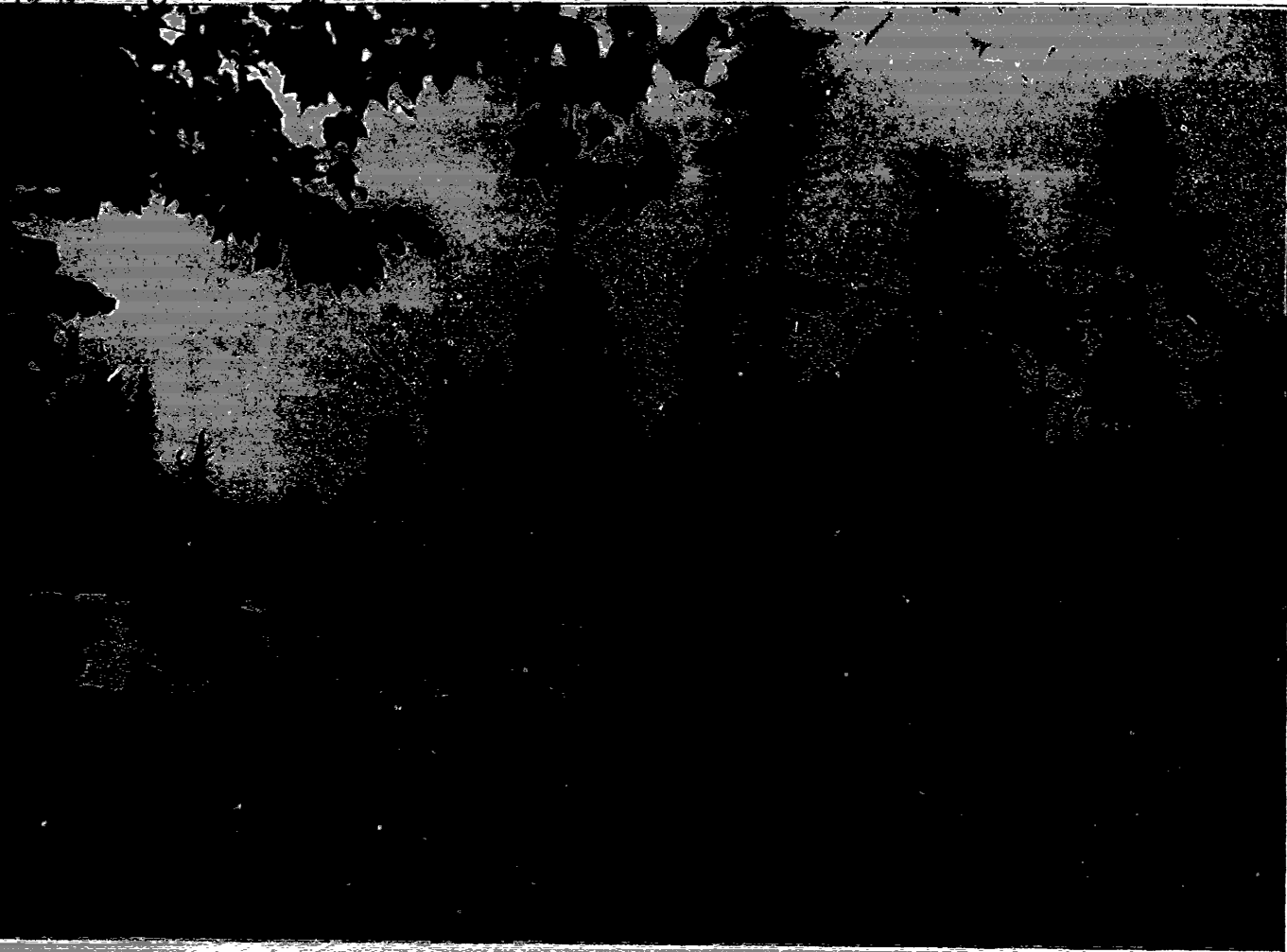
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U.S. 100
100
back 100
all



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Muskoka Lakes

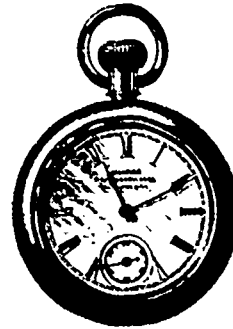


Commencing on 15th June, a twice daily service of steamers to all points upon the Muskoka Lakes and Magnetawan River and Royal Muskoka Hotel—open until 10th September.

Muskoka Lakes Navigation and Hotel Company.

C. H. NICHOLSON, General Manager Transportation, Gravenhurst.
A. F. CAMPBELL, Manager Royal Muskoka Hotel.

STATIONERS' NOVELTY.



THE
Ingersoll
American Watches.

RETAIL PRICES, \$1.25 to \$2.50

ARGUMENT.

We now offer a practical time piece for the Stationery Trade of Canada, and base our statement upon the following:

First - It is absolutely guaranteed to keep accurate time.

Second - It stands rough usage and does not get out of order easily, making it the only watch for dealers outside of the jewelry trade to handle, and also making it a practical one for sportsmen, boys and all men who give a watch hard usage.

Third - Its low price and high quality insure a tremendous sale, which we further augment by furnishing many handsome advertising devices for your store.

Fourth - Last but not least, these watches offer a handsome profit. Price cutters are not supplied.

Sold by several leading Stationery Jobbers of Canada. We will tell you who they are upon request.

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

INFORMATION ON REQUEST.

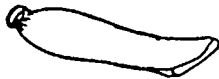
ROBT. H. INGERSOLL & BRO.

51-53 Maiden Lane. NEW YORK, U.S.A.

OUR TRADE MARK **A** OUR TRADE MARK
AUER LIGHT MANTLES
LONGEST LIFE & BRIGHTEST

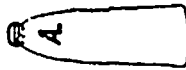
The Value of Annealing.

Annealing is the most costly step of mantle making—consequently a cheap mantle cannot be properly annealed—That is the reason a cheap mantle caves in like this if you lay it on its side, after burning off the coating—Try one—They injure your trade.



Mantles branded **A** are thoroughly annealed over pressure gas—They fit the burner—They don't shrink—They stand up this way—They are reliable—They help your trade.

—We are the sole manufacturers of **A** mantles.
—Write us if you are interested.



Lowest prices on Mantles, Shades, Chimneys, Globes and Sundries.

AUER LIGHT CO., MONTREAL.

Blotting

Rex, 7½c per lb.
Sterling, 9½c. “ “
Standard, 13½c. “ “

IN UNBROKEN PACKAGES.

Write for Samples to

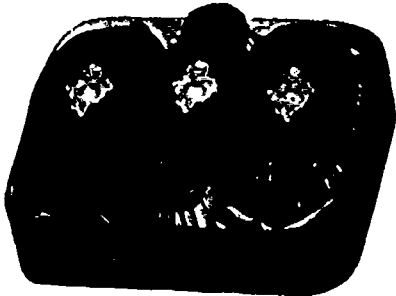
McFARLANE, SON & HODGSON,

MONTREAL.

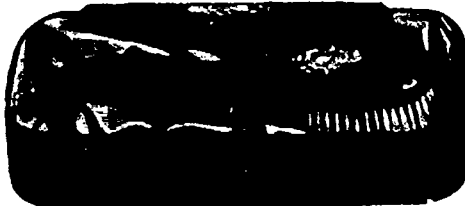
FRENCH STAG WARE

The Very Latest in Fine Fancy Goods.

Fifty New Lines Now Ready.



Gent's Brush Set.



Comb and Brush Set.

