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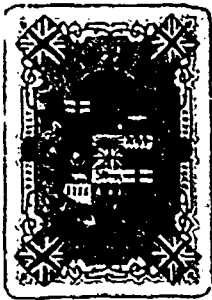
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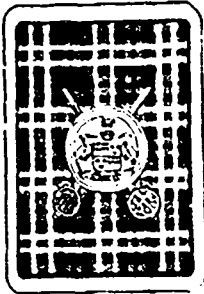
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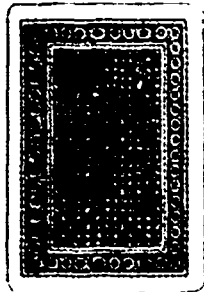
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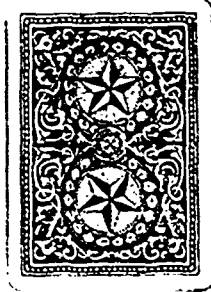
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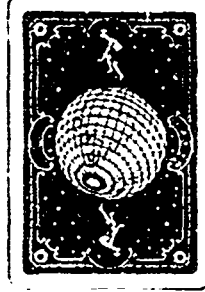
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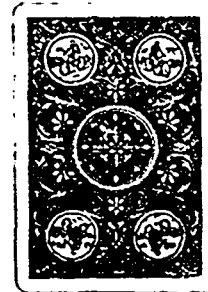
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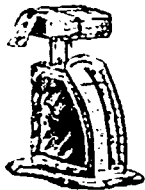


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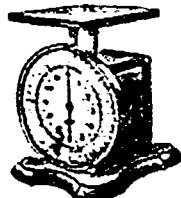
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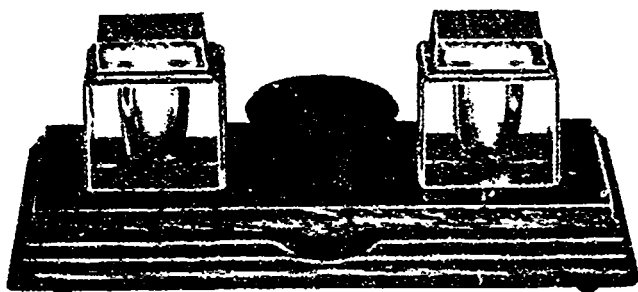
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It would be almost impossible to enumerate all the lines, as the designs are in practically endless variety. The **CALENDARS** represent the work of the best-known artists.

A large number of the designs in **CHRISTMAS CARDS** are distinctly **emblematic of Canada**, both as to the covers, verses and views inside.

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An entirely new **Canadian** line, showing **Maple Leaf** and **Holly** designs.

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Most appropriate and up-to-date designs.

Attention is particularly directed to our special line of **HIGH ART CALENDARS and PICTURES**.

These represent the work of world-famed artists being reproductions from original drawings by C. Allen Gilbert, Thomas Mitchell Peirce, Jessie Wilcox Smith, Paul Helleu, the famous French artist, and others.

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In all a striking display of **Artistic, High-Class Stationery**, at attractive prices.

Samples are now in the hands of
our travellers

SCHOOL BLANKS FOR FALL OPENING

The samples of new designs for the coming season are now being shown by our travellers. As usual, these comprise a number of NEW, ORIGINAL and ATTRACTIVE Features, that will make them popular everywhere.

The Faithful Friends Series
The Favorita Series
The Peacock Series

and many other new and taking patterns.

Do not place your orders until you see them.

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Vol. XXI.

MONTREAL AND TORONTO, CANADA, MAY, 1905.

No. 5.

A CONFIDENTIAL TALK

OCCASIONALLY it is a good thing for a publisher to take his readers into his confidence and let them know just what he is doing. Magazine publishers have inaugurated this new custom, with the result that the pages in which they converse with their readers are scanned with almost as much interest as the regular reading pages. In the case of the trade paper, it is even more essential that the publisher should be perfectly open as to his plans. The ordinary magazine seeks merely to entertain its readers in their leisure time. The trade paper does more. It endeavors to help its readers in their business hours. Consequently it is a good thing for the publisher to keep his subscribers informed as to what he is doing to further their interests.

Favorable comment has been made from time to time on the typographical appearance of Bookseller and Stationer, both inside and outside. During the past two years covers of bright and striking design have been specially made for the papers. Capable artists have drawn the pictures, and the engravers have made plates from them. In several cases three plates have been called for to give the desired color effect. The printing has all been done in our own office, reflecting no little credit on the mechanical department. Inside the paper every care has been taken to give each reading page and each advertising page a clear-cut and striking appearance. Special pains have been taken to reproduce the illustrations effectively. All in all, the publishers have every right to feel proud of their paper, realizing that there are few trade papers in its class equalling it in appearance.

A word or two about our advertisers, who are, after all, the main bulwark of the paper, should not come amiss. They represent the best in the trade, for the reason that only the best advertise. It is the firm which is up-to-date, which is constantly and rapidly turning over stock and which has new goods to sell every month, that has news for our advertising columns. These are the firms that are progressive, and that it pays to buy from. Firms which do not advertise must be looked on as unprogressive and behind the times, whether they really are so or not. The moral to be deduced is a two-fold one. It should teach the retailer to patronize the advertisers, because they are the progressive firms and have the latest goods. It should teach the firms who do not advertise to

get up with the procession, because they are otherwise regarded as back numbers.

Many book papers, both literary and trade, are issued by book publishers. Whether intentionally so or not, they are frequently biased in favor of the publications of the firms, and are often used to boom particular novels in which such firms are interested. The opinions expressed cannot be relied on to be impartial, nor can their lists be termed complete. Bookseller and Stationer, on the other hand, is entirely independent of any book publisher, and in consequence its opinions can be considered as impartial. This is an important point, and it merits the consideration of all readers of this paper. Nor can it be said that Bookseller and Stationer is influenced by its advertisers, for the simple reason that every one of the large Canadian publishers makes use of its advertising columns, and all receive identical treatment from the editorial end.

In presenting this number of Bookseller and Stationer to its numerous subscribers, the publishers do so with no small degree of pride. This issue for May, 1905, is the best number ever sent out for a corresponding month in any previous year. It has only been surpassed by the special Fall numbers issued in September, which have naturally been large and important publications. The May number has been called the "Summer Reading Number," because of the special attention which has been paid in its columns to Summer books. But other departments have not suffered. The picture postcard section, the art section, and the playing card section, are stronger than usual this month. They have been reinforced with interesting illustrations which have been well reproduced.

In August, 1881, the first number of Bookseller and Stationer, then known as Books and Notions, made its appearance. In August, 1905, the paper will have attained its majority. It is the intention of the publishers to mark the occasion by issuing a birthday number. The contents will be of an historic nature, tracing the growth of the book and stationery business of Canada from the time the paper was founded down to the present time. The number will be embellished with interesting illustrations, and will be a souvenir which everyone connected with the trade will be eager to possess. The trade paper is a modern institution, and few of them can point to a twenty-one years' existence.

**MONTHLY REPORT FROM
BOOK CENTRES**

MONTREAL.

Office of BOOKSELLER AND STATIONER,
227 McGill Street Montreal
May 5, 1905

EASTER brought forth the usual demand for prayer and hymn books, and trade generally was of a satisfactory volume. Price cutting is less resorted to than formerly, and more attention is paid to establishing a reputation for having the latest in fiction, as well as scientific and historical books. Progressive window displays and small space judiciously used in the daily press has tended to arouse and sustain interest in book circles.

Fiction has occupied a premier position from a sales standpoint, and ingenious methods have been used to stimulate trade. A creditable special window had as the centric attraction two white seals, thrown into relief by the entire window being draped by white crepe paper. Scattered throughout the window were some thirty copies of works suggested by this mode of display. These included "The Lure of the Labrador Wild," "Dr. Luke of the Labrador," "The Hound From the North," and the "Harvest of the Sea." A busy corner in another store is given over to books of a peculiarly "smart" nature, with special stress laid upon "A Cyne's Meditations," and such titles as "Naked Truths," "Don'ts for Girls," "The Wisdom of the Foolish," etc.

Current fiction, which is highly spoken of, includes "The Marriage of William Ashe," "The Fugitive Blacksmith," "The Masqueraders," and "The Garden of Allah." "Endymion," published by the Cambridge Society is featured in another store. Local interest is given "Strange Partners," by Gilbert Wintle, by the recent determination of this noted Englishman to make Canada his home. Paper editions of "Held Apart," and "Queen's Quay," are doing well.

The occasion of the Montreal Horse Show is well utilized by one progressive store to call particular attention to "In the Bishop's Carriage." A window display, backed by a large colored poster illustrating the character of the book did much to put sales of this old-time favorite on the gratifying side. A war book of the highest standard is "Japan, by the Japanese," edited by Alfred Stead. Nature books and Summer recreation stories are already being displayed. Paper editions of the latter are featured at 10c.

G E F.

TORONTO.

Office of BOOKSELLER AND STATIONER,
10 Front Street East, Toronto
May 5, 1905

BUSINESS during April is reported to have been quite satisfactory. The Easter holidays and the Horse Show brought many shoppers to the city, who patronized local bookstores extensively. The trade in Easter cards and novelties was somewhat disappointing and did not nearly approach the trade in valentines in February. A good business was done in books of travel and guide books, especially those dealing with the countries along

the Mediterranean, indicating the popularity of that trip to Torontonians. Nature books are now being brought forward in large variety.

Sales of fiction have continued very fair, with "The Marriage of William Ashe" well to the fore. The early sales of "Sandy" by Alice Hegan Rice have been good. There is still an appreciable demand for "The Masquerader" by Mrs. Thurston, while "The Garden of Allah" by Robert Hichens is asked for by people of literary tastes.

In a letter to the publishing and stationery trade throughout the United States and Great Britain, the Bain Book and Stationery Co. are making the following announcement. "Owing to the expiration of our lease and our utter inability to find suitable premises elsewhere, we have decided to discontinue business after the 31st of May." This notice means the disappearance of one of the most enterprising of the Toronto book and stationery stores.

To advertise "The Plum Tree," the new novel of American politics and love, by David Graham Phillips, an artificial tree, with artificial plums upon it, appears in the Bain bookstore window. All around the tree copies of the book have been disposed.

A window which always attracts attention and possesses excellent facilities for display, is that of the McKenna bookstore. Mr. McKenna always has a splendid array of the best fiction of the month disposed on his display stands. This week the "John Henry" book is the feature.

W.A.C.

WINNIPEG.

Office of BOOKSELLER AND STATIONER,
Room 511 Union Bank Building, Winnipeg, Man.
May 2, 1905

APRIL book sales seem to have been in excess of the expectations of the local trade. Several books of fiction have been selling remarkably well and the general run of trade has been unusually brisk for the month.

"The marriage of William Ashe" is still selling well and is, perhaps, the book of the month. "The Clansman" continues to attract popular favor, and "The Vicissitudes of Evangeline" and "Tommy Cartaret" are in demand from fiction lovers. "The Millionaire Baby" and "A Mysterious Disappearance" are also keeping up their record for March, when they were particularly good sellers.

Winnipeg stores are finding a ready market for architects' supplies, such as drawing paper, blue prints, etc. These are profitable lines which might be pushed to advantage in outside towns. Owing to the extent of Winnipeg's building operations there is a large market here for such supplies.

Souvenir post cards are receiving special attention in Winnipeg stores. A novelty which has proved very popular is a line of cards in burnt leather with typical Winnipeg scenes.

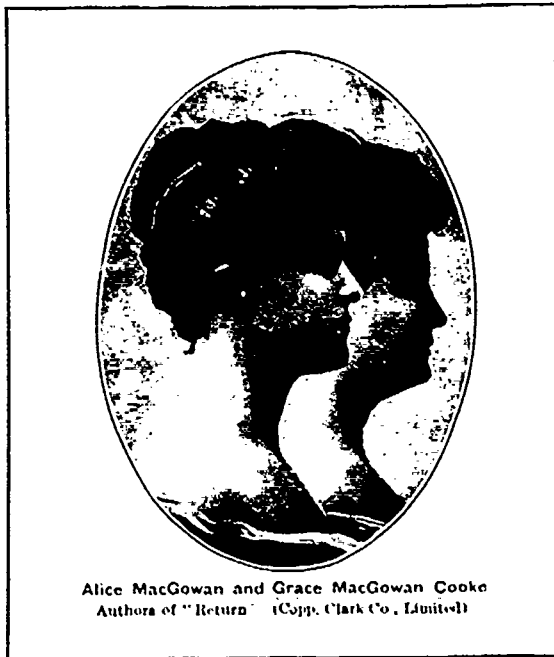
Easter novelties sold well, and it is likely that even greater attention will be devoted to this line next year. The Easter trade rivalled the valentine trade.

The John A. Hart Co. have been awarded the city contract for stationery during 1905.

F.R.M.

BOOKS FOR SUMMER READING

SUMMARIZING the new books already on the market or shortly to appear, it may be said of this year's Spring productions that they are of a fair standard of excellence. While there are few books of surpassing



Alice MacGowan and Grace MacGowan Cooke
 Authors of "Return" (Copp, Clark Co., Limited)

merit in any of the departments of literature, the general mass of publications are of an interesting and saleable character. The Fall season, so far as Canada is concerned, has come to be regarded as the most opportune time for the publication of the works of the most popular authors, while publishers reserve the Spring season for the production of paper editions of the Fall books in order to meet the Summer demand.