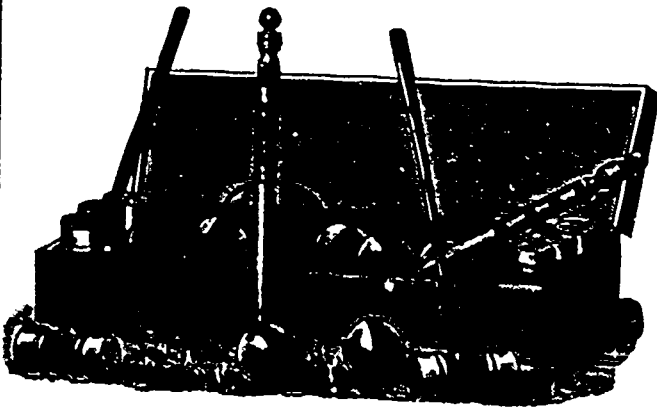


Military Brushes.

NERLICH & CO., 146-148 Front St. West
(Opposite Union Station)
TORONTO

MONTREAL - 301 St. James Street, (cor. Victoria Square.)

Croquet



A post card will bring you our prices on Croquet Sets, Hammocks, Baseball, Tennis Goods, Toy Garden Tools, Paper Lanterns, Flags, etc.

Nerlich & Co.

146-148 FRONT ST. WEST,
(Opposite Union Station) **Toronto**

Enamelled Jewelry

Patriotic Designs.



Brooches,
Hat Pins,
Belt Buckles,
Souvenir Specialties.

WRITE FOR PRICE LIST.

Nerlich & Co.,

146-148 FRONT ST. WEST,
(Opposite Union Station) **Toronto.**

SPORTING GOODS

BOOKSELLERS AND MAIL-ORDER HOUSES.

DURING the past few years the demand for sporting goods has grown so materially throughout the country that booksellers have recognized it as a line worthy of particular attention. It must be admitted that this line was sadly neglected by the trade, with the inevitable result that buyers turned to other quarters for their supplies.

A feature of the present situation—the business done by catalogue or mail order houses is the result of this indifference in the past. Mail order houses have grown to considerable proportions and have built up a connection with clubs in all sections of the country. Catalogues are sent out every season to these clubs, giving stock quotations and offering a discount to clubs. Their advertising is directed to reach the consumers, but they express them-

to compete with the mail order firm. The cricket club secretary maintains that in future he will buy direct from the catalogue house, unless the local dealer can meet the prices quoted.

What remedy is open to the retailer? Simply to study the sources of supply and to get his stock from the legitimate wholesale house, from whom he can, in fact, buy almost as cheaply as does the mail order house. So, as the latter gets a big margin of profit on many lines, there is no reason whatever for retailers, who have studied the matter, to allow an order to get from their town to the city catalogue or mail order houses.

The sporting goods wholesale houses, who sell to the catalogue firms as well as to the local retailers, are progressive and up to date, and will be able to supply any line which the retailer may ask, and will be able to quote prices considerably lower than those sent out by the catalogue houses.

Booksellers who handle sporting goods should, if they do not deem it wise to carry a full stock of various lines, get catalogues from all the wholesale houses, should study them, so as to be ready to refer to them in case of inquiry, and should advertise the line once in a while, expressing a readiness to get any article in the line at shortest



Rapids on St. John River above the Reversible Falls.

selves as ready to supply "the trade," which term seems to include any person who conducts a retail business. While ready to supply the retailer, they offer no particular inducements, but are, in fact, desirous of selling to clubs direct, as much as possible, thus admitting that they are really keen competitors of the local retailers. Now, the question arises, how is this competition to be most successfully met?

A few weeks ago the secretary of a club in Eastern Ontario went to a retailer in his town, asking the latter to secure a cricket bat for him. This was done, the retailer getting the bat from a mail order house. The retailer was given 10 per cent. rebate from stock prices. A few days later the secretary received a catalogue from the mail order house, which included a cut of the bat he had bought, also stock prices, and the information that a "discount of 10 per cent." was offered to clubs. Naturally, the secretary asked the retailer for the discount. How his name was secured by the mail order house was a mystery to the retailer, but the incident was sufficient to teach the latter that he should have other sources of supply in order

notice. There may be weeks, or even months, when some goods are never asked for, but, if one knows where to get anything asked for, it should not be a difficult matter to persuade a local customer to wait until they are secured. Booksellers who do not sell sporting goods, would do well to consider the matter, remembering that there is a particularly good margin on them, that the line responds well to good display, and that the amount of business done in it during a season is large enough to make it worthy of much attention.

If booksellers would give the same attention, devote the same powers of shrewd calculation, and the same energy and enterprise to sporting goods that they now give to other lines, they would have little reason to fear the encroachments of the catalogue or mail order houses, and they could depend on building up a trade that in the years to come will steadily grow in value and magnitude.

On the other hand, if booksellers do not give due attention to this line, it is inevitable that the local clubs will sooner or later get their supplies from the mail order houses.

MAC.

WALL PAPER

CATERING TO CHEAP TRADE.

IT is difficult to give advice on a subject like this, for the average merchant knows he must carry the cheap lines. Where he errs, however, is in the immense range he is willing to carry in lines that retail at 5c. or thereabouts, while in his higher priced goods he fears to carry much lest it will remain on his hands. If he would sit down and think out which customer means more to him, the 5-cent or the 15-cent, and which deserves the most attention, he would come to the conclusion that he is doing the better class of customers an injustice in not affording them variety, while for the cheap class, where pattern should not be of such great importance, he carries almost innumerable designs.

That is the reason why so much of the better trade comes to the city. If a buyer is willing to put 15c. into a roll of paper he rightly considers that to him is due greater attention than the cheap man. How can a merchant expect to sell good grades unless he carries a fair stock to select from? He should not pass an opinion on the demand for good wall papers until he has carried variety enough to supply those wishing that class of goods.

He not only loses his good customers, but also good sales to other customers who would buy the more expensive lines if a sufficient assortment were displayed, but who, upon seeing such a vast choice in cheap grades do not think of going above it. When a person buys a 15c. wall paper he is not buying a 5c. grade of paper and colors with a 15c. pattern; he is getting a better paper in more enduring colors and with better designs. A 15c. paper will outwear five 5c. papers and always look well. The fading of cheap paper is the principal cause for getting a new wall covering, but in the better grades this fading does not occur, and the wall paper need be changed only when tired of or, by some special cause, soiled.

Most of our expensive paper is imported and carried only in the cities or large towns, whereas if a taste and demand for it were encouraged in the smaller towns and villages by the local dealers, our own manufacturers would soon see the necessity of supplying Canadian trade in these expensive lines. We cannot expect our mills to manufacture a class of paper for which there is little demand, for sentiment does not run a business.

Let merchants carry better lines; let them learn and tell the advantages of expensive wall papers; let them push that grade and keep back the cheap lines, and it would not be long before our swellest wall-paper stores would display the card "Made in Canada."

WHAT THE STORES ARE SELLING.

NEVER before has the variety of pattern and color in wall paper been seen that is shown this Spring. As a rule, the patterns are less conspicuous than ever, and it is only for certain rooms that the loud and prominent bunches of flowers of other seasons are displayed. Stripes are a prominent feature, both in somewhat contrasted colors and in self tones. The stripe pattern is so useful for certain rooms, that it is always popular.

The "art and nouveau" designs are the best sellers in the higher priced papers, and the effects in this style are most beautiful. Long stems, with sweeping curves and irregular bends, are crowned by medium sized and small flowers in somewhat conventional designs, and these spots of pattern

occur at great distances from each other. In the intervals, inconspicuous designs of self colors break the stretch of clear space, without exhibiting a mass of confused pattern.

Tapestry paper has a prominent position in the list and is selling as never before. One of its conveniences is its adaptability to the coloring of any adjacent room.

In colors, delicate shades abound in blue, green and pink. Deep reds as a background are not so much in favor, but rose color and fairly dark shades are made still darker by a deep red pattern. Self tones are the neatest and daintiest of the season's offerings, and are selling as their merits deserve.

Some special United States papers are in Japanese goods in red with designs of Japs. storks, and such like novelties. A Summer paper has bunches of golden rod in large clusters with intervening small clusters of purple asters. Some landscape papers are printed with games of golf or baseball and groups of tall trees. In nursery papers, landscapes, games and illustrated nursery rhymes appear. These are supposed to be, and no doubt are, educative.

ONE WAY TO HAVE THE STREET CLEANED.

Norman Murray, whose book store at the corner of Beaver Hall Hill and LaGauchetiere street is well known to all Montrealers, becomes sarcastic at times at the expense of the Montreal city fathers. The other day a heap of garbage and dirt from the street was left on the road in front of his door by the street cleaners. It remained there too long, so Mr. Murray tacked a large card to a stick and stuck it up in the pile for all the world to see. The card read:

CITY PROPERTY.

Please call and collect as regularly as the taxes, and oblige

NORMAN MURRAY.

The street cleaning department obliged him.

A BRIGHT NUMBER.

Continued interest is aroused at each monthly appearance of The Ladies' Magazine. The contents are of a bright and varied nature, and the fiction, consisting of short stories, exhibits a careful selection. The June number contains three interesting tales, some good special articles and the regular departments, such as "What Women are Doing," "The Key-note of Style," "Boots and Their Makers," "Children's Page," "Nursing at Home," etc.

RECENT BOOKS ON OUTDOOR SPORTS.

- ATHLETICS AND OUTDOOR SPORTS FOR WOMEN. By L. E. Hill Macmillan. Cloth, \$1.50.
- AUTOMOBILE. THE. By G. Lavergne. McKay. Cloth, \$1.50.
- CROSS COUNTRY WITH HORSE AND HOUND. By F. S. Peer. Scribner \$1.
- GOLF. By W. G. Brown. Houghton, Mifflin. 50c.
- MOTOR CARS. By R. Jenkins. Pott. \$5.
- MOTOR BOOK. THE. By R. J. Mansley. L. C. \$1.
- OFFICIAL GOLF GUIDE, 1902. Grafton \$3.
- RACQUETS, TENNIS AND SQUASH. By E. H. Miles. Appleton \$1.00.

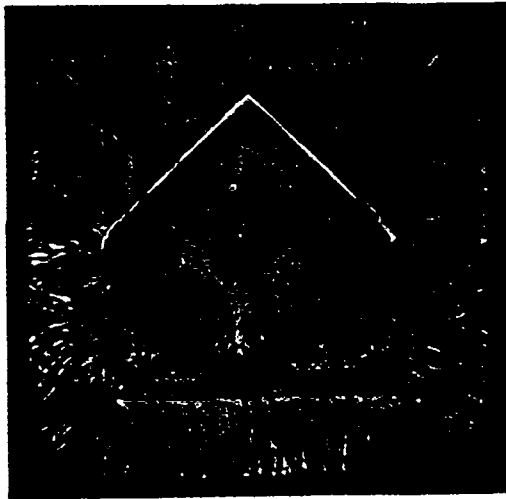
To Grip Co. Limited



all cut page 56 Book 7
Wall Paper for 1903=4

OUR new line is now complete. It is unquestionably the best set of samples we have ever shown to the trade. Our travellers will be on the road in July. Wait to see what they have to show you.

Stauntons Limited, Toronto, Ont.



Crepe Paper Table Covers

MADE WITH

DENNISON'S CRÉPE PAPER NAPKINS.

These table covers have become a fad owing to the beautiful effects obtainable in table decorations. As our 1903 line of napkins embraces a complete line of new designs, printed in two to eleven colors, the beauty of table covers made therefrom will be apparent to dealers. Samples of these table covers furnished at cost to dealers in our napkins.

Dennison Manufacturing Co.,

BOSTON
NEW YORK

PHILADELPHIA
CHICAGO

CINCINNATI
ST. LOUIS

WM. BARBER & BROS.

Paper Makers
GEORGETOWN, - ONTARIO
BOOK, NEWS AND COLORED PAPERS
JOHN R. BARBER

THE EMPIRE SERIES OF MAPS

Bright and fast colors—thoroughly revised—best series published—large, yet compact—mounted on heavy linen—substantial, durable. Liberal discounts to Booksellers. Correspondence invited.

E. N. MOYER & CO., 120 Victoria Street, TORONTO

A DELIGHTFUL PEN.

A smooth writer, and of wonderful wearing quality, is

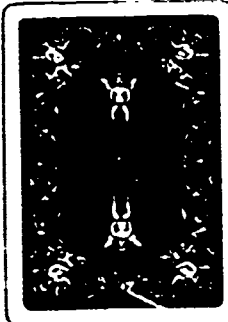
THE CROWN SERIES

It is gold coated, and so is non-corrosive. It is a fact that this line of pens is of unusual merit. They make fast friends wherever used.

Send for sample card of 6 styles.
Trade price, 65c. per gross.

The Imperial Pen Co., Limited
Warwick Bros. & Rutter,

Sole Canadian Agents:
TORONTO, CANADA.



RIDER BACK.

**Bicycle
Playing
Cards.**

Favorites the world over.

Preferred by players because they wear so well and are so satisfactory in dealing and playing qualities.

Preferred by dealers because they sell so readily.

Always satisfy purchasers.

Make steady customers out of chance buyers.

Order through your jobber.

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

The "HAMMOND" Typewriter

(New Manifolding Model.)

*Secret book 9
Page 63.*

"The Greatest
Type-writer in
the World"

Judge a machine
by what
it does



Hammond
work is
Incompar-
able.

The Hammond Typewriter was originally designed for high-class trade—people who like the best.

The beautiful work, interchangeable type, visible writing and ease of operation, place the Hammond in a class by itself.

Durability established—A matter of fact

SOLE CANADIAN AGENTS:

The Colonial Typewriter Co., Limited

HEAD OFFICE AND FACTORY:

PETERBOROUGH, ONT.

13 Bleury St., Montreal. 1 Adelaide St., Toronto

"JAPANESE"

Carbon Paper and Typewriter Ribbons

(ALL COLORS FOR ALL MACHINES)

STRICTLY HIGH CLASS GOODS

Made in Canada

Used by Grand Trunk and Canadian Pacific Railways,
as well as leading firms everywhere.

GIVE THEM A TRIAL

MANUFACTURED BY:

The Colonial Typewriter Co., Limited

HEAD OFFICE AND FACTORY:

PETERBOROUGH, ONT.

13 Bleury St., Montreal. 1 Adelaide St., Toronto

FOR TOURISTS: CLAN TARTAN PLAYING CARDS

(Boxed and Gilt Edged)

- ROYAL STUART
- GORDON
- CAMPBELL
- MacDONALD

MADE BY

Chas. Goodall & Son, London, Eng.

NATIONAL SERIES:

- ENGLAND
- SCOTLAND
- IRELAND
- CANADA

Our 2c card outwears 3 packs of any other size on the market. They were used exclusively by the Canadian Whist Congress, Imperial Club, Motor Cycle, Canadian Club.

A. O. HURST, 84 Wellington St. W., TORONTO.

Trade Supplied Through Wholesale.



An ELLAM'S DUPLICATOR

Letters from a Self-made Merchant to his
Customers Can be sent out by the
hundreds by using

The Ellam's Duplicator

Either hand or typewritten,
in black, blue, purple, or green ink.