Outdoor Books.

No bookseller's stock can be called complete without its quota of outdoor books. Under this head are included garden books, farm books, poultry books, dog books, books on hunting, boating, sailing, flowers, trees, birds, photography and travel. The vogue for these books is largely on the increase and greater attention is being paid to them by publishers, with the result that in beauty and attractiveness they are in the van of the

Fiction.

A good deal of fiction has appeared this Spring, and all of a readable nature. Mrs. Humphrey Waid's latest novel, "The Marriage of William Ashe," is the most talked-of book, but there is other fiction for other tastes. There are novels by A. T. Quiller-Couch, Alice Hegan Rice, Thomas Dixon, the Williamsons, Agnes and Egerton Castle, H. B. Marriott-Watson, Robert Hichens, Morley Roberts, Eden Phillpotts, etc. Volumes of short stories are numerous, written by such eminent authors as A. Conan Doyle, Booth Tarkington, Gertrude Atherton, Maurice Hewlett and Israel Zangwill

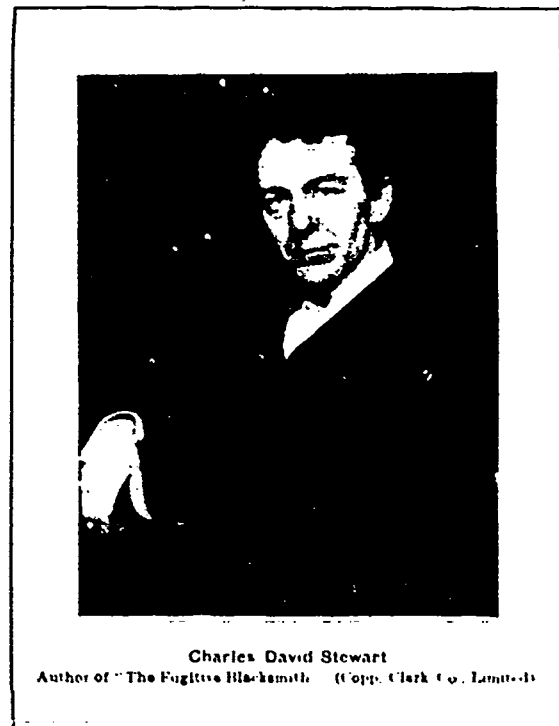
Our List.

In the following columns will be found selections from the latest lists of Canadian and United States publishers, giving the titles, authors and short descriptions of the leading Spring books. These lists have been carefully compiled and should prove of value to readers of Bookseller and Stationer. They supply at a glance just the kind of information that is most required at the present season. A special list of works on nature and sport is appended.

The Copp, Clark Co., Limited, Toronto.

A long list of excellent fiction has been prepared by the Copp, Clark Co., Limited. Most of the novels on this list have already appeared, while the remainder will be issued shortly. By glancing over the following descriptive matter, the reader will see that every branch of fiction has been included—the love story, the adventure story, the historical novel, the character novel, the tale of mystery, etc.

- Castle, Agnes and Egerton. "A Rose of the World." Cloth \$1.50, paper 75 cents. Ready shortly.
- Hains, T. Jenkins. "The Black Barque." Cloth \$1.50, paper 75 cents. An excellent sea-story, with the true nautical atmosphere.
- Holland, Clive. "A Japanese Romance." Cloth \$1.25, paper 75 cents. Ready shortly.
- Horning, E. W. "Stingaree." Cloth \$1.50, paper 75 cents. Ready shortly.



Charles David Stewart
 Author of "The Fugitive Blacksmith" (Copp, Clark Co., Limited)

MacGowan, Alice, and Cooke, Grace M. "Return." Cloth only, \$1.50. A love story of the 18th century with the scene laid in Carolina and Virginia.

- MacKaye, Harold S.** "The Winged Helmet." Cloth \$1.50, paper 75 cents. The early part of the 16th century in France supplies a good field for an interesting historical romance.
- Pemberton, Max.** "Mid the Thuck Arrows." Cloth \$1.50, paper 75 cents. Ready shortly.



Sheppard Stevens
Author of "The Sign of Triumph" (Copp. Clark Co. Limited)

A sample copy of Sewnes' Sixpenny Copyright Novels, "For God and the Czar," by J. E. Muddock, has been received and merits commendation. The letterpress is large and clear, the paper is of good quality, the binding is flexible, and there are numerous excellent illustrations, reproduced on coated paper. The cover design is lithographed in colors and is calculated to make the book sell well. The list of authors includes Mrs. Humphrey Ward, Miss Braddon, Conan Doyle, Grant Allen, Guy Boothby, and many more.

William Briggs.

As usual, William Briggs has provided an interesting list of nature books, which should be in constant demand during the coming months. In addition he is publisher of at least three of the most important novels of the season, "The Marriage of William Ashe," "Sandy" and "The Garden of Allah."

- Burnham, Hampden.** "Marcelle." Ready June 1. A story of New France in the days of Frontenac. The romance follows the beautiful daughter of a courier-de-bois and abounds in exciting incidents.
- Hichens, Robert.** "The Garden of Allah." Cloth \$1.25. A remarkable story of the Desert of Sahara.
- Hodge, Clifton F.** "Nature Study and Life." A study of the animals and plants, which form the natural environment of the home.
- Muldrew, Dr.** "Sylvan Ontario: A Guide to our Native Trees." New edition. Descriptions of every known tree and shrub found in Ontario.
- Powell, E. S.** "Orchard and Fruit Garden." A work dealing with the choice, planting and cultivation of fruit-bearing trees and bushes.
- Rice, Alice Hegan.** "Sandy." Cloth, illustrated, \$1 net. A delightful story by the writer, who has charmed so many readers with her "Mrs. Wiggs of the Cabbage Patch."

- Roberts, Theodore.** "Hemming the Adventurer." Cloth \$1.50, paper 75 cents. The story of a war correspondent, who travels a great deal and sees much of interest.
- Stevens, Sheppard.** "The Sign of Triumph." Cloth \$1.50, paper 75 cents. A tale of the Children's Crusade in France.
- Stewart, Charles D.** "The Fugitive Blacksmith." Cloth \$1.50. An amusing book of stories about some quaint characters.
- Yeigh, Kate Westlake.** "A Specimen Spinster." Cloth \$1.25. A book full of a quaint humor, describing the various characters who inhabit a little cross-roads Canadian village. Mrs. Yeigh is a Toronto lady, well-known for her literary ability.

Geo. Newnes, Limited, London.

No list of Summer books would be complete without some reference to "The Country Life Library" and "The Country Life Library of Sport" issued by this firm. Among the volumes in the former series are "Gardens New and Old," "The Fruit Garden," "Sweet Violets and Pansies," "The Book of British Ferns," "Carnations and Pinks," "Wall and Water Gardens," "The Century Book of Gardening," "The Gardens of Italy," etc. In the "Country Life Library of Sport," two splendid new volumes have been added this year, "Big Game Shooting," in two volumes, and "Polo," in one volume.

Among this firm's publications are three interesting volumes in "Our Empire Series." They are "Canadian Life in Town and Country," by Henry J. Morgan; "Australian Life in Town and Country," by E. C. Buley, and "New Zealand Life in Town and Country," by R. A. Longman.



Theodore Roberts
Author of "Hemming the Adventurer" (Copp. Clark Co. Limited)

Saunders, Marshall. "The Princess Sauey and Some of Her Human Friends." Ready shortly. The story of a retired judge, who opens his heart and home to a number of most interesting youngsters.

Ward, Mrs. Humphry. "The Marriage of William Ashe." Cloth, illustrated, \$1.50. The story of the year.

Frederick A. Stokes Co., New York.

Several strong novels are to be found on the list of this firm, notably books by Robert Hichens, Agnes and Egerton Castle and Arthur W. Marchmont.

Hichens, Robert. "The Garden of Allah." Cloth \$1.50. One of the most remarkable novels of the year, depicting life in the Desert of Sahara. It is a picture of passionate human love, powerful and fascinating.

Castle, Agnes and Egerton. "Rose of the World." Illustrated. Cloth \$1.50. A tale of love triumphant over insuperable obstacles, even the grave itself. The interest shifts from the active mystery in India to the sweetness of English home-life.

Marchmont, Arthur W. "A Courier of Fortune." Illustrated. Cloth \$1.50. The scene is laid in Old France, and an absorbing romance full of love and adventure is worked out there. The book has been dramatized and staged by Ralph Stuart.

Kiser, S. E. "Charles the Chauffeur." Large 16mo. Cloth \$1.00. The subject of Mr. Kiser's latest triumph is the fearless, naive, ignorant "Charles," with his adventures and his love affairs. The book is full of amusing situations.

Clute, Willard Nelson. "The Fern Allies." 200 colored plates. Large 12mo. Cloth \$2.00. A sequel to "Our Ferns and Their Haunts."

Murray, Grace P., M.D. "The Fountain of Youth; or Personal Appearance and Personal Hygiene." 134 illustrations. Cloth \$1.60 net. A practical treatise on the preservation of health and beauty for both mother and daughter.



Egerton Castle.
One of the Authors of "Rose of the World." (F. A. Stokes Co.)

Morang & Co., Limited.

Two series of books issued by this firm are deserving of attention from the trade. They are "The American Sportsman's Library" and "The Morang Paper Novel Series." In the former are to be found such

titles as "The Deer Family," "Salmon and Trout," "Upland Game Birds," "The Water Fowl Family," "The Sporting Dog," etc. The latest additions are "Lawn Tennis and Lacrosse," "Guns, Ammunition and Tackle" and "The Trotting and the Pacing Horse in



Illustration for "Rose of the World."
By Agnes and Egerton Castle. (F. A. Stokes Co.)

America." All are by authorities, who have prepared the respective volumes under the supervision of Caspar Whitney.

The paper novel series contains nearly fifty titles. The books were originally issued at \$1.50, and typographically are as good as the cloth editions. A few of the more striking novels in the series are "The Prince of Jennico," by Egerton Castle; "The Choir Invisible," by James Lane Allen; "The Four Feathers," by A. E. W. Mason, and "Darrell of the Blessed Isles," by Irving Bacheller. 25 cents per volume.

Other Morang books of the season are the following:
Doyle, Sir A. Conan. "The Return of Sherlock Holmes." Cloth \$1.50. Just the kind of a book for the Summer holidays.

Ely, Helena R. "Another Hardy Garden Book." Cloth \$1.75 net. Treats of the raising of vegetables, the cultivation of fruits in the home garden, the care and transplanting of trees, etc.

Lincoln, Joseph C. "Partners of the Tide." Cloth, illustrated, \$1.50. Those who have read "Cap'n Eri" will welcome this new novel, in which an equally interesting character, Cap'n Titcomb, figures. It is a good sea story, with a strong personal element.

Thompson-Seton, Ernest. "Monarch, the Big Bear of Tallac." 100 illustrations. Cloth \$1.25. A fascinating book about the adventures of a bear.

— "Lives of the Hunted." Cloth \$2.00. An account of the doings of five quadrupeds and three birds.

— "Wild Animals I Have Known." Cloth \$2.00. One of the books that have made its author famous.

White, Stewart Edward. "The Mountains." Cloth \$1.50. A vivid description of an actual journey through the ranges of California.

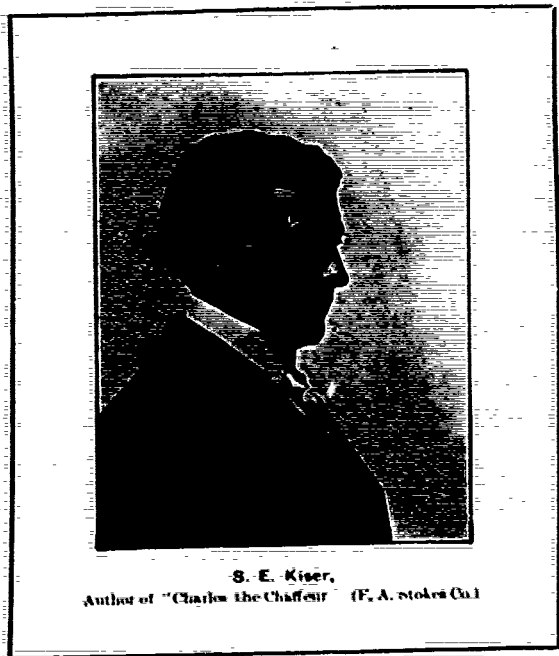
— "The Blazed Trail." Cloth \$1.50. A tale of a timber war in the Great Pine Woods, with an interesting love story interwoven.

Fox, Duffield & Co. New York.

On several occasions in the past reference has been made in these columns to the books published by this New York house. As the Summer season opens, another reference is not out of place, because the choice editions of this firm seem to be especially adapted to the best holiday trade. Fox, Duffield & Co. do not issue a large number of books, but they lavish on each book that they publish all the care and all the expense that other publishers would spend on a dozen books. In consequence, the Fox, Duffield book is to-day noted for its excellence, not only in literary quality but in artistic appearance, and proves an ornament to any book store or library. Some of the season's books are as follows:

Archbald, Anna, and Jones, Georgina. "The Fusser's Book." Cloth, illustrated, 75 cents. An extremely clever book of advice on etiquette and policy, addressed to flirts of the male sex. It affords many hours of genuine amusement.