Duplicate Circulars are cheaper to produce than printed circulars, and they are far more effective. Good for manufacturers, wholesalers, retailers. No business firm can afford to do without the personal letter and follow-up systems, and these systems require a first-class duplicator. Write us for descriptive circular and prices.

Canadian Typewriter Co.,
45 Adelaide East, Toronto.

FANCY GOODS

THE trade in the various lines embraced in the term "fancy goods" has been very brisk during the past month. In addition to this wholesalers are busy preparing their travellers for the Fall trips and already some have started. Considerable difficulty is reported in the import orders of toilet articles, as, although ordered some months ago they have only arrived in part as yet, and travellers are already prepared to go out. Special efforts are being made, however, to have the travellers supplied with all the new things.

Already a few Fall orders have come in, and there appears to be a disposition among merchants to buy earlier and avoid the delays in delivery which are so annoying when the Winter holiday season is drawing near. Nowadays with the plethora of orders that is flowing in on fancy goods men, and the difficulty encountered in the manufacture of certain lines, through labor agitations and strikes, the early order seems to be the wise one.



A German Doll.

Speaking about the large orders and immense business done by the fancy goods houses, a manufacturer remarked the other day that during the Spring he had purposely absented himself from his office on account of his inability to supply the demands of his customers who were sending in late orders. Many of these were merchants who had dealt with him for years, but whose orders this year were crowded out. Many would apply personally to the manager and a straight statement that no more orders could be filled was never satisfactory. To avoid unnecessary trouble he had to stay away.

Great preparations are under way for next year's diary trade. One firm has recently issued a catalogue in which 16 sizes of pocket diaries (embracing 228 styles) are shown. These include all prices and varieties that any man could ask for. Twenty-seven different styles of office diaries also are a part of the catalogue.

The manufacture of toys is one of the few industries of Germany which does not encounter serious foreign competition, remarks the German Export Review. The export trade is practically the whole business as it finds sale for fully 80 per cent. of the total production. The following figures demonstrate the increase that has taken place in the exports of toys and also shows how little is imported by Germany in this line:

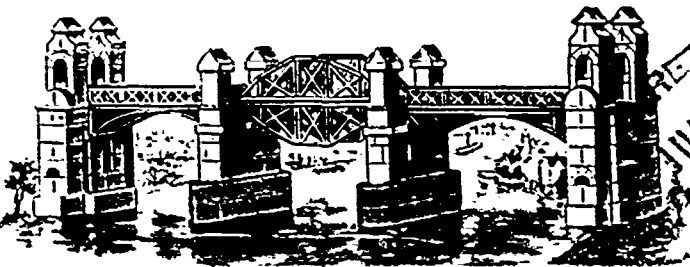
	Imports, Marks.	Exports Marks.
1897.....	500,000	49,400,000
1898.....	400,000	38,800,000
1899.....	400,000	47,000,000
1900.....	300,000	53,400,000
1901.....	380,000	53,100,000

Great Britain is the largest buyer of toys from Germany, taking two-fifths of the total export, but for four years there has been no increase. The Chamber of Commerce at Sonneberg attributes this to the fact that German manufacturers of dressed dolls are obliged, in buying the materials for the dresses—principally from England—to pay a heavy import duty, while the British manufacturer obtains all his materials

duty free and can thus produce more cheaply. The United States of America comes second in importance as a buyer of German toys, but there again no increase was shown from 1896 to 1899.

Canada last year imported \$163,210 in toys from Germany, an increase of almost \$27,000 over the preceding year. In this line, too, then, the surtax will have a great effect on Canadian trade with Germany.

The bridge illustrated is built with the new architectural toy sets that are shown by a Toronto house. The parts are of stone and steel-work and are designed on the most modern scientific principles. The educational advantages that are supplied by these blocks make them of the greatest benefit to children, who thus learn something of building construction apart from the crude ideas that are obtained from the use of square conventional blocks. They were introduced in Canada last fall, but have not as yet been brought very prominently before the trade. Considerable success has attended their sales up to date and when they are properly known this success will increase. They have been on the market in the United States for some time and it was from their popularity there that the wholesaler here had his attention attracted to them. The blocks come in three natural stone colors and the steel work is made from bright finished cold-rolled stock.



Built with the new blocks.

They can be retailed at from 25 cents a set, up to almost as many dollars.

Some wonderful fans are shown in the United States and by the demand the public there seem to be desiring novelties. A flower fan has the fan part one large flower with two leaves on either side, and is made up in various styles of flowers and colors; small Empire fans, with bone sticks have sold well; butterfly fans are not beautiful, but are certainly unique, and some small fans made of small palm leaves bound with ribbons and decorated through two holes and on the handle with bows of ribbon are cheap and pretty. Japanese fans in plaited straw and covered with black stripes sell as low as two cents.

Enamelled jewelry in patriotic designs is again a popular souvenir line. Among the new designs is a belt buckle quite different from anything previously put on the market. The centre is a shield design in various coats of arms and outside this is a garter border enamelled a delicate blue. This retails at \$1.25.

YOUNG BROS., FANCY GOODS.

WE are glad to direct attention to the advertisement of Young Bros., Toronto, manufacturers of fancy goods. The reasonable lines are "local view" and "burnt leather" goods, made up in a variety of attractive forms. The growth of this firm has been nothing short of phenomenal, due to two things, their thorough knowledge of what will sell, coupled with unusual artistic genius; and their prices, which they describe as being "new" to the trade. The merchant nowadays who does not carry a line of souvenir or gift goods is missing an opportunity to brighten up his Summer trade.

RETURNED JUL 13 1903 P94

STATIONERY

FALL LINES.

TRADER for Fall and Christmas is now well under way. Papeteries are in great demand and the quality of the lines being shown is quite superior to anything hitherto seen on the Canadian market. It seems as if each succeeding year did its predecessor one better in the way of beauty and variety.

Calendars and Christmas cards are once more coming prominently to the front. There is an increased demand in all directions. As with the papeteries, so with these lines; the quality and value is unexcelled.

*Going on
John D. R.
N.S.P.*



Maurice Frigon, representative of Nerlich & Co. in the Province of Quebec.

STATIONERY TRADE IN MONTREAL.

THE stationery trade in Montreal from a retail point of view is not particularly active at present, though the usual number of June weddings has helped forward things in writing stationery a bit. New things are not numerous. Blues, greys, helios and whites form the selling colors in writing stationery and a variety of shapes in envelopes and sheets are shown. Some very pretty shades in grey are selling well, one of them being an extremely light shade, lighter than steel grey. From this there are a number of gradually darkening tones down to a dark drab.

For the moment there is a demand for open end envelopes, a fad that comes and goes every other year or so, but the number sold is always limited. They are not as handy as the ordinary envelope with the flap at the side.

One of the latest arrivals on the market is a new line of Whiting's organdies, with a moire silk finish. This is called French Organdie Moire. The surface, while slightly rougher than the ordinary organdie, has yet a silky effect which adds much to the appearance of the paper. It is a fine grade papeterie and retails from 30 to 40c a quire. White, blue and

quaker grey are the only colors in which this papeterie is shown, but it is put up in all the approved shapes.

Some stationers make embossing, engraving and printing a special feature of their writing stationery department. In the matter of calling cards, invitations, monogram note heads and other requirements of the kind which the best of the customers call for, there is a good business to be done, particularly in certain seasons of the year, as at Christmas or Easter. These stationers do not do the work themselves but take their customers' orders for it and have it done at the printing establishments, with a satisfactory profit. This is a convenience to customers also, and keeps their trade in the store. They can make selections of the note paper they wish to use, or the card or folder, and the profit on the sale of this goes to the bookseller instead of the printer. It is a part of the business which one wonders is not given more attention by the trade in general.

A COMPLETE STOCK.

ON looking over the stock of The Copp, Clark Co., we were convinced that the trade in general will certainly be able to secure a splendid selection. The many new lines they are carrying will be sure to please all. Their stock of sundries and school supplies seems very complete, such as school crayons, pencil boxes, school boys' note papers, examination papers, envelopes, inks; in fact, they have everything that ought to be found in any well stocked store. They report even at this early date that the orders being booked are exceedingly gratifying to them for the efforts put forth in manufacturing and importing lines which are pleasing to the trade.

PICTURE POST CARDS.

BOOKSELLER & STATIONER has seen something very attractive in the line of a set of post cards illustrating scenes in Toronto. The design and workmanship are exceptionally pretty. The pictures are oval and set in gilt borders, and the card also bears the Canadian coat of arms above maple leaves done in red, green and gold. Messrs. Warwick Bros. & Rutter are responsible for these cards, and they are prepared to make them suitable for any town or city in Canada.

SCHOOL SUPPLIES.

THE Copp, Clark Co. are showing a very extensive line of goods requisite at the time of school opening. Their exercise books and scribblers certainly show much thought, as the ideas are very unique and will certainly be greatly appreciated by the scholars using them. The range of exercise books retail at 2, 3, 5 and 10c., while the scribblers retail from 1c. up to 5c.

Foolscap papers for examination purposes are shown in great variety by The Copp, Clark Co. They have a large stock of the regulation examination books, and will be pleased to furnish samples of same on application.

Pencil boxes are always required, but the sale is much larger at the time of school opening. The Copp, Clark Co. are showing some good, substantial, attractive boxes, which retail from 5 to 25c. each.

A large range of school bags in all sizes made in leather, duck, canvas and American cloth, as well as a line with handles, specially used by girls, are shown by The Copp, Clark Co.

A GOOD OPPORTUNITY.

As per advertisement in another column, we note that the business of The Thomson Stationery Co., Limited, is for sale. This business has been established for over 22 years. It is one of the successful book and stationery businesses of

"Follow the Leader"

is the name of one of our new Exercise Books. We lead in

School Supplies

and can furnish

**Scribblers,
Exercise Books,
Note Books, Etc.**

in immense variety, and which will meet with ready sale for

School Openings

Our lines were never more complete, and orders already received from our travellers show remarkable appreciation of our ideas in material and designing. The prices are right. You want to stock the most attractive and saleable goods. Ask to see our samples before placing any order.

The COPP, CLARK COMPANY, Limited
TORONTO.

Manufactory :
67, 69, 71 Colborne St.

Warehouse :
64, 66 Front St. West.

Canada. The owners, J. A. and M. P. Thomson intend to withdraw from active business. They state that last year was one of the most successful in the history of the company, that the prospects for the future were never brighter. This is an opportunity.

ELEGANT WASTE BASKETS.

A BIRCH bark waste basket is indeed a novelty, and two sizes of these goods have just been received by Warwick Bros. & Rutter. They are well made out of solid wood, and entirely covered with bark in its original form, the top of the basket being daintily bound with sweetly perfumed grass. Another series of new baskets from the same factory is called "Sweet Grass." These are made from perfumed grass and in many fancy colors. Three sizes are shown, nested, so that dealers may procure a sample set conveniently.



A New Model in Magic Lanterns which appears in several popular price sizes.—Nerlich & Co.

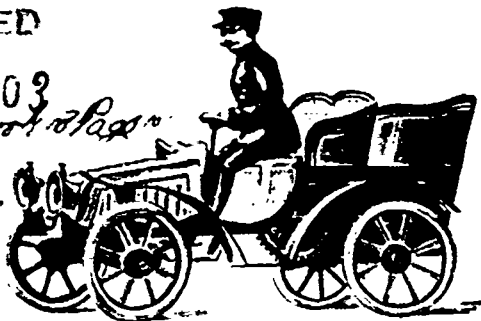
SCHOOL TRADE GOOD.

Warwick Bros. & Rutter report the advance sale of their series of blank practice books for school trade as very satisfactory. Orders are larger than formerly, and the favorable opinions expressed by the trade who have had the opportunity of seeing their samples is indeed gratifying. Their new "Student's Miss. Book" is proving a special favorite, and the sale of this number promises to eclipse any of its forerunners.

RECEIVED JUL 14 1903 See cut book of Page 101 of Mr. M.

RECEIVED

JUL 14 1903 See cut book of Page 101 of Mr. M.



Auto Touring Car—A new mechanical toy—Nerlich & Co.

HIGH GRADE STATIONERY.

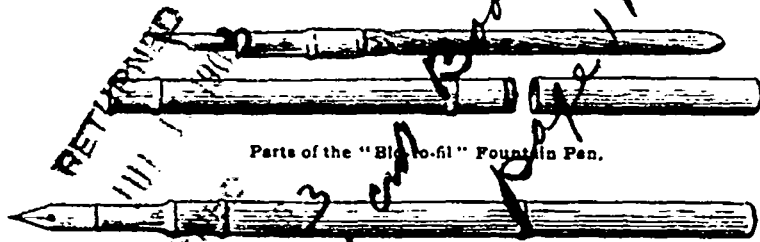
THE line of extra fine papers and visiting cards made by Z. & W. M. Crane have a reputation for superiority that is known the world over, and the dealer who handles them has something he can confidently recommend, knowing that once they are used the purchaser will become a steady customer for them. By special arrangement with Messrs. Crane their line of note papers, envelopes and visiting cards are made and put up in Canada by W. J. Gage & Co., Limited, who give special attention to the manu-

facturing of high-class stationery. These fine goods are thus placed within easy reach of every Canadian dealer at moderate prices, and the disadvantage of having to order them through American firms, with the consequent inconvenience of passing customs entries, has been removed. This will be fully appreciated by the trade generally.

The way in which the goods are put up by W. J. Gage & Co., Limited, leaves nothing to be desired, and shows that goods "made in Canada" are put up as handsomely and attractively as can be produced anywhere.

"BLO-TO-FIL" PEN.

A GENUINE novelty in the way of a fountain pen for school trade is being shown by Warwick Bros. & Rutter. The "Blo-to-fil," as its name implies, is filled with ink in the most easy manner by dipping the pen in the ink and blowing into the cap on the end of the barrel. The mechanism of this new novelty is extremely simple. To the feed section is attached a hollow airtight rubber tube, and this is inserted into the barrel. The air being blown into the barrel forces that contained in the tube, and the return section



Parts of the "Blo-to-fil" Fountain Pen.

The "Blo-to-fil" ready for use. Warwick Bros. & Rutter.

draws the ink from the bottle until the pen is full and ready for use. The "Blo-to-fil" is finished in polished nickel and is a very attractive little article, the retail price being only fifteen cents each. One of the best features about this pen is the fact that any ordinary school pen may be used in place of the one supplied, if the boy or girl would prefer.

TOY PREPARATIONS.

Nerlich & Co. are now receiving their new stock of toys, dolls, fancy goods and novelties for Xmas trade and samples will very shortly be on the road.

FANCY FALL STATIONERY.

THE series of fine holiday boxes of fashionable note papers just completed in the factory of Warwick Bros. & Rutter is a credit to any house. This is the first season that this house has made every number of their entire line in their own factory, and this speaks volumes for the great strides made in the manufacturing stationery trade in Canada.