Cox, Kenyon. "Old Masters and New." Cloth \$1.50 net; postage 10 cents. A practical book of art criticisms by one of America's foremost portrait painters, which will prove a safe guide to the novice,



S. E. Kiser,
Author of "Charles the Chaffeur" (F. A. Stokes Co.)

and will be welcomed by connoisseurs as an authoritative work.

"Case of Russia, The." A composite view, 12mo., 354 pages, \$1.25 net; postage 10 cents. A symposium on conditions in present-day Russia, giving a survey of the history, governments, peoples and prospects of the great empire. Each chapter is contributed by an authority in his field.

Graham, Harry. "Misrepresentative Men." Cloth, illustrated, \$1.00. These pleasantly satirical verses on "misrepresentative" celebrities from Adam down are written by the present private secretary to Lord Rosebery, who was lately aide-de-camp to Lord Minto.

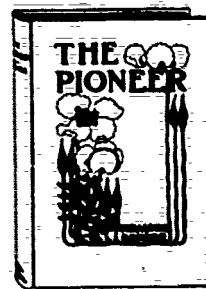
Peck, Theodora. "Hester of the Grants." 12mo. Cloth \$1.50. A novel that opens a new field for fiction. Its scenes are laid in the Vermont of early days, and it tells a romantic story of the life of the settlers there.

Sweetser, Kate D. "Ten Girls from Dickens." 5 volumes, 236 pages, illustrated. Cloth \$2.00. A charming collection, introducing to young folks the immortal children of Dickens. The book is made

up of famous passages from Dickens, each one illustrated with a dainty picture of its bewitching little heroine.

McLeod & Allen, Toronto.

As usual, McLeod & Allen have selected and published a list of books, which are one and all most absorbing tales,



and which are especially suitable for Summer stocks. Their Spring list contains many books by authors who have already attained fame. These books are always sure to be in immediate demand. A few new authors are included, whose work gives every promise of securing the widest commendation.

Bennet, Robert A. "For the White Christ." 8vo. Cloth \$1.25. A story of the days of Charlemagne, beautifully illustrated in colors and decorated by the Kinneys. The plot possesses dramatic intensity and breadth of scene, which gives the book remarkable power.

Bonner, Geraldine. "The Pioneer." Illustrated. Cloth \$1.25, paper 75 cents. A stirring tale of California and Nevada in the Bonanza silver days. The Pioneer, himself, who gives his all for the daughter of the woman he loved, is a wonderfully endearing character.

Green, Anna Katherine. "The Millionaire Baby." Illustrated. Cloth \$1.25, paper 75 cents. A baby, heiress to an immense fortune, suddenly and inexplicably disappears from the face of the earth. An enormous reward is offered for her recovery. The police are utterly at sea, when a young detective takes up the quest, and around about his researches the plot is woven.

Horton, George. "The Monk's Treasure." Cloth \$1.25, paper 75 cents. With a young American for hero, a fantastic Scot for his lieutenant, a duchess metamorphosed into a Cinderella for heroine and mysterious two-lived monks for villains, the story plunges into a melange of stirring perils, narrow escapes and hidden treasure.

Phillips, David G. "The Plum Tree." Illustrated. Cloth \$1.25, paper 75 cents. A disclosure of the



present system of "practical politics," vivid, graphic and emphatic in its treatment of the disease. A strong undercurrent is formed by a delightful love interest.

Rowland, Henry C. "The Wanderers." Cloth \$1.25, paper 75 cents. Incident, adventure, love-making

SPRING FICTION

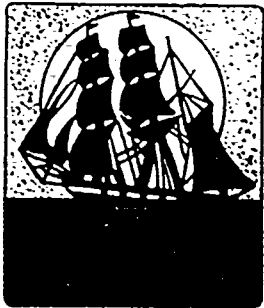
Return. By ALICE MACGOWAN and GRACE MACGOWAN COOKE A story of the Sea Islands in 1739. Illustrated. Cloth only, **\$1.50.**

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Rose of the World. By AGNES and EGERTON CASTLE. Illustrated. Paper, **75c.;** Cloth, **\$1.50.**

Stingaree. By E. W. HORNUNG. Illustrated. Paper, **75c.;** Cloth, **\$1.50.**



The Black Barque. A tale of a Pirate Slave Ship. By T. JENKINS HAINS. Illustrated. Paper, **75c.;** cloth, **\$1.50.**

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A Japanese Romance. By CLIVE HOLLAND. Illustrated. Paper, **75c.;** cloth, **\$1.25.**

A Captain of Men. By E. ANSON MORE. Illustrated. Paper, **75c.;** cloth, **\$1.50.**

Hemming, the Adventurer. By THEODORE ROBERTS. Paper, **75c.;** cloth, **\$1.50.**

The Sign of Triumph. By SHEPPARD STEVENS. Paper, **75c.;** cloth, **\$1.50.**

PAPER EDITIONS READY

The Hound from the North. By RIDGWELL CULLUM. Paper, **75c.;** cloth, **\$1.50.**

Whosoever Shall Offend. By F. MARION CRAWFORD. Paper, **75c.**

Hearts in Exile. By JOHN OXENHAM. Paper, **75c.**

The Loves of Miss Anne. By S. R. CROCKETT. Paper, **75c.**

Beatrice of Venice. By MAX PEMBERTON. Paper, **75c.**

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A. C. McClurg & Co., Chicago.

and humor are intertwined in this clever story. From Gibraltar to the South Seas the course of the twice-abducted yacht is marked by a succession of surprising adventures, which keep the reader in suspense.

Stevenson, Burton E. "The Marathon Mystery." Five scenes in color. Cloth \$1.25, paper 75 cents. A capital detective story.

Valentine, Edward U. "Heela Sandwith." Cloth \$1.25, paper 75 cents. A Quaker maiden in the Pennsylvania of fifty years ago is the heroine of this remarkable story, filled with a strong human interest. The various fortunes of her life are traced out with a facile pen. Other characters, equally well delineated, are also introduced.

Winter Alice. "The Prize to the Hardy." Illustrated. Cloth \$1.25, paper 75 cents. The hero is an Easterner transplanted to the West and left to his own resources. His path upward was not strewn with roses, though it had a love interest to cheer the traveler onward. The incidents of the story are exciting and graphically recorded.

Fleming H. Revell Co.

"Labrador" is the watchword this year of the Revell Co., and their offering of books on this theme is a

Few publishing houses offer as wide a range of subjects as A. C. McClurg & Co. Their Spring list includes new works in fiction, history, biography, travel, art, religion, etc. All are excellently printed and attractively bound. From their list the following choice books for Summer reading have been selected:

Lahontan's "New Voyages to America." 2 volumes, square 8vo. Boxed \$7.50. An exact reprint of the English edition of 1703, with facsimile maps and illustrations, carefully edited and annotated. The publication of this important work is much to the credit of McClurg & Co.

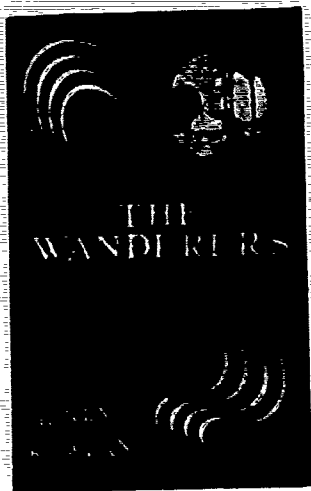
Orcutt, William D. "The Flower of Destiny." 8vo. Cloth \$1.25. An episode of the Second Empire, having for its theme the romantic love story of Napoleon III. and Eugenie. It is written in a light and charming style and is fully illustrated.

Tynan, Katherine. "Julia." 12mo. Cloth \$1.50. Like Miss Tynan's other quiet and delightful stories, this new book brings out the finer traits of Irish character. It is one of the best selling books in England.

Theodore Thomas: A Musical Autobiography. Edited by George P. Upton. Two volumes, illustrated, large



A Striking Design
(McLeod & Allen.)



Cover for "The Wanderers."
(McLeod & Allen.)



Scene from "The Wanderers."
By Henry C. Rowland. (McLeod & Allen.)

remarkable one. It is seldom that publishers are able to effect a "corner" in books, but it looks as if the Revell Co. had secured a monopoly of works descriptive and illustrative of this little-known corner of the world, lying so near to Canada.

Duncan, Norman. "Doctor Luke of the Labrador." Fourth edition, 12mo. Cloth \$1.50. A story which plays on the heart-strings and yet inspires to effort and sacrifice, strong, tender, pathetic.

Duncan, Norman. "Dr. Grenfell's Parish." 16 illustrations. Cloth \$1.00 net. A series of sketches of Dr. Grenfell's self-sacrificing labors in Labrador. Mr. Duncan has succeeded in portraying Grenfell in a wonderfully life-like manner.

Grenfell, Dr. W. T. "The Harvest of the Sea." Cloth, illustrated, \$1.00 net. This book relates the life of the North Sea fishermen on the now famous Dogger Bank, describing in a very real manner the cruel hardships they endure.

Wallace, Dillon. "The Lore of the Labrador Wild." 17 illustrations, 3 maps. Cloth \$1.50 net. The tale of the survivor of Leonidas Hubbard's ill-fated exploring expedition into the interior of Labrador. One of the best stories of a canoe trip into the wilds ever written.

8vo., gilt top. Boxed \$6.00 net. An important addition to musical biography.

The Bobbs-Merrill Co., Indianapolis.

For Summer reading, in addition to their regular issue of Spring fiction, the Bobbs-Merrill Co. are offering a charming series of short novels, which they are calling "The Pocket Books." These volumes are as tall as the ordinary book, only narrow enough for the pocket, and are attractively bound in uniform cloth with a unique design. They appeal at once to the Summer reader, and should prove immensely popular. The series is announced as follows:

Green, Anna Katherine. "The Amethyst Box." Cloth 75 cents post paid. A story of a Newport wedding by the author of "The Millionaire Baby." A detective story which enthralled the reader from start to finish.

Green, Anna Katherine. "The House in the Mist." Cloth 75 cents. This volume also contains a short story: "The Ruby and the Caldron." Both tales possess the haunting sense of what is unexplained and must be exclaimed.

MacGrath, Harold. "Enchantment." Cloth 75 cents. Short stories of whimsical adventure. From the

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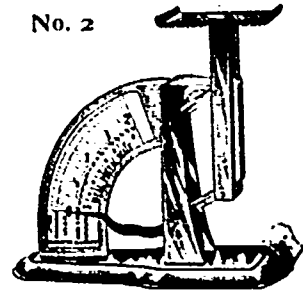
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A charming introduction for young folks to some of Dickens' immortal children. Illustrated with dainty pictures of the little heroines by G. A. Williams. \$2.00.

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Fox, Duffield & Company, Publishers

The International Quarterly

36 EAST 21st STREET

NEW YORK

midst of the present the author suddenly whisks us into an enchanted place and age.

MacGrath, Harold. "The Princess Elopea." An extravagant romance of a European duchy, with all the charm of Anthony Hope at his best. It tells how the princess plotted to prevent a disagreeable marriage with one man and fell in love with another.

Osbourne, Lloyd. "The Motormaniacs." Cloth 75 cents. In these stories Mr. Osbourne has taken the vogue of the motor car at its height, and made it serve its full purpose of novel and ingenious fun.

L. C. Page & Co., Boston.

In addition to their books controlled on the Canadian market by the Copp-Clark Co., Limited, L. C. Page & Co. have several other interesting publications this Spring, including fiction, travel, etc. The selections made by this firm can always be relied on to be of a high order of literary merit, and their books are made with an eye to artistic excellence. The following choice volumes deserve the attention of Canadian dealers:

Flower, Elliott. "Slaves of Success." Illustrated. Cloth \$1.50. As in his first success, "The Spoilsmen," Mr. Flower has taken politics as his theme, but this time he has entered the broader field of state and national politics, instead of municipal. His characters are one and all successfully delineated.

Gallizier, Nathan. "Castel del Monte." Illustrated.

Cloth \$1.50. A powerful romance of the fall of the Hohenstaufen dynasty in Italy. The author has introduced all the mysticism and fatalism so characteristic of the middle ages, and has interwoven a love story of sympathy and charm.

Haggard, Colonel Andrew O.P. "Silver Bells." Cloth \$1.50. Disappointed in love, Geoffrey Digby leaves his English home and comes to live among the Indians in Canada. He becomes a mighty hunter and meets a fascinating Indian maiden called "Silver Bells," with whom he falls in love. The book is full of adventure, into which the love interest is cleverly woven. To the hunter and the lover of the woods the story appeals strongly.

Roberts, Morley. "Lady Penelope." Illustrated. Cloth \$1.50. The setting of this new story by the author of "Rachel Marr" is the "upper crust" of modern English society. Lady Penelope has a large number of suitors, and her method of choosing her husband is original and provocative of delightful situations.

McCracken, W. D. "The Fair Land Tyrol." Fully illustrated. Net \$1.60. Mr. McCracken's extensive travels through the Tyrol render him a fitting medium to present its history, its scenic charms, the quaintness of its customs, and the personality of the Tyrolese to the reading public.