The series includes some sixty different kinds, and the trade will find excellent values to retail at all the popular market prices. Special attention has been given to the range of goods to retail at 25c., and the dainty and unique styles shown will compare to advantage with any of the larger manufactures in England or the States. The papers put up in these goods are of all the popular and fashionable styles, including those with cloth finish, the popular opaline and others, and are made in shapes and sizes to suit every conceivable demand. In the more elaborate lines, handsome boxes containing larger quantities of stock are the rule; and in these the contents are prettily tied with ribbon to match the box. The series, on the whole, contains everything desired for staple and holiday trade, and the stationery trade throughout the country will have an opportunity of placing orders for their requirements during the next few weeks, when the firm of Warwick Bros. & Rutter will undoubtedly be amply repaid for their efforts to manufacture in Canada a complete line of fine stationery, the superior in value to any foreign or domestic competition.



WINDOW AND INTERIOR DISPLAYS



TIDINESS IN DISPLAYS.

TIDINESS and neatness in dress are to be commended in every walk of life, and the well dressed man or woman unconsciously commands deference and respect. By "well dressed" is not meant richly or gaudily dressed, but merely an appearance indicating care and attention. The sloven in dress rarely commends himself to consideration.

Just so is it with the store or the window. It is quite as important for the bookseller to have neat and fresh displays as it is for him to be careful in his dress. His store will become so much the more interesting, not merely to every customer who enters it, but to every passer by who glances at the windows.

Changes of dress on the part of persons are frequently effected for the mere sake of show, and are thus not exactly commendable, but it must be said on the other hand, that frequent changes and rearrangements of the contents of the store serve a useful and praiseworthy end. Every idle moment can with profit be spent in devising fresh ways for adding variety to the stock.

Lavish displays are scarcely ever necessary. A really well-dressed man takes care never to dress always to the limit. For working days, he wears a serviceable suit, and reserves his good clothes for occasions. Similarly it is unnecessary to always dress up windows or display stands to the limit. Reserve some days, such as holidays, for the elaborate trims. Let the public come to expect something interesting every time a fete day arrives.

WINDOW DRESSING ACCESSORIES.

USUALLY the most effective windows are produced by using the stair or step plan. The means for such display are always at hand, boards and boxes oftentimes sufficing, though it is always best to build to measure the necessary fixtures. These can be built in sections to facilitate handling. The steps may be permanently covered with an appropriate cloth, tacked or glued on—a non-fading black is a good color—or trimmed with tissue or the crepe papers, now to be had. These crepe papers have much to commend them. They cost more of course than some other papers, but to reject them on this account, may be great folly. It must never be forgotten that the object of window dressing is to sell goods, and to have one of your best salesmen dressed cheaply and shabbily is to defeat your purpose.

Of course you will build from the front, putting the smaller books forward. Group the books according to subject, character or binding, and endeavor to make the color effect happy. Your window will be viewed from the opposite side of the street, and it is well to remember this in arranging your display. A good window will prove a strong magnet.

Frequently it is wise to open a book to show an attractive illustration or title page. Build from the centre

sideways, and avoid monotony. A very slight change in the angle of placing the books may greatly improve the effect of the completed window. Do not let one book hide another. Do not overcrowd your window. Simplicity is to be aimed at rather than complexity. Strength usually accompanies simplicity.

In fly time it will ruin some books to expose them in the window. Flies are attracted by the bright colors. Dust is another enemy of books. But a dust cloth (cheese-cloth is best) frequently used will prevent injury from this cause.

Book publishers nowadays issue posters of many of their books, and are glad to furnish them to retailers. These make capital hangers for the wall and back of your window. Have the window contain the books that are seasonable. Just now, for example, nature books and books on summer sports are appropriate. Change the window at least every week. Sometimes the identical books shifted to new positions will give the effect of a brand new window. Shield the books from the strong sunlight to prevent the fading of covers.

DISPLAYING STATIONERY.

A STATIONER has probably more to fall back on in the way of material for window dressing than most other merchants, but it is frequently very difficult material to manipulate. The great number of small things and the number of fragile things, work against the window-trimmer. It becomes constantly a problem how to differentiate and separate the small articles so that they will be seen individually as well as collectively.

When small articles are put into the window it is desirable that the window trim should be what may be called thin. That is, there should be no attempt at crowding. The object should not be to utilize every square inch of surface available, and thus have the articles inserted lose their individuality, but to so dispose the contents as to direct attention to each particular group.

Take, for instance, the case of pens, pencils and such like small ware. Usually these goods are used to fill up the spaces left between larger articles. This is a great mistake. To show these articles properly there should be a background of some brightly colored material, in sharp contrast to the color of the articles, on which the pencils and pens should be disposed at intervals, and not crowded together.

Not only does the window look better as a result, but people see the contents. Only a small stock is required to accomplish successful results. Many merchants refrain from showing small articles except as fill-ins, because they feel they have not enough material to fill the window. This is an erroneous idea. Only a little material is required to give the best results.

THE OFFICE

DEVOTED TO THE
OFFICE STAFFS OF
BUSINESS
ESTABLISHMENTS

THE ECONOMY OF ADDITIONAL EXPENSE.

By C. K. Freeman.

TO make the business of each succeeding year yield a larger amount of profit, is the ambition of every business man. This result, however, is not entirely dependent upon the amount of income; or the rates, or prices from which such income is derived. It is, therefore, necessary in order to manage a business successfully, to give both careful and reasonable consideration to other features, which may exert quite as great an influence on the final net profit.

While a business may be obtaining even better prices for its output than many of its competitors and may also be securing its full share of the trade, the proportionate cost of goods manufactured or purchased complete, as well as the amount of operating expenses, when compared with total proceeds, may be so unreasonably great as to obliterate all profits in the annual closing of accounts.

I say unreasonably great, for the reason that possibly even a larger amount might have been expended judiciously and then have shown an entirely different and more satisfactory result. Economy in business does not necessarily mean that in an effort to keep the volume of expenditures at a minimum amount, it would be advisable to invest only in inferior material, or inferior labor, just because it might be cheap; or to "manage to get along" with inferior machinery or tools to avoid the expense of replacing them by others which might produce much better results. In a similar way, the productiveness of any employe's labor or business ability, should not be limited through any lack of necessary tools or conveniences, which would aid in making his services more valuable.

A poor workman in office, factory or elsewhere, is often expensive at a low salary; while even a first-class man in almost any line is little better, if not supplied with all he may require to give first-class service. In any of such cases, a little additional expense might exert a favorable influence on the final balance.

Again, the most successful business men are those who are the most methodical in all their business affairs. The ones who, in either manufacturing or merchandising, have such records as, for example, a systematic method of determining what their goods may have cost them when completed or laid down in store, are thus enabled to intelligently gauge the various items of cost and adjust the selling prices to meet demands and still leave them a reasonable profit. To secure such information as that referred to, it sometimes requires cost records and reports which are not only quite elaborate, but also necessitate considerable detail work. Even in such cases, while the system employed should not be cumbersome, no important requirements should be dispensed with or allowed to remain unused. In this, as in other departments, any feature of necessary expense connected therewith would be an economy in fact, and should not be allowed to interfere with results. The best in such cases is the cheapest, inasmuch as the best

results may thus be produced and the economy of additional expense exemplified.

We have for conducting modern business enterprises, many improvements over the methods of the past, some of which are of great importance in the saving of labor and time. In order, therefore, to keep well in the current of success, all such improvements as are brought to our attention should at least receive a fair consideration and be adopted in all cases where their peculiar fitness will apply. That this plan has not been followed even to a greater extent than it is at present, is surprising. Antiquated methods are still indulged in by office managers, whose supposed business ability would lead no one to suspect that they are having their books kept by the same system and the details of their business handled in the same manner as when they started years ago. Such cases, however, are numerous, and while their business may have furnished a net income that has been fairly remunerative and satisfactory, they are blissfully ignorant of what their profits might have been, if, by adopting modern improvements, they had tested the principles herein referred to.

To such I would say, that as Success may mean any grade or condition of prosperity above the line that divides it from actual failure, by modernizing their business, the greater success they might have been prepared to make it.