BOOKS OF THE MONTH

Cahan, A. "The White Terror and the Red." New York: A. S. Barnes & Co. At the present time when the eyes of the world are turned upon Russia in her giant struggle with a formidable external force, Mr. Cahan's book is a timely contribution to the study of the social and political conditions, which explain at once the strength and the weakness of this great nation. Tersely and clearly he sets before the reader the "White Terror" of a traditional, absolute monarchy, backed up by a powerful aristocracy and an elaborate system of official espionage — a Nihilism, altruistic in its motive but destructive in its tendency — and the "Red Terror" of an oppressed people aroused at times under the instigation of its Nihilist leaders to conflict with its oppressors, and at other times under official connivance to savage outbursts of anti-semitic outrage.

Ganz, Hugo. "The Downfall of Russia." Toronto: The Copp, Clark Co., Limited. A book for the times. Russia as she exists to-day is here portrayed in a series of graphic descriptions, covering the social, economic and literary conditions of this truly great nation, while the defects of her political system are pointed out and emphasized. The writer sees in the present regime the fruitful source of impending calamity, and in the unsuccessful issue of the present war the only deliverance from an oppressive bureaucracy and an intolerable police system. The book is well written. The treatment is sympathetic yet unbiased, and the judgments based upon close observation and the highest testimony.

Green, Anna Katherine. "The Amethyst Box." Indianapolis: The Bobbs-Merrill Co. Cloth 75 cents. A mystery story with many windings and false trails. Two beautiful girls, one on the eve of her wedding, are involved in a poisoning case. All manner of theories are advanced, while only in the last chapter is the problem solved. It is so exciting a story that there is no putting it aside.

Hardwick, Henry. "The Art of Rising in the World." New York: J. S. Ogilvie Publishing Co. Paper covers 25 cents. An excellent manual for the guidance of young men starting out on life, emphasizing

the virtues of industry, courage and integrity. The book is well written, and the author's points are enforced by many historical examples.

Jordan, Rev. Charles. "Gospel Milk and Honey." Seventy short sermons for young people. Edinburgh: Oliphant, Anderson & Ferrier. Cloth 5s. The writer has adopted an admirable method of impressing gospel truths by means of graphic illustrations taken from both ancient and modern history. The sermons are thus rendered instructive, not only from the spiritual side, but from the mental as well. The book is excellently printed and can be warmly recommended.

MacGrath, Harold. "Enchantment." Indianapolis: The Bobbs-Merrill Co. Cloth 75 cents. A volume of short love stories, some frivolous, some serious, but all thoroughly delightful. One of the best tells of the breaking of the bank at Monte Carlo. Another clever story mingles politics and love in a tale of a municipal election.

MacGrath, Harold. "The Princess Elopes." Indianapolis: The Bobbs-Merrill Co. Cloth 75 cents. Just about as good a story as Anthony Hope's "Prisoner of Zenda," only less serious in its theme. It tells how a certain princess, compelled to marry against her wishes, makes an unpremeditated elopement with a young American, in whom she is interested. The romantic atmosphere of youth and love are to be found on every page.

Mackie, J. B. "Margaret, Queen and Saint." Illustrated from woodcuts. Edinburgh: Oliphant, Anderson & Ferrier. Cloth 1s. net. In this readable little volume a tribute is paid to one who, eight centuries ago, did so much to raise Scotland from barbarity to a Christian civilization, and whose influence has ever since been potent in that country. Her story is told with a fine literary style.

McCarthy, Michael J. F. "Catholic Ireland and Protestant Scotland: A Contrast." Edinburgh: Oliphant, Anderson & Ferrier. Paper 6d net. An address delivered last November in Edinburgh on the effect of religion on the social life of Scotland and England.

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FEATURES OF CURRENT NUMBERS.

MMAGAZINES seem to possess just as much individuality as persons, and that is why the different magazines appeal to different tastes. It is for the dealer to study out and familiarize himself with the peculiarities of each particular periodical. Then he will know that Everybody's will appeal to a certain business man, when the Red Book will not, and that he could sell a Pall Mall to an English immigrant, when no amount of persuasion would induce him to buy a Munsey.

As usual, the following notes on current issues have been prepared to assist dealers in familiarizing themselves with the current or forthcoming issues.

Arena (May) contains "Japan as Viewed by a Native Socialist," "Stephen Phillips. Poet and Dramatist," "America in the Philippines," "The Assured Results of Direct Legislation in Switzerland," etc.

Atlantic Monthly (June) will contain "Dull Phases and Gay," by John Burroughs, "Federal Rate Regulation," "Generosity and Corruption," "Village Improvement," "The Spirit of Japanese Art" and "The Cause of South American Revolutions," etc.

Booklovers (May) is extremely well illustrated, and contains "The Protective Mimicry of Insects," "The Birth of Fashions," "Sailing as a Fine Art," "The Chancellor of the Exchequer," "Railroad Landscape Gardening," etc.

Canadian (June) will contain "Winnipeg in 1904," by A. E. B. Clark; "The Simplon Tunnel," by Arthur Tarbell, a sketch of Dr. Robert Tait McKenzie; "Public-house Trusts," by Russell Elliot Macnaghten, and stories by Cy. Warman, Theodore Roberts and others.

Cosmopolitan (May) contains "The Philosophy of Staying in Harness," "Hunting with a Camera," "The Coal Industry of the United States," "Three Great Sieges of History," besides stories.

Critic (May) contains, in addition to many excellent portraits of literary celebrities, articles on "Dr. Osler," "The Schiller Centenary," "A Dinner with Balzac in a Lunatic Asylum," etc.

Everybody's (May) contains "The West Coast Land Grafters," "Frenzied Finance," "The Greatest Trust in the World," with numerous short stories of special interest.

Lippincott's (June). The long story promised for this number will be by Cyrus Townsend Brady and will be called "The Lady from the Sea." There will also be several short stories.

Literary World (April). This interesting English publication has recently been converted from a weekly into a monthly. In its new form it provides much interesting reading, including "Table Talk," book reviews, sketches of authors, histories of publishing houses

and a serial story of merit. Each number is illustrated with numerous plates.

McClure's (June). Special attractions will be Samuel Hopkins Adams' article on "Typhoid," "The College Athlete," "Great Masters of Literature," and several excellent short stories.

Outlook (May 6). A most interesting number containing such instructive articles as "The Oil Fields and Pipe Lines of Kansas," "Two Great Violinists," "The Personality of Schiller," "Old and New in Church Building," etc.

Pall Mall (June) will contain "The Wunderkind," "The Origin of Life," "London's Pictorial Gallery," "A Model Aquarium," "Mr. Lloyd George, M.P.," "London at Prayer," and other articles and stories.

Quarterly Review (April) contains "Lord Dufferin," "The Wanderings of Odysseus," "H. Taine," "The Care of the Insane," "The Collected Works of Lord Byron," "Pearls and Parasites," "The Early Roman Emperors," "Preference: The Colonial View," etc.

Recreation (May). Among the contents are "Nests, Nesting and Nestlings," "The Trail of the Cavaliers," "How to Start a Balanced Aquarium," and "Canoeing on the Delaware." The illustrations are excellent. pose of novel and ingenious fun.

Review of Reviews (May) contains several articles on "American Municipal Problems and Progress," "Organized Labor and its Problems," "The New Executive of the Panama Canal," "The Reconstruction of China," etc.

World To-day (May) contains "Russia's Internal Problems," and other articles on Russia, "The Man That Made the Canadian Pacific Railway," "The Chicago Traction Tangle," "In Indian Mexico," etc.

SERIALS IN THE MAGAZINES.

IT is sometimes convenient for dealers to know what authors are at present contributing serials to the various magazines, as readers frequently inquire about such things. For example, the reader who has breathlessly perused "The Masquerader," by Katherine Cecil Thurston, will be eager to read her next book. It happens that a new story by her is now appearing serially in a prominent magazine, and this information conveyed to the reader may lead to the sale of the aforesaid magazine. A few of the best serials now appearing are here listed:

"The Mystics," by Katherine Cecil Thurston, in *Blackwood's*.

"Kipps," by H. G. Wells, in *Pall Mall*.

"Giant Circumstance," by John Oxenham, in *Chambers's*.

"The Coming of the Tide," by Margaret Sherwood, in *Atlantic*.

"The House of Mirth," by Edith Wharton, in *Scribner's*.

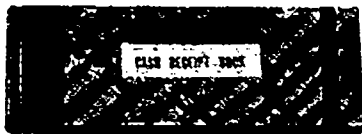
"The Occultation of Amidon," by Henry Quick, in *Cosmopolitan*.

"Lafayette," by "Max Pemberton," in *Strand*.

A Matter of Mathematics

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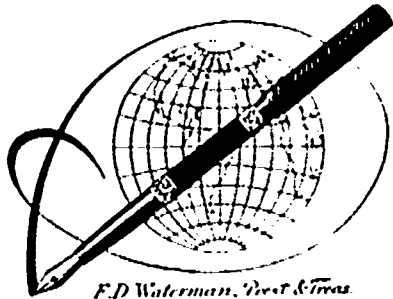
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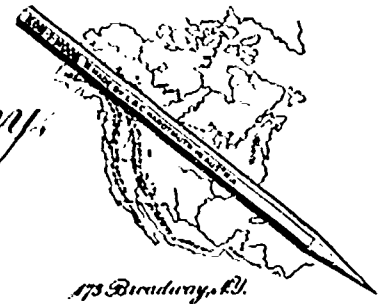
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Toronto, Ont.

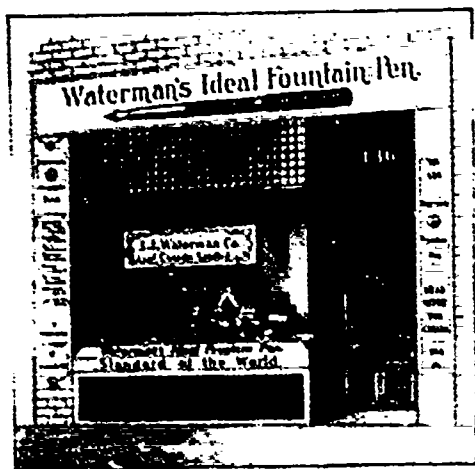
Dear Sir:-

Will you be kind enough to announce, through the medium of your publication, the fact that we intend moving into more commodious quarters at No. 136 St. James St., Montreal, on Monday, May 8th, 1905.

At this location we expect soon to begin to manufacture, and will carry an enlarged stock of Waterman's Ideal Fountain Pens (and L. & C. Hardtmuth's Pencils) and maintain a better-equipped department for taking care of Repairs and Exchanges required by our Canadian Trade.

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PUBLISHERS' ANNOUNCEMENT

A NEW and enlarged edition of R. G. MacBeth's "The Making of the Canadian West," is in the course of issue by William Briggs. In addition to other changes, a very interesting chapter is added dealing with the rapid growth of the farther west, particularly British Columbia and the Yukon Territory.

A new book by Rev. Charles Wagner, author of "The Simple Life," is announced for early publication in Canada by William Briggs. It is a collection of talks to young people on character and conduct, under the suggestive title of "On Life's Threshold."

Miss Weaver's "Canadian History for Boys and Girls," which has for some time been authorized for use in the Protestant schools of Quebec, by the Committee of the Council of Public Instruction, has now been authorized by the Department of Education for use in the public schools of Ontario. It is an excellent text-book, written in a style to interest the youthful students, who have too often found the study of Canadian history dry and uninviting. (William Briggs).

The new cheap edition of the Henty stories (25 in all) published by William Briggs and the Copp, Clark Co., has found instant favor with the trade. The orders taken by the travelers of these houses on their Spring import trips have been far in excess of expectations. The books will be ready for delivery early in the Fall.

"The Marriage of William Ashe" holds its place this month as the best selling book in England, the United States and Canada.

Three thousand copies of the Canadian edition of Mrs. H. Rice's new story, "Sandy," were distributed on the day of issue. It is bound to be one of the leaders this Summer. (William Briggs).

An interesting item of book news is the announcement of the re-issue this Autumn of Mrs. Traill's "Studies in Plant Life," with plates reproduced from drawings by Mrs. Chamberlin, the well-known artist of Canadian wild flowers. The book is strongly commended by Prof. Macoun, botanist and naturalist to the Dominion Parliament, and Dr. Fletcher, botanist and entomologist to the Ottawa Experimental Farm. (William Briggs).

A collection of William Wilfred Campbell's poems, containing all of his work (save dramatic verse) that he cares to preserve permanently, will be published during this coming Autumn by William Briggs. There are many who place Mr. Campbell at the head of the Canadian poets of the present day. Be that as it may, this forthcoming volume will undoubtedly be one that would enrich the literature of any land, and it should find its way into every representative collection of Canadian writers.

This month L. C. Page & Co., Boston, are publishing "Brothers of Peril," a capital story of old Newfoundland,

by Theodore Roberts, one of the members of the talented Roberts family. The illustrations are by H. C. Edwards, and are reproduced in tint.

Among the May publications of the Copp, Clark Co., Limited, are paper editions of three important novels hitherto only published in cloth. They are: "The Hound From the North," by Ridgwell Cullum, "The Crossing," by Winston Churchill, and "A Ladder of Swords," by Sir Gilbert Parker. (75c.)

Librarians, and in fact all buyers of books, would do well to examine "The Cumulative Book Review Digest," published by the H. W. Wilson Co., Minneapolis. The Digest comes to fill a long-felt want. It gives in concise form just what every book treats of, together with an epitome of what the best critics have said about it. It will form an admirable addition to this company's excellent cumulative indices of books and magazines. To the bookseller it should prove a great boon in assisting him both in buying books and in filling the needs of customers. (\$5 per annum).