To increase profits, reduce expenses and prevent losses; all tend to produce similar results.

The feature of profits should unquestionably receive all necessary attention; but, while all reasonable means should be employed to keep the expenses under control, this should not be carried to such extremes as to preclude the use of anything (and that the best of its kind), whether man, machinery or methods, which, instead of being in reality an expense, might prove to be a profitable investment. As for the losses, there is no accounting for those that have been indirectly occasioned by foolishly avoiding in similar lines the economy of additional expense.

SYSTEM AS NECESSARY AS CAPITAL.

System in business means success.

And the systematic man in business is the one who is not only himself systematic, but trains his employes in system and exacts from them its constant practice.

The lack of system in employes is evident. The successful man must detect and correct it, else is his own success lessened.

Insist that employes study system and study it well. Insist that they learn about it all it is possible for them to know. Reward them with promotion. For with system success in your business is easy. Even as easy as failure is certain without it. Without system, capital or privilege or long establishment availeth not.

Is it to be disputed, then, that system is as potent a factor in business as capital? Even more powerful, perhaps, for has it not often brought success out of failure after capital has tried and failed.—System.

St. Margaret's College TORONTO.

A Boarding and Day School for Girls
Thorough courses in every department
Only teachers of the highest academic and professional standing employed
GEORGE DICKSON, M.A., Director. MRS. GEORGE DICKSON, Lady Principal.



Mr. G. W. Weese.

Promises to give personal attention to all work given to our firm, and see that every Customer is pleased and satisfied.

It is no trouble to quote prices.

WEESE & CO., Printers

54 YONGE ST. TORONTO.

FIRE AND BURGLAR-PROOF SAFES.

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

CARY Fireproof Safe.

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FINANCE AND INSURANCE

THE public interest in the advantages of life insurance is undoubtedly becoming more in evidence every day and as a profession it is attracting many of the best men in the country. To one with tact and ability it promises good remuneration, the standard companies last year having paid their agents fully \$60,000,000 in commissions. During the past few years hundreds of banks and petty assessment associations have gone to the wall, but no standard life insurance company has failed. The accumulated resources of the standard companies are considerably in excess of two thousand million dollars and every city of any importance derives material advantages from its investment. Nothing in finance is more carefully watched and conducted than the investment branch of a life insurance business. A manager of one of our largest and most prosperous insurance institutions recently informed BOOKSELLER AND STATIONER that every investment made by his company received his individual attention and that every application was not only thoroughly investigated by himself, but that where electricity or anything he did not thoroughly understand was a factor in the security he associated with his own judgment that of the best experts in that particular line the country could produce. This will give the people an idea of the wide difference existing between sound financial institutions and many of the innumerable societies and orders carried on under the assessment plan who are in many cases not quite so particular as to results.

New five and ten dollar bills have been issued by the Molsons Bank, the designs of which are somewhat different to anything that has been produced before. Combined with the green and brown printings is a black vignette, work of a very high order, the vignette in the brown color printing also being as important as that of the black. The whole design is finely executed. The British American Bank Note Co., of Ottawa, produced the bills.

The report for the year ended April 30, issued by the Bank of Montreal, shows that Canada's leading monetary institution has had another most successful year, the earnings exceeding those of the previous year, also one of great success, by \$212,331. That the new capital had but little share in this large increase is indicated by the fact that the increased dividend charge is only \$20,000, representing less than two months' use. The amount available for disposition by the directors was, including the amount brought forward and the premium on new stock, \$2,944,807. Of this the usual ten per cent. dividend absorbed \$1,220,000, and another million was added to rest account, bringing it up to \$9,000,000 or about 67½ per cent of the paid-up capital, or over 8½ per cent. of its liabilities to the public. Perhaps the most interesting showing in the report is the evidence that, notwithstanding the large increase in the resources of the bank, the amount employed outside the country was \$3,242,762 less than last year at the same date, the public's demands on the bank's funds showing an increase of no less than \$11,504,366. That the rapid expansion of the bank's assets, about 25 per cent. in two years, can indefinitely be continued is not to be expected.

A feature of the financial situation in New York during the end of May was the heavy exports of gold to foreign

countries, the shipments during the third week realizing \$4,595,000. The impression developed that this movement was likely to be continuous as well as extensive, but this feeling has of late been considerably checked by the heavy and persistent buying of American stocks for account, a movement consequent on the recent decline in stock market values. The recent reduction in the Bank of England rate from 4 per cent. to 3½ per cent. has also been an influence to curtail the shipments of American gold, to Great Britain at least.

ANOTHER AMALGAMATION.

The Bank of Montreal has purchased the Exchange Bank of Yarmouth. The shareholders of the latter will receive \$80 a share, the par value of which is \$70. The capital stock of the Exchange Bank is \$266,896 paid up. The reserve fund amounts to \$50,000. The assets are \$752,663 and the total liabilities are \$423,033. The sale is subject to ratification by the shareholders.

NOTES.

The People's Bank of Halifax have opened a branch at Warwick, P.Q.

P. E. Karn, formerly of the Molson branch, Hensall, has been appointed manager of the branch of the Sovereign Bank, Zurich.

The Bank of British North America has taken possession of its new offices in the Leslie block, Sparks street, Ottawa. At a cost of over \$10,000 the premises have been transformed, and the architecture and furnishings are of the most modern description.

The Bank of Hamilton expects to open a branch in Regina shortly, and new buildings will be erected this summer by the Imperial and Union Banks.

The Imperial Bank are about to open a branch on the corner of Selkirk avenue and Main street, Winnipeg. The Bank of Ottawa, as also the Bank of Commerce, have opened branches at Regina. Ever since The Brooklyn Rapid Transit Company decided to abandon the publication of its monthly statement of earnings, the stock—though widely "tipped" for a rise, with the floating supply of the stock reported as reduced to a minimum—has steadily declined.—N. Y. Times.

The extent of British purchases of American stocks has been, in fact, so large of late as to merit especial note. Of railroad stocks alone foreign interests are credited with having purchased 200,000 or more shares. There has, too, been heavy buying of railroad bonds, yielding above 4½ per cent., and which are considered not only safe but attractive investments.

RECORD OF SPRINKLERED DEPARTMENT STORES.

R. S. Critchell, of Chicago, who has had an extensive experience in placing department store risks, referring to the table of rates on this class, recently republished in the "Insurance Herald," informs that paper that there has only been one "sprinkled" department store in the past twelve or fifteen years where there has been a loss of over 10 per cent. The one case referred to was at Sacramento, Cal., and concerning it Mr. Mitchell says: "I cannot ascertain that any system of inspection of the sprinkler equipment by companies was in use." He also adds that "the Horne store loss in Pittsburg a few years ago by many underwriters is alluded to now as a loss on a sprinkled risk, whereas it was not sprinkled."

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- 2 "Lovey Mary," by A. C. Hegon. Briggs.
- 3 "Letters of a Self-Made Merchant," by G. H. Lorimer. Briggs.
- 4 "The Spenders," by L. Wilson.
- 5 "The Tenth Commandment," by M. L. Glentworth. McLeod & Allen.
- 6 "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegon. Briggs.

CHARLOTTETOWN, P. E. I.

- 1 "Lady Rose's Daughter," by Mrs. Ward. Poole-Stewart.
- 2 "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegon. Briggs.
- 3 "Letters of a Self-Made Merchant," by G. H. Lorimer. Briggs.
- 4 "Audrey," by Mary Johnston. Morang.
- 5 "Glengarry School Days," by Ralph Connor. Westminster Co.
- 6 "Donovan Pasha," by Sir G. Parker. Copp. Clark.

GODERICH.