Recent additions to that charming series of books, the York Library, published by George Bell & Sons, London, include "The Thoughts of Marcus Aurelius Antoninus," and "The Thoughts of Blaise Pascal," both famous classics. The merits of the York Library editions have frequently been enlarged upon in these columns. (Each, in cloth, 2s. net).

This year witnesses the tercentenary of the famous Spanish author, Cervantes, and in many countries the event is being celebrated by his admirers. Numerous new editions of Cervantes' masterpiece, "Don Quixote," have been published in honor of the occasion. Among them can be recommended the excellent York Library edition in two small volumes, published by George Bell & Sons, London. (2s. per volume).

Possibly the most important announcement of the month is that McLeod & Allen are issuing a new and cheaper edition of that charming romance, "The Wings of the Morning" by Louis Tracy. The paper edition will sell at 25c. and the cloth edition at 50c. Their reason for marketing this cheap edition is to whet the popular demand for the works of this author and pave the way for the issuing of his new story, "The Great Mogul," to appear shortly (Cloth, \$1.25, paper, 75c.)

"On Tybee Kuoll," by James B. Connolly, which A. S. Barnes & Co., of New York, are just publishing, is a vivid and stirring story of the fight with the sea by the engineers and harbor-men who dredge channels to clear the way for the ships. Mr. Connolly's story has been elaborately illustrated in colors.

L. C. Page & Co., Boston, have in preparation for early publication the following books "Brothers of Peril," a story of romantic adventure, dealing with the now extinct tribe of Beothic Indians in old Newfoundland, by Theodore Roberts, "The Grapple," a strong work, in which the theme is the struggle between unionism and non-unionism; "The Rival Campers," by Ruel P. Smith, the best story of boys' adventure ever issued by this house, and one of the most entertaining ever offered to the public; "Mrs. Jim and Mrs. Jimmie," a companion volume to "The Second Mrs. Jim," by Stephen Conrad.


LIBRARY COLUMN


THE ONTARIO ASSOCIATION MEETS.

ON Monday and Tuesday, April 21 and 25, a most successful meeting of the Ontario Library Association was held in the Canadian Institute, Toronto. Among those present were the following: W. Tytler, Guelph; W. A. Bradley, Berlin; W. W. Rutherford, Aylmer; R. J. Blackwell, London; A. Sheldrick, Chatham; R. Alexander, Galt; J. E. Kerr, Galt; W. K. T. Smellie, Deseronto; Norman Walker, M.D., Niagara Falls; W. J. Robertson, St. Catharines; I. M. Levan, Woodstock; Miss M. I. Robb, Woodstock; Jos. Hoag, Brantford; Frank B. Gregory, Collingwood; Carrie A. Rowe, Brockville; Effie A. Schmidt, Berlin; Patricia M. Spereman, Sarnia; Edith Sutton, Smith's Falls; Norman Gurd,



W. J. Robertson.
 President 1905-1906 Ontario Library Association.

Sarnia, H. A. Beaton, Walkerton, W. A. Silvester, Stouffville, F. A. Fraser, Markham, Lois Saunders, Queen's University, Kingston, Mrs. Geo. Wilks, Uxbridge, J. W. Humphrey, Chatham, Peter Fischer, Waterloo, A. W. Cameron, Streetsville, M. T. Batters, Niagara Falls, Janet Carmachson, Niagara-on-the-Lake, E. A. Hardy, Toronto, A. B. MacCallum, Toronto, A. Hunsten, Hamilton, W. W. Covering, Hamilton, Alex. Steele, Orangeville, Richard Lees, St. Thomas, H. A. Lauell, Smith's Falls; J. H. Knight, Lindsay, E. M. Davies, Guelph; E. Weber, Burlington; W. J. Hamilton, Picton, James Bain, Toronto, W. F. Moore, Dundas, M. I. Stevens, Toronto; Hester Young, University of Toronto library, E. D. Henwood, Brantford, L. J. Burpee, Ottawa, H. H. Langton, University of Toronto, E. L. Hill, Guelph, Melvil Dewey, Albany, N.Y., Miss W. E. Ahern, public library, Chicago, Ill.

At the opening session on Monday afternoon, a paper on "Classification" was read by Miss Effie A. Schmidt, of Berlin, in which special reference was made to the Dewey system of catalogues. The system classifies books

into ten departments, all of which are again subdivided on the decimal system. The cost of transferring from the "mechanics" institute system, as employed in the Toronto library, was placed at \$100 for a town like Berlin.

A discussion followed, in which Mr. R. J. Blackwell, of London, supported the Dewey system as suitable for both large and small libraries. He computed the Toronto and Hamilton library systems, much to the advantage of the latter. Dr. James Bain, of the Toronto library, defended the system in his library. Mr. Melvil Dewey, of Albany, N.Y., the originator of the system, spoke in its defence, showing that it was invented in recognition of three truths: that no library had money enough, that economy was needed, and that co-operation in a common system was the only thing that would reduce the expense of catalogues. The growing tendency to admit the public to the library shelves was also a justification for the new system. Others who took part in the discussion were: Messrs. G. B. Hoag, of Brantford, W. A. Bradley, of Berlin, A. Sheldrick, of Chatham, and W. G. G. Smellie, of Deseronto.

Mr. E. A. Hardy, B.A., then introduced the subject of "The Merits and Defects of Our New Public Library Buildings," and several of the delegates took part in the subsequent discussion. The unanimous testimony of those present was that a hot water system of heating was preferable to both steam and hot air.

At the Monday evening session the retiring president, Mr. W. Tytler, of Guelph, delivered an address, and Mr. Melvil Dewey followed with an interesting speech on the development of the public library. During the past fifty years, said the speaker, 103 library laws had been passed by forty states of the union, and \$16,000,000 given in subscriptions. A social hour followed this address.

On Tuesday morning, Mr. A. W. Cameron, of Streetsville, opened a conference on the effect of the Ontario Government's interpretation of the regulation controlling the grant to public libraries. He was of opinion that the life of the small library depended on a generous interpretation of their needs by the Government. The past experience of libraries was that the Government practically supplied them with books and required only a good maintenance of the library. Last year, however, the grants were brought down to a maximum of \$200 on the basis of a grant of dollar for dollar of money actually spent on books, not more than 20 per cent. to be expended on fiction.

Dr. James Bain delivered an address on "Canadian Government Publications." He urged that the Government should select a number of public libraries throughout Canada, and furnish them with all blue-books, reports and documents, fitting them as first-class depositories. Mr. N. Gurd spoke in favor of exercising special care regarding Canadian historical books, and against the general increase in the importation of objectionable American magazines.

The officers for 1905-1906 were then elected as follows: President, W. J. Robertson, B.A., St. Catharines, first vice-president, W. Gurd, Sarnia; second vice-president, Albert Sheldrick, Chatham, secretary, E. A. Hardy, Toronto; treasurer, A. B. McCallum, Toronto; executive councillors, James Bain, D.C.L., of Toronto; A. W. Cameron, of Streetsville, Rev. A. Bradley, of Berlin, J. P. Hoag, of Brantford; W. Tytler, B.A., of Guelph, W. K. T. Smellie.



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Postcards

An entire volume would be necessary to adequately describe the marvellous new line of Picture Postcards which we are adding to our already stupendous collection this year. The "Oilette" Postcards alone, which have won fame in every corner of the globe as delightful little Miniature Oil Paintings, have just been awarded at the Earl's Court Postcard Exhibition a **Special Gold Medal**, the second within eight months.

Calendars and Block Calendars

Father Time, who, may be said to be always up to date, has a golden path to follow when in company with our Calendars. He puts away the scythe, and in its stead carries with him the Easel and Palette, the emblem of artistic advance, for, as in all other classes of our publications, so it is with our Calendars, theirs is a story of progress from beginning to end. It was difficult to imagine last year that there could be any further progress, but, behold, to day, we are presenting to you a Collection considerably increased in quantity, and at the same time of a quality that has hitherto been unapproached. Great strides have been made forward. In a Collection of so many hundreds, each item in itself a work of art, it is impossible to particularize. We must not, however, omit to mention that the "Rag Time" Calendars first produced by us last season, have proved so unprecedented a success, that we have brought out a considerably larger line of these publications, and further, it is impossible for us to say too much in praise of the beautiful and unequalled "Oilette" Calendars, of which we have also a considerably more varied selection to meet the great demand for these choice productions.

Books and Toy Books

Father Tuck has also been busy at his Easel and with his Palette. He has covered miles upon miles of canvas with beautiful pictures for his little people, canvases that we have stretched—what shall we say—well, all over the world, for have not Father Tuck's Toy Books found a place in every home that is lit with the smiles of childhood? Father Tuck has also been busy with his pen, and stories more lovely than ever, accompanying the pictures—stories and drawings not alone to amuse and charm, but also to educate and instruct, and thus to elevate.

Mention, too, must be specially made of Father Tuck's own particular favorite—his "Annual," which flourishes year after year, and becomes more and more deeply endeared to the young folk.

Once again, then, thou dear, trusted "**EASEL** and **PALETTE**," go forth on thy loving mission; hie thee to the furthestmost corners of the earth, and testify by thy presence on every Christmas and New Year Card, Postcard and every Art missive of the house of "**TUCK**" to their true and sterling merits. Again, carry joy and happiness to numberless homes throughout the "wide world," shine ever a lofty beacon to all lovers of Art, and continue to hold high the name and fame of the house of "**TUCK**" whose faithful and devoted harbinger of "glad-messages to all the world" thou hast ever been!

May we, in conclusion, bespeak once again from you personally your valued, welcome reception of our dear Easel and Palette and subscribe ourselves, as of old.

Yours very faithfully,

RAPHAEL TUCK & SONS CO., LIMITED.

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Published promptly on the second Wednesday of every month.

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Vol. XIV MAY, 1905 No. 5

NEW ADVERTISEMENTS.

- Fox, Duffield & Co., New York.
 McLeod & Allen, Toronto.
 Spencerian Pen Co., Birmingham, Eng.
 Tuck, Raphael & Sons Co., New York.
 Waterman, L. E., Co., Montreal.

AN OLD QUESTION.

SOME hot heads in Canada are of the opinion that some legislation should be introduced which, by taxing American newspapers and periodicals, would so increase their price that the cheap and objectionable publications would be kept out of this country. While admitting the patriotic motives which doubtless prompt these people, it must be apparent that they are going about the work in a wrong way.

To tax American publications would not only antagonize the publishers, but would arouse the ire of the whole American people. They admit our newspapers and carry them in their mails just as we carry theirs. It would scarcely be the right thing to attempt to shake an arrangement which is of mutual advantage.

The remedy lies in quite another direction, and is of a two-fold character. First, we would impress the efficacy of education. When Canadians are properly alive to their own interests, both national and imperial, they will view these objectionable importations with repulsion where now they hail them with delight. There is nothing like a sane, common-sense patriotism to convince a man of the worthlessness of much of this imported trash.

The second remedy will be applied when the Government of Great Britain sees fit to reduce the postage on

British publications. There are many British newspapers and periodicals which are almost unknown in this country. A wider circulation of these papers would occasion a reduction in the demand for the American papers.

It must not be imagined that we are condemning American publications wholesale. There are a great many exceptions. There are many magazines, weeklies and newspapers of an international reputation published in the United States, the loss of which to Canadian readers would be greatly regretted.

He who would be a master in business must for all time be a diligent student of business methods.

NEW COPYRIGHT REGULATION.

BY the new copyright law recently passed by the United States, practically a year's grace is given to authors of books in foreign languages, who may desire to have their works translated and printed in the United States. Heretofore the publication of any foreign book had to be simultaneous in the country in which it was written and in the United States, in order to obtain copyright protection in the latter country. It will be seen that so far as the foreign author is concerned, a great disability has been removed. The year's grace should afford ample time to secure a good translation and complete arrangements for having any book printed, bound and published in the United States.

But, while the new regulation is certainly beneficial, the United States' generosity has not been at all of a self-denying variety. The requirement that to secure copyright a book must be printed and bound within the country, still holds, and this, after all, is the main consideration. It makes little difference whether a book is printed now or a year hence.

So far as the English or Canadian author is concerned, the change makes no difference. There is still the necessity for a second simultaneous printing in the United States, to secure copyright there. A few people across the border look upon this restriction as unfair, and their opinion is voiced by the New York Nation, which says: "If Congress cannot make up its mind to revoke this wasteful rule, at least it may be hoped that the one year's option of copyright granted to foreign authors and publishers may be extended to our kinsmen across the sea."

Characters are not built up by besmirching the reputation of competitors.

WHIST CLUBS.

ON another page there appears a short account of the contest for the Goodall Cup at the Congress of the Canadian Whist League. The competition was very keen and aroused considerable interest all over the country. There were a large number of entries, representing whist clubs in several Ontario cities.

The reason for referring to this competition here, where such things are apparently out of place, is that we wish to draw our readers' attention to the value to

them of having whist clubs organized in their vicinity. The formation of a club means an increased demand for players' sundries. The ordinary requirements of the place in the matter of cards, etc., will be found to grow very appreciably upon the starting of a whist club.

When we come to examine the field, it is soon apparent that there are many places where work could be done in the direction of organizing clubs. Let our readers, who deal in players' supplies, take a look around in their neighborhood and see what the lay of the land is. Then, if conditions appear favorable, let them by suggestion or otherwise, set about the work of organization.