- 1 "Lady Rose's Daughter," by Mrs. Ward. Poole-Stewart.
- 2 "Lovey Mary," by A. C. Hegon. Briggs.
- 3 "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegon. Briggs.
- 4 "The Virginian," by Owen Wister. Morang.
- 5 "Journey's End," by J. M. Forman.
- 6 "Graustark," by G. B. McCutcheon. McLeod & Allen.

HALIFAX.

- 1 "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegon. Briggs.
- 2 "Lovey Mary," by A. C. Hegon. Briggs.
- 3 "Lady Rose's Daughter," by Mrs. Ward. Poole-Stewart.
- 4 "The Eternal City," by Hall Caine. Briggs.
- 5 "The Right of Way," by Sir G. Parker. Copp. Clark.

HAMILTON.

- 1 "Lovey Mary," by A. C. Hegon. Briggs.
- 2 "Lady Rose's Daughter," by Mrs. Ward. Poole-Stewart.
- 3 "Mrs. Wiggs," by A. C. Hegon. Briggs.
- 4 "Misdemeanors of Nancy," by E. Hoyt. Copp. Clark.
- 5 "The Blazed Trail," by S. E. White. Morang.

KINGSTON.

- 1 "Lady Rose's Daughter," by Mrs. Ward. Poole-Stewart.
- 2 "Miss Petticoats," by D. Tilton.
- 3 "Lovey Mary," by A. C. Hegon. Briggs.
- 4 "Dr. Bryson," by F. H. Spearman.
- 5 "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegon. Briggs.
- 6 "Master of Warlock," by G. C. Eggleston. Musson.

MONCTON, N.B.

- 1 "Lady Rose's Daughter," by Mrs. Ward. Poole-Stewart.
- 2 "Lovey Mary," by A. C. Hegon. Briggs.
- 3 "Trail of the Grand Seigneur," by O. L. Lyman. McLeod & Allen.
- 4 "The Pit," by Frank Norris. Morang.
- 5 "Letters of a Self-Made Merchant," by G. H. Lorimer. Briggs.
- 6 "The Blazed Trail," by S. E. White. Morang.

MONTRÉAL.

- 1 "Lady Rose's Daughter," by Mrs. Ward. Poole-Stewart.
- 2 "Lovey Mary," by A. C. Hegon. Briggs.
- 3 "The Blazed Trail," by S. E. White. Morang.
- 4 "Richard Rosny," by M. G. Tunnett.
- 5 "Paul Kever," by J. K. Jerome.
- 6 "Misdemeanors of Nancy," by E. Hoyt. Copp. Clark.

OTTAWA.

- 1 "Wee Macgregor," by J. J. Bell. Morang.
- 2 "Lady Rose's Daughter," by Mrs. Ward. Poole-Stewart.
- 3 "The Pit," by Frank Norris. Morang.
- 4 "The Four Feathers," by A. E. W. Mason.
- 5 "The Blazed Trail," by S. E. White. Morang.
- 6 "Man Who Lost His Past," by Frank Richardson. Copp. Clark.

PETERBOROUGH.

- 1 "Lovey Mary," by A. C. Hegon. Briggs.
- 2 "The Wistons," by M. Amber.
- 3 "The Trail of the Grand Seigneur," by O. L. Lyman. McLeod & Allen.
- 4 "The Star Dreamer," by A. and E. Castle. Copp. Clark.
- 5 "Wee Macgregor," by J. J. Bell. Morang.
- 6 "The Sheepstealers," by V. Jacobs. Copp. Clark.

QUÉBEC.

- 1 "The Trail of the Grand Seigneur," by O. L. Lyman. McLeod & Allen.
- 2 "Lady Rose's Daughter," by Mrs. Ward. Poole-Stewart.
- 3 "Conjuror's House," by S. E. White. Copp. Clark.
- 4 "Lovey Mary," by A. C. Hegon. Briggs.
- 5 "Pearl Maiden," by H. Rider Haggard. Copp. Clark.
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- 4 "Darrell," by J. Bachelier. Morang.
- 5 "The Virginian," by Owen Wister.
- 6 "The Pit," by Frank Norris. Morang.

ST. JOHN, N.B.

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- 3 "The Pit," by Frank Norris. Morang.
- 4 "Wee Macgregor," by J. J. Bell. Morang.
- 5 "On Satan's Mount," by D. Tilton.
- 6 "Under the Rose," by F. Isham.

STRATFORD.

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- 2 "Lady Rose's Daughter," by Mrs. Humphry Ward. Poole-Stewart.
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- 6 "Blazed Trail," by S. E. White. Morang.

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13940. Transactions of the Engineering Society of the School of Practical Science, Toronto, Number Sixteen, 1902.
13941. The Engineering Society of the School of Practical Science, Toronto.

13947. In the Days of the Red River Rebellion. By John McDougall. William Briggs, Toronto.

13949. Deering—I'm British Too. Book. The London Printing and Lithographing Co., Limited, London, Ont.

13950. X Opathic Remedies—Reach the Right Spot. Book. James Johnston, Castleton, Ont.

13951. The Mystery of Murray Davenport. By Robert Nelson Stephens. Illustrated by H. C. Edwards. The Copp. Clark Co., Limited, Toronto.

13954. The Canadian Law Times Annual Digest of Canadian Cases Reported and Noted during the year 1902. Edited by Edward B. Brown, B.A. The Carswell Co., Limited, Toronto.

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13956. General Specifications. The Bitulithic Pavement the Best Form of Warren's Patent Bituminous Macadam Waterproof Pavement 1903. Warren Brothers Co., Toronto and London, Ont., and Montreal, Que.

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13968. La Pevue Canadienne, 1903. Premier Volume Tome XLIIIe de la Collection. La Compagnie de la Publication de la Revue Canadienne, Montreal, Que.

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CATALOGUES.

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PAMPHLETS AND CHARTS.

13938. A Man's Use of Law. Sermon by Rev. Frank De Witt Talmage, Chicago, May 3, 1903. William Baily, Toronto.

13945. Map of Montreal with Index. F. E. Grafton & Sons, Montreal.

13952. Is Way of Progress. Sermon by Rev. Frank De Witt Talmage, Chicago, May 10, 1903. William Baily, Toronto.

13957. Official Telephone Directory, Calgary, May, 1903. The Bell Telephone Company of Canada, Limited, Montreal.

13958. The Christmas Echo, London, Ontario, December, 1903. A. Talbot & Co., London, Ont.

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13981. American Sailors. Sermon by Rev. Frank De Witt Talmage, Chicago, May 21, 1903. William Baily, Toronto.

13985. Greater Montreal. Map. The Montreal Investment and Freehold Co., Montreal.

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13996. Beaugrand's Guide and Map of Montreal, Canada, 1903. Rudolphe Beaugrand, Montreal.

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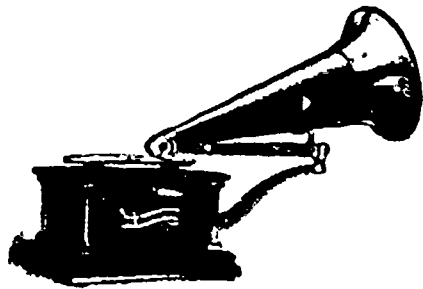
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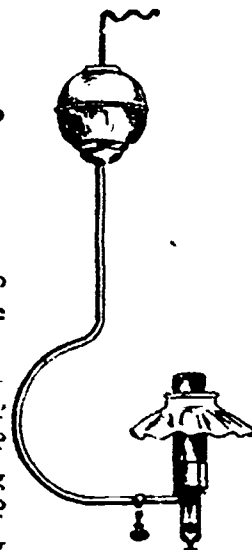
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