• • •

There is a wealth of serviceable information in the advertisements in this issue.

• • •

TRADE AT HOME.

IT is the duty of every business man to inculcate in the citizens of his town the desirability of buying from home merchants. This is not a matter for sentimental theorizing. The evil of patronizing outside stores is present, and it must be combatted by retail merchants with vigor and dispatch.

It requires no argument on our part to prove that this is unfair. The whole fabric of civil life depends upon the organization of every element of the town for the common good. The merchant invests more or less money in his stock and store; he pays taxes on this; he pays wages which enable his clerks to live and contribute their share to the general fund; the public institutions of the town are to a large extent dependent upon his generosity; it is through the mutual intercourse of the farmers and himself that a market is established, the schools are supported largely through his taxes. Everything in the town which depends upon good citizenship, generosity and enterprise is directly supported or largely benefited by his presence.

What does the mail order store in the big city do for the town? Its proprietor pays no taxes, employs no men, has absolutely no stake in the place. The maintenance of good streets and public buildings are of no account to him. His influence is on all sides injurious. In the closing or weakening of the retail stores he does a double injury. Not only is the merchant ruined, but the numerous clerks and workers who are contributory to his business are thrown out of employment. So the town loses the benefit from this class also. The mail order house is always drawing the money away from the town, it contributes in return nothing.

These are facts which should be kept before the people. It is not sufficient for the merchant to know that such conditions are not right. He should start a crusade against them; get the local newspaper interested in it and then set about stirring up public sentiment against the unfair practice. Let him, however, never forget that the best weapon to use in such a campaign is up-to-date merchandising. If possible, beat the mail order man on his own ground.

THE INTERDEPENDENCE OF BUSINESS.

FEW merchants realize just how much the success of their neighbor's business influences their own business. They seem to imagine that the welfare of their business depends entirely on their own exertions. They consequently become narrow in their outlook and adopt a don't-care attitude towards their neighbor and his interests.

As an example of this, take the connection between the sale of books on flowers and the sale of flower seeds. The bookseller across the street makes a sale of a book on flower gardening to a man who has hitherto never had his attention drawn to or his interest awakened in this agreeable pursuit. He takes the book home, looks over the illustrations and conceives a desire to surround his home with plants and flowers. He reads the book and learns how to cultivate flowers successfully. Next day he will probably enter a grocery store and buy a selection of seeds.

Did the grocer sell those seeds? In a way he did, but it is much more probable that the bookseller across the way actually sold them. It was through his good salesmanship that the aforementioned man bought the book on gardening, and if the latter had not bought it, it is not likely the grocer would have sold the seeds to him.

A moment's reflection will suffice to call up a number of examples similar to this, all of which teach the important lesson of the interdependence of business in any town or city.

• • •

A bright "ad" will wake up dull customers.

• • •

DISTRIBUTE YOUR INSURANCE.

DO not have your insurance so placed that it will all expire on the same day. Many merchants do this and claim as their reason that it is easier to keep track on it that way than if they had to pay a number of premiums at different times. There are a number of very weighty reasons why the insurance should be distributed. In the first place it is just possible that you may forget to renew your policies, and then the store is absolutely without protection. Many exigencies may arise to prevent you looking after this matter on some particular time. You may be called out of town temporarily and detained over the time for renewal. Sickness or a press of other business may cause it to slip your mind. Yet if a fire occurred during the time after the policies had lapsed you would suffer a total loss.

Another feature of the case which is worthy of attention is your comparative independence if you have your insurance divided up into a number of policies which expire at different times. You are in a far stronger position to deal with the insurance companies. There can be no possible chance of the company holding you up unduly, as they could if they knew that your whole insurance expired on that day. You would have to accept their terms or take a chance, for a time at least, of the loss of your entire establishment. This is a matter which merits your closest consideration. Do not concentrate your securities too much.

FINANCE

THE Penny Bank, which was opened in Toronto in April, is an interesting institution. Its object is to encourage a spirit of thrift among school children. Educators never tire of telling how powerful are the habits of the child in moulding his future career. The habit of saving, which is developed in the child by opening a bank account, should be of inestimable value in later life. The name of "Penny" is justified by the fact that deposits as low as 2c are received. No director or anyone associated in the work, can receive anything for his services. Only those in the actual employment are paid, so that the object of those interested in the bank is entirely philanthropic.

There are thirty-four chartered banks in Canada. The total authorized capital is \$100,516,666. The paid-up capital is \$81,431,491, and the reserve fund \$51,711,209. The notes in circulation amount to \$58,828,919.

Advocates of municipal ownership of the public utilities will see an interesting experiment worked out in Chicago during the next two or three years. The election last month of Mayor Dunne ensures the city taking over the street railways as soon as the franchises expire, which will happen in the next few months. On the success or failure of this trial will depend the whole question of civic ownership for years to come.

The conditions in Chicago might serve as an object lesson not only to civic authorities but to the corporations who control the public utilities. By inefficient service and excessive rates, a company which has a monopoly may increase its dividends for a few years. But the public will not put up with these injustices indefinitely. An upheaval is bound to come sooner or later, and the corporations will be only subserving their own best interests when they recognize this and commence giving a fair service. The organization of independent telephone companies, and the taking over of franchises by municipalities, are outward evidences of the same condition. The public has become tired of being held up by these monopolies.

A new fire insurance company has been incorporated in Canada under the title of the Richmond and Drummond Fire Insurance Co. It is intended to begin operations with a subscribed capital of \$250,000, 25 per cent. paid up. A further call of 5 per cent. will be made annually for the next three years, making 40 per cent. in all, or \$100,000 cash capital.

The probability of a serious loss by fire is materially reduced, and fire insurance rates are favorably affected, if the insured maintains a reliable private fire alarm system. In certain classes of buildings as large factories, hotels, public institutions where large numbers of inmates are housed, theatres, etc., the necessity for the installation of every type of apparatus, automatic or manual, which tends to hasten the turning in of fire alarms needs no emphasis. Alertness in the detection of fire outbreaks may save thousands of dollars' worth of property and perhaps human lives as well.

SIGNS

Write for our new Catalogue giving illustrations and prices of different style Signs, and when you receive it sit down and think how much better your Store will appear when you have one of our Signs in position. Your Store Front should appear as bright and fresh as the goods you have for sale. It is the sole introduction to prospective customers.

Canada's leading Sign Writers

THE MARTEL-STEWART CO., LTD.
681-683-685 Craig Street, Montreal, Canada

Silence is Golden

Especially when you wish to write quietly. Secure restful quiet by using **GOLDEN SILENT SMOOTH** writing

Koh-I-Noor Pencils

Mephisto Copying Pencils 73B and 77 are conceded to have the largest sale of any copying pencils now on the market, and they cost no more than inferior makes.

Other well-known high-grade lines are Koh-I-Noor Tracing Cloth; "H" Pliable Rubber, Grey and Pink.

The Brown Bros., Limited, Toronto
Direct Canadian Importers

JOHN HEATH'S PENS

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

ALWAYS READY AND ALWAYS WILLING.
They were first 45 years ago, and are still leading the way. British made of British Steel.

Write for Sample Card
and see which suits you best.
London Agency: 8, St. Bride St., E.C.

CAPITAL PAID UP, - - 81,000,000.
RESERVE FUND, - - 1,000,000.

THE METROPOLITAN BANK.

DIRECTORS
R. H. WARDEN, D.D., President. E. J. MOORE, Esq., Vice-President.
D. E. THOMSON, Esq., K.C. His Honor W. MONTIMER OLARK, K.C.
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HEAD OFFICE, - TORONTO.
W. D. BOOR, GENERAL MANAGER.

GENERAL BANKING BUSINESS TRANSACTED

SAVINGS DEPARTMENT
at all Branches.
ACCOUNTS SOLICITED
Drafts Bought and Sold.
Letters of Credit Issued.

The Barber & Ellis Co'y Limited

TORONTO

Factory: BRANTFORD

OUR ENVELOPE FACTORY IS NOW
IN COMPLETE RUNNING ORDER.

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

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

PRICES LOWER THAN EVER.
SAMPLES ON APPLICATION.

THE CANADIAN BANK OF COMMERCE

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

HEAD OFFICE : TORONTO, CANADA

HON. GEO. A. COX, Pres. B. E. WALKER, General-Manager.
LONDON, ENG. NEW YORK, N.Y.
60 Lombard St., E.C. 16 Exchange Place.
S. Cameron Alexander, Manager. Wm. Gray and H. B. Walker, Agents.

TRAVELLERS' LETTERS OF CREDIT

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

BANK MONEY ORDERS

AT THE FOLLOWING RATES:

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

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

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

Money

CAN BE SAVED BY MEANS
OF AN ENDOWMENT POLICY.

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

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

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.
W. O. MACDONALD, J. K. MACDONALD,
ACTUARY. MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

WESTERN ASSURANCE COMPANY.

Incorporated
1851

FIRE
AND
MARINE

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

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$500,000.00.
TOTAL ASSETS, \$2,043,678.50.
LOSSES PAID SINCE ORGANIZATION, \$25,869,544.80.


HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President
P. H. SIMS, Secretary. and Managing Director

<p>This list is for the purpose of placing retailers, manufacturers jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,</p>	<h2>Leading Canadian Accountants and Auditors</h2>	<p>adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and inventories, handling estates, making valuations, etc.</p>
<p>DAVID HOSKINS, P.C.A. Chartered Accountant, Auditor, Financial Valuator. 27 Wellington Street East, Toronto, Canada.</p>	<p>This Space \$15 a Year.</p>	<p>JENKINS & HARDY, Assignees, Chartered Accountants, Estates and Fire Insurance Agents, 154 Toronto Street, Toronto. 445 Temple Building, Montreal. 100 William Street, New York.</p>

<p>This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms already doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation.</p>	<h2>LEGAL CARDS.</h2>	<p>organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature. For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.</p>
<p>TUPPER, PHIPPEN & TUPPER, Barristers, Solicitors, Etc Winnipeg. Canada.</p>	<p>ATWATER, DUCHES & CHAUVIN Advocates Montreal Albert W. Atwater, E.C. Consulting Counsel for City of Montreal. Chas. A. Duches Henry N. Chauvin</p>	<p>HEATY, BLACKSTOCK, FASSEN, RIDDELL & MAREE Barristers, Solicitors, Notaries, Etc Office, Bank of Toronto Tel. Main 3813 Toronto, Ont.</p>
<p>IRWIN & JONES, Barristers etc H. E. Irwin K.C. Clerk of the Peace, County of York. H. Morton Jones, B.C.L., Solicitors for Equity Fire Insurance Co. Berlin Fire Insurance Co. 24 King St. W., Toronto. Western Ont.</p>	<p>W. G. WILSON Barrister Solicitor Notary Conveyancer etc. Napanee, Ont.</p>	<p>MEWBURN & AMBROSE Barristers, Solicitors, etc S. C. MEWBURN, E. H. AMBROSE, Hamilton, Ont.</p> <p>W.M. A. McLEAN Barrister, Solicitor, Etc Head Office, Guelph, McLean's Block Branch Office, Acton, Town Hall Corporation Solicitor, Etc</p>

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



THE

UNDERWOOD

The Writing-in-Sight Typewriter

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

UNITED TYPEWRITER CO., LIMITED

7 ADELAIDE STREET EAST, TORONTO

and at

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

99 ST. FRANCIS XAVIER STREET, MONTREAL

THE INVENTOR OF THE MUSICAL POST CARD.

From the Stationery World

WE shall feel strange perhaps at first, but we shall soon get used to putting our morning correspondence on the gramophone and hearing it ground off in tabloids of speech of Spartan simplicity and brevity. We can easily imagine what character it would give to every message to hear the voice; how accurately the temper of the writer could be gauged, and how effectively the long winded would get "cut-off" when the expanse of the disc had been covered. It would act as a sort of automatic guillotine, with no end of advantages.

Already we have stepped into the age when actresses sing to us through the post, and a celebrity, like Mr Chamberlain, limits his eternal fiscal policy to the 8-inch circumference of the post card disc. It is, indeed, the age of labor-saving devices.

The inventor of the musical missive is Max Ettlinger, the youthful head of the comparatively old-established post card firm of M Ettlinger & Co., 10 Long Lane, Aldersgate, the company being Mr. Ph. Wallach, who has joined Mr. Ettlinger some time ago. He is the infant prodigy of the stationery world, so to speak, who has captured more small fry in this particular line than, perhaps, any young, and many elderly men, who have ever tried their hand at business.

Max Ettlinger is a youth of 20—the sage of a big business and the inventor of one of the greatest novelties in post cards that has yet been devised. He is juvenile in appearance, and a great mass of hair scatters itself picturesquely over the head. He talks little but deliberately, like the stolid and hardened business man, and it is with an almost grim smile of suppressed pride that he listens to the humorous voice of Harry Lauder, coming up through the trumpet from the little flat vice of cardboard revolving quickly on the platform, and the words ring out distinctly. "Oh, stop yer tickling, Jock," with scarcely a mechanical sound to jar upon the ear.

Then the harsh chords of "Rule Britannia" swell up into a great chorus, or Miss Gertie Millar, whose pretty face appears on the card, sings "Little Mary" with great gusto. It is all very interesting, and the young inventor of twenty years manipulating the instrument makes it doubly so. Then he withdraws hurriedly from the scene to keep an appointment with another pressman.

Max Ettlinger is of German nationality, and has the German instinct for inventive ideas. He came to London when he was sixteen, and founded the post card business, publishing for such well-known artists as Tom Browne, Hayward Young, John Hassall, F. L. Emanuel and Professor Van Heir. He and Mr. Wallach have invented many popular post card novelties, but perhaps the musical post card has cost more labor in invention than any other.

The idea of a disc post card, he tells us, struck him some four years ago, and he wrote to the Edison Co. asking if such a novelty could not be produced. They replied in the negative, and he then set about to produce it. It was comparatively easy to affix a black record disc on to a card, but it was too weighty and impracticable, and, further, the disc warped the card into a shape which was quite obsolete, besides spoiling the appearance of the picture.

The transparent composition which we see to-day on a perfectly flat card is the result of months of experiment. It is absolutely indestructible, and so far from distorting a pretty card, it frequently adds an embellished effect.

These musical cards are sold at 6d each. To the retailer, a small discophone is supplied free to demonstrate the invention.

HOTEL DIRECTORY.

NEIL McCARNEY, PROP.

W C McCARNEY, MANAGER

THE PROVINCIAL

LEADING COMMERCIAL HOTEL.

GANANOQUE, ONT.

Located in Heart of Business Section

Ten First-class Sample Rooms.

HOTEL GRAND

O. F. BAKER, PROP.

OALT, ONT

First-class accommodation for Commercial Men.

WINDSOR HOTEL, HAMILTON, BERMUDA.

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

TOWER HOTEL, GEORGETOWN, DEMERARA, BRITISH GUIANA.

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

VICTORIA LODGE

Mrs. J. F. SMITH, Proprietor.

HAMILTON, BERMUDA

Opposite Victoria Park and Cedar Ave. Private board \$12 to \$14 per week.

BOARD AND ROOM

"THE ARGYLE,"

Mrs. FRASER

Cedar Avenue, HAMILTON, BERMUDA

Terms moderate.

Also furnished cottages.

THE AMERICAN HOUSE

A. PASCHAL (Prop.)

HAMILTON, BERMUDA

Centrally located.

Open all the year round.

WOODSIDE BOARDING HOUSE

(CORNER OF MAIN AND LANANA STREETS, GEORGETOWN, DEMARARA.)

Cool and airy Bedrooms, Excellent Cuisine, Attendance Qualified. Terms Moderate. Electric Car Loop at gate of premises. Patronage Solicited. Managers, E. COTTAM

WINTER RESORT—QUEEN'S PARK HOTEL.

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

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For Rates, etc., apply Trinidad Shipping & Trading Co., 29 Broadway, New York

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TECHNICAL BOOK DEPARTMENT

MACLEAN PUBLISHING CO. LIMITED, TORONTO



THE TELEPHONE

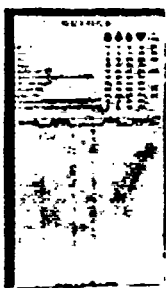
Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

Our new illustrated catalogue, "Ye Colonial Card Party," is now ready for delivery. Write for one if you are interested in Tally Cards, etc., etc.



ENGLISH BRIDGE WHIST SCORE PAD

Fifty sheets in a pad.
\$1.50 the dozen
Express paid.

Our Nineteen Five Line

is now ready and on the road. It eclipses anything in the way of an assortment of Tally and Guest Cards ever shown to the trade and consists of objects ornamental, ideas differential, designs that suit all cultivated tastes, material effectual, workmanship most faithful and prices that prevent profit wastes.



SCORE PAD

for the game of Five Hundred. Only one on the market. Price \$1.50 the doz. Express paid.

"ELLIOTT



SPOTTED DOG TALLYS

in black and red, die stamping in gold. Four designs, assorted, \$1.25 the 100

No. 240



Calendar Pads for Fancy Work.

Extra fine material and workmanship. Four styles, four sizes, ranging in size from 1 1/2 inch to 3 inches wide, neatly boxed, 200 in a box, assorted, fifty of each size.

ARTISTIC a pad with a permanent protective cover, embossed in gold, pad printed in gold.

OF COURSE"



LITTLE FISHERMAN TALLY CARDS

in black and red, die stamping in gold. Four designs, \$1.25 the 100

No. 241



Those who bought these goods last year did not have enough of them

HOLLY CARDS AND PRIVATE GREETING CARDS DIE STAMPED

Orders already received for Fall delivery indicate the increasing popularity of Holly and Greeting Cards.



The highest grade of work in the Stationery business.

THE CHAS. H. ELLIOTT COMPANY

Engravers and Publishers, Makers of Tally Cards, Guest Cards and Die Stamped Stationery

SEVENTEENTH STREET AND LEHIGH AVENUE, PHILADELPHIA, PA.



AN ARTISTIC ASSORTMENT.

SAMPLES of the artistic productions of the Charles H. Elliott Co., of Philadelphia, for the season of 1905-1906, have again come to hand. The line, as usual, embraces tally cards, guest cards, private greeting cards, and New Year's cards, in immense variety. The characteristic of the Elliott goods is their daintiness and high-quality. There is nothing cheap or vulgar about anything they produce. And yet the price placed on the various lines is remarkably low.

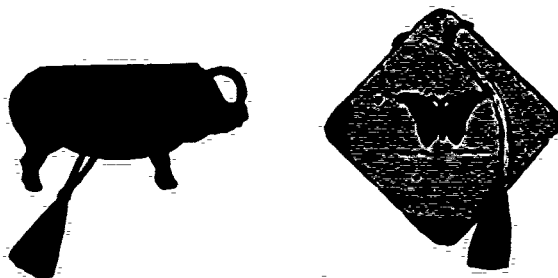
Tally cards are what the Elliott Co. are famous for,



Tally Cards—The Elliott Co.

and deservedly so. The new productions are full of original ideas of a refined character. Several are illustrated herewith. The material employed is strong and light. In many cases "cloth finish" stock, now greatly in vogue, is used. The design is in either steel die stamped or plate printed, and in every instance it is found to be something pertinent to the game. A number of odd shapes, such as hearts, clubs, diamonds, animals, footballs, lanterns, bells, moons, drums and pyramids, are included in the series. The bulk of the cards, however, are oblong, and the designs on these are endless in their variety. Each card is equipped with a tassel. Prices range from \$5 to \$30 per thousand.

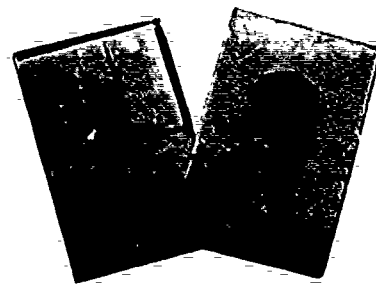
The Elliott Co offer handsome cabinets for holding their tally cards free to dealers handling their goods. The cabinets form a very convenient and desirable store fixture. They are so arranged that each drawer is composed of the box in which their goods are shipped.



Fancy Tally Cards.

Next in importance to the tally cards are guest cards, of which there is almost an equal profusion. The Christmas and greeting cards are also of much interest, many of the new designs being most unique. A line that should prove popular are New Year's passes over the

Prosperity Transportation Co., which come at \$3 per hundred. In the line are also to be found stock souvenir postal cards and burnt leather postals.

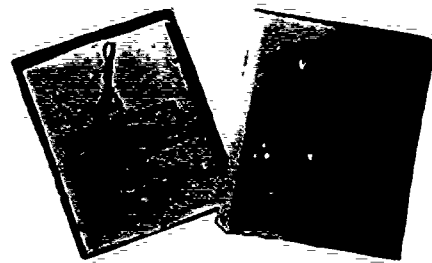


Sans-Egal-Royal-Papeterie.

AN ENORMOUS ASSORTMENT.

ONCE more the Raphael Tuck & Sons Co., Limited, have excelled themselves in their offerings for the holiday season of 1905-06. The extent, the variety and the excellence of the various lines cannot be adequately expressed in language. The easiest way to describe them would be to refer to the goods of past seasons and to ask readers to imagine their numbers increased, their variety extended and their general excellence greatly improved upon.

Calendars are one of the products on which Tuck & Sons Co. pride themselves and justly so. Each calendar is a perfect work of art, whether it be the simple little five-cent drop or the superb oilette leaflet calendar at \$2. The number of subjects and designs in the various classes are very extensive, affording dealers every opportunity to secure goods to suit every taste. In addition to the regular drop and leaflet calendars are the block calendars with daily tear-off pads, running from 25c. to 75c., pocket calendars, gem-leaflets and an enormous array of Christmas cards of every imaginable kind.



Sans-Egal-Girls' Papeterie.

Holiday gift books, children's toy books, linen toy books and painting books may be grouped together. These lines run from 5c. to 75c. and possess the same extent and variety as the calendars and cards.

The Tuck & Sons Co have also a lengthy list of dressing dolls, designed by leading artists and artistically printed in colors. Each doll is provided with a detached outfit of charming dresses and hats to match, which can be put on and taken-off at will.

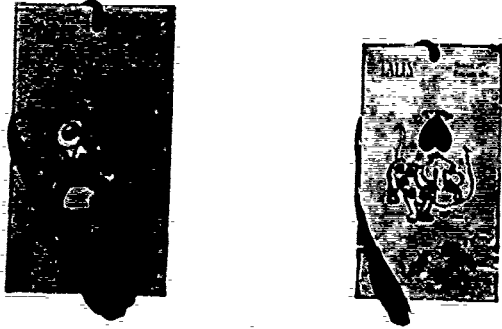
But interest centres above all other things in Tuck's post cards, of which the number is legion. These are mostly put up in packets of six cards, which can be sold at 15c. The variety of subjects, the beauty of design and the low price render them a most desirable commodity. In view of the immense vogue of picture post cards, it would be to the advantage of dealers to see the Tuck lines.

The samples of calendars shown this year are better suited than ever for the Canadian market. The variety

and values produced this year contain a much better assortment of low and medium-priced goods than ever before, special attention having been given to the increased demand for goods of this character.

ART CALENDARS AND PICTURES.

RADICAL changes, new features, new creations and new values in calendars are required every year, for this season's design is obsolete next season. Those manufacturers who provide the novelties from year to year soon get up a name for themselves and carry off the trade. This may be said in Canada of the Copp,



Tally Cards—The Elliott Co.

Clark Co., Limited, a firm which has won a name for the freshness of its goods.

The calendars provided for the season of 1905-1906 are bright and interesting. There are designs in which the hand of the artist Gilbert is prominent. There are others with studies of kittens, dogs, and children. There are choice landscape designs printed in sepia. There are naines and an assortment of other subjects, too numerous to mention.

Besides the Gilbert heads in calendar form, there are reproductions of the same on separate sheets, and there are also genuine platinum reproductions of the drawings of Thomas Mitchell Pence. Enclosed in portfolios are selections from the work of both these artists and of Jessie Wilcox Smith as well. These portfolios are handsomely bound and lined and are tied with silk. They contain four, five or six pictures.

HOW LEAD PENCILS ARE MADE.

EVERY American man, woman and child uses two pencils annually at the lowest calculation. Our per capita consumption is double that of Europe, perhaps because there is more illiteracy across the ocean, or perhaps because we are more extravagant and waste quite as many pencils as we use. There are six lead pencil factories in the United States, two in New York, two in New Jersey, one in Illinois and one in Massachusetts. Together they employ more than 2,000 people, pay nearly seven hundred thousand dollars in wages annually, and their yearly output, at the rate of 12,000 gross daily, is worth more than two million dollars. We are now making as many pencils as all of Europe combined, we supply nine-tenths of our home demand and ship a considerable quantity abroad. And yet, despite the growing importance of the industry and the fact that millions of people could not get through a working day without the use of a pencil, how few are there who can tell how this indispensable little article is made.

Structurally speaking, the lead pencil consists of an outer shield or covering and of an inner piece of round, solid graphite. The wood, which is of prime importance, must be durable and compact, straight-grained and soft, so that it may be alike easy to polish and to whittle, if it is fragrant, so-much greater its value. Now of all the

trees in the world our Virginia or red cedar, which grows so luxuriantly in the south, particularly in Alabama and Florida, is the only one whose wood meets all these requirements. Our pencil manufacturers own their own cedar mills, but the European makers, much to their dislike, are obliged to purchase their pencil-covering from us. In order to place themselves on an equal footing, an attempt was made to transplant the Virginia cedar, Germany devoted a hundred acres to that purpose some forty years ago, but the climate proved unfavorable, and a few stunted trees with wood as hard as oak, proclaimed the experiment a rank failure.

On the other hand, we go to foreign markets for our graphite, the best qualities of which come from Eastern Siberia, Mexico, Bohemia and Ceylon. Our largest factory, taking advantage of the cheaper labor market abroad, has all of its graphite prepared in Germany and sent here ready for use. Nor is cheap labor the only consideration, for the German graphite makers, like the wood carvers of Switzerland and the toy makers of Nuremberg, follow the trade from father to son, take to it quite naturally and leave the rest of the world behind in expertness.

Pencil-leads consist of a mixture of clay and graphite, both undergoing a careful and separate treatment before they are united. The raw graphite, after being reduced to a fine powder in a mortar, sifted and freed from impurities by mineral acids, is washed and fired to a bright red heat. The next step is to add water to the preparation and pour it into a vat where the heavier particles sink. From this vat the water carries the lighter particles into another at a lower level, and then on into one or two more, where the heavier particles drop to the bottom and the finer particles are carried over. The graphite drawn from the last vat in the series is in a state of extremely fine division, and its value reserves it for the use in the best of pencils only.

The clay, purged of sand and iron, goes through somewhat the same process, and then it is mixed with the graphite, the proportion varying all the way from equal parts to two of clay for one of graphite—the amount of clay depending strictly on the degree of hardness or softness wanted for the pencil leads.

When the particles of clay and graphite are thoroughly incorporated and ground together, they are placed in bags

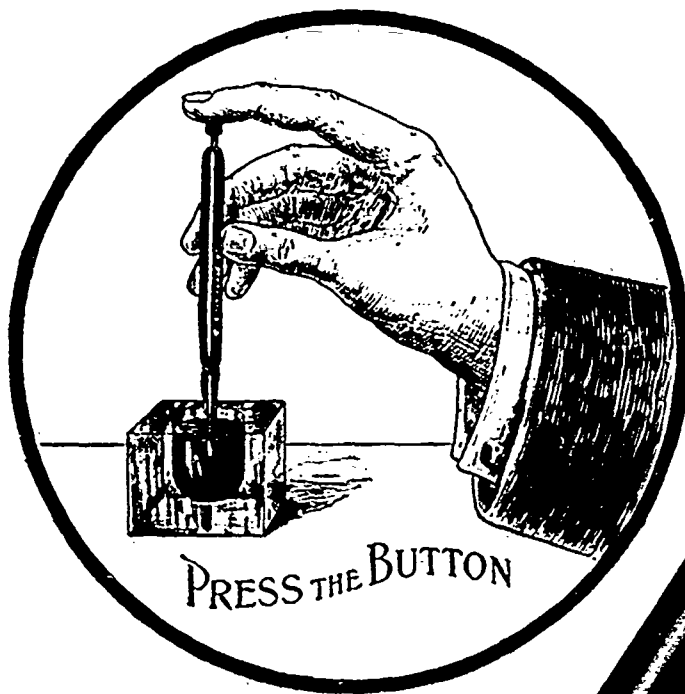


Tally Cards—The Elliott Co.

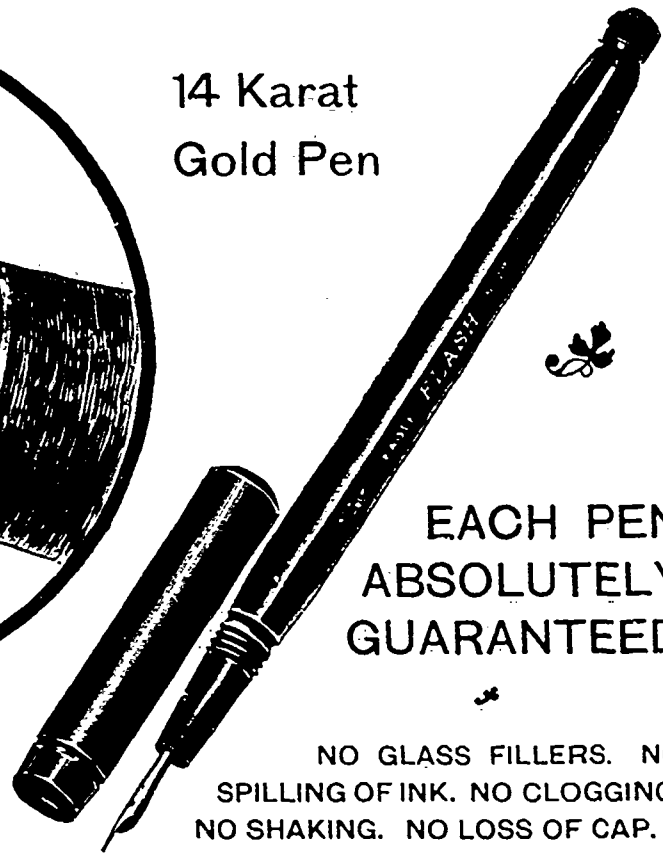
and squeezed to the consistency of dough by a hydraulic press. The formless substance, ready to be shaped into pencil rods, is forced by a piston in continuous threads through the many apertures of a strong upright brass cylinder, each of the apertures being of exactly the same size as the leads that are to be fitted in the pencils. The long threads of graphite are received and arranged on straight grooves of a wide board and left to harden until they become as stiff as rods. Afterward they are cut into requisite pencil lengths—seven inches as a rule—packed with charcoal in a covered crucible and submitted to a high furnace heat.—Peatson's Magazine for May.

THE "FLASH"

A SELF-FILLING FOUNTAIN PEN PRESS THE BUTTON--FILLED IN A FLASH



14 Karat
Gold Pen



EACH PEN
ABSOLUTELY
GUARANTEED

NO GLASS FILLERS. NO
SPILLING OF INK. NO CLOGGING.
NO SHAKING. NO LOSS OF CAP.

Writes the Moment
it Touches the Paper

The Flash Fountain Pen combines certain features that constitute perfection and wholly eliminates those annoyances so common to fountain pens.

By moving the button a quarter of an inch it is filled or emptied almost instantaneously, doing away with the glass filler and its objections. The interior of the cap is so constructed that after it is screwed over the point it becomes air-tight, insuring against clogging and thus enabling you to write the instant the pen touches the paper.

If you desire the convenience of a fountain pen possessing qualities that no other pen in the market can approach you should not delay but procure the Flash immediately.

IN FINE, MEDIUM AND STUB POINTS.

PRICE	No. 25, Medium Size, Plain Barrel, - \$1.35 each.	No. 26, Large Size, Plain Barrel, - \$2.50 each
	No. 25, Medium Size, with Gold Mountings, 2.00 each.	No. 26, Large Size, with Gold Mountings, 3.25 each

THE COPP, CLARK COMPANY, LIMITED,

64 and 66 FRONT STREET WEST,

:: :: ::

TORONTO, CANADA

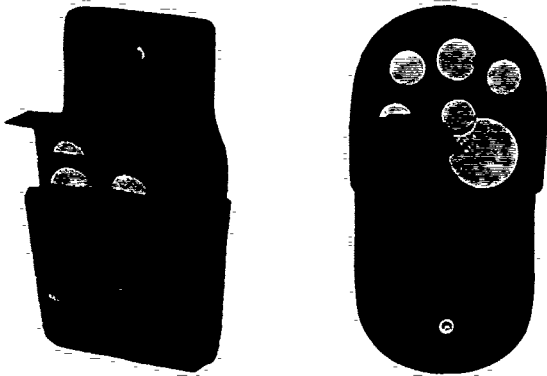
HERE AND THERE AMONG THE JOBBERS

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

FIVE new papeteries of unique design are being added by the Copp, Clark Co., Limited, to their assortment. The central feature in each is an embossed design in tints. The coverings are of alligator paper, silk finish paper, cobweb pattern paper, etc. These papeteries are very striking, and are among the handsomest I have seen this season.

The papeteries for holiday trade which are advertised in another page of this issue by Gage & Co. are really a magnificent series, and it is a matter of congratulation that such exquisite goods can now be put up in Canada. Within a very few years no one thought of looking for goods of this kind outside of the large centres of Europe and the United States. Not only are better goods being produced by Gage & Co. now, within our own borders, but the trade are reaping the benefit of closer prices than it was possible to secure by direct importation.

The "Tray" coin purse is a new line added by the Brown Bros., Limited. The cut shows purse open. These



purses come in all sizes and in real pigskin, real morocco and sealskin. They retail up to \$1 each, and are splendid sellers. The "Portsea" purse is another good line. These purses are all strongly stitched, no paste being used, are all leather, and with ordinary usage will last a life time. Both the "Tray" and the "Portsea" are supplied on cards suitable for window display, and very readily advertise themselves. For good reliable goods none can excel the "Tray" and "Portsea."

At least fifteen entirely new designs are being added by G. A. Weese & Son, Toronto to their line of scribblers and exercise books for school opening. This firm make a specialty of getting out designs in scribblers bearing the dealer's imprint, and already they are getting quite a number of orders for these.

McFarlane, Son & Hodgson, wholesale stationers, Montreal, are making an interesting offer to retail dealers who wish to put in a stock of Hunt's pens. With every first order for twelve gross and over, they are giving a handsome counter display case without extra charge. They are also supplying a liberal amount of samples for free distribution. Hunt's pens are in every

way a first-class article, and any dealer who is at all interested in taking up the line will do well to communicate with McFarlane, Son & Hodgson.

The fountain pen repair department established by G. A. Weese & Son, Toronto, has "caught on" with the trade, and every mail brings in business, showing that the trade appreciate the convenience which this department gives. An appreciable increase in the demand for the Parker pen is reported.

One of the articles the retail trade always have a demand for is a really first-class lead pencil to retail at 5c. The "Mandarin" pencil, sold by W. J. Gage & Co., Limited, fills this want perfectly. It is made especially for them, from a high grade of compressed graphite, such as is used in the manufacture of pencils retailing at 10c. In addition to the exceptional quality of lead, Gage & Co. have had a handsomely finished rubber tip put on these pencils, making them complete in every respect. They come in different degrees of hardness, and also in copying, the latter being finished with red tip, and are put up in telescope boxes of dozens.

This is the time of year when booksellers and stationers throughout the country are placing their orders for school opening goods. I see that Gage & Co., who have won and still hold a foremost position with this class of manufacture, are again to the front with some exceedingly original and attractive lines of exercise books, scribbling books, etc., for school opening. They are evidently taking full advantage of the increased facilities afforded by their new buildings to produce better goods than ever before.

The trade will be pleased to learn that the Copp, Clark Co., Limited, have at last been able to prepare a supply of their old favorite Revenue Bond pad. This is the first stock since the fire. A new tablet just completed is the Onion Skin in octavo and quarto sizes. The stock is the best quality of this paper. The Oceana papeterie box contains a number of assorted tints, and is a cheap line at \$1.50 per dozen.

About June 1, Warwick Bros. & Rutter, Limited, will have ready a range of fifty different numbers of fancy boxed stationery for Fall delivery, to retail from 25c. to \$1. The envelopes are in fancy shapes; the stock includes all the newest finishes, and the paper is tied with bright colored ribbons. This firm have just added two new boxes of stationery called "American Antique" to their assortment. The envelopes are long, narrow, wallet-shaped, and the paper is in two sizes and three tints—white, grey and azure. Another new box is the "Elite," containing a choice line of hem-stitched stationery.

W. J. Gage & Co. have placed on the market a new line of typewriter carbon paper called "Mercantile." This is a very superior, light-weight paper, and is attractively put up in boxes containing 8 packages of 13



LEADING PKGS. OF WAX CRAYONS

FOR NEXT SCHOOL SEASON.

Nos. 74, 97, 1300

ALL RETAILING AT 5c.
UNEXCELLED VALUES

MANUFACTURED BY
THE AMERICAN CRAYON CO.

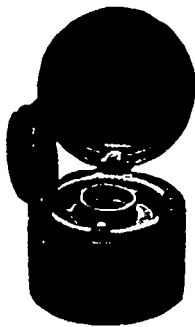
OBTAINABLE FROM WHOLESALE HOUSES. SAMPLES NOW IN TRAVELLERS' HANDS.
ASK TO SEE THEM.

Makers' Representative, A. J. M. CRAIG, Toronto

ESTABLISHED
1850.

C. F. Rumpff & Sons

CABLE ADDRESS:
"RUMPSON."



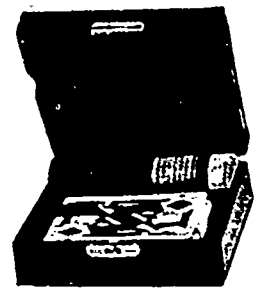
TOURISTS'
INK STANDS.

Manufacturers  Exporters

FINE LEATHER GOODS

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

Philadelphia



PLAYING CARD
CASES.

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

HIGGINS' INKS AND ADHESIVES



The Higgins Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. PRICE LISTS AND DISCOUNTS ON REQUEST.

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

"Sports" Playing Cards



THE BEST VALUE
IN THE MARKET.
ONE OF MANY
VARIETIES

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

SPECIAL CARD FOR
WHIST PLAYERS

Colonial Whist

LACROSSE DESIGN.

We are headquarters for PLAYING CARDS
MADE IN CANADA.

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

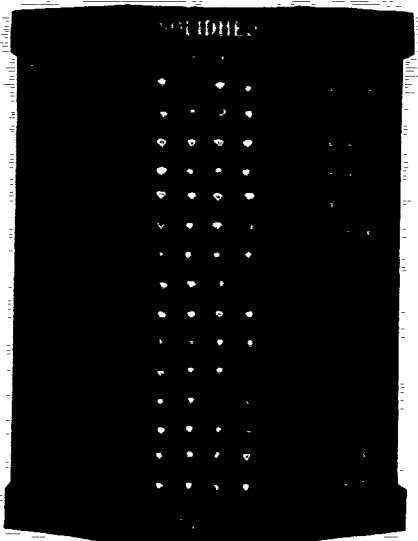
The UNION CARD & PAPER CO.,
Limited
MONTREAL.

sheets, or 101 sheets in all, which makes it very convenient for dealers when selling in less than full box quantities

The Copp, Clark Co., Limited, are at present manufacturing a set of six Canadian picture post cards, lithographed in gold and colors. The maple leaf is the central feature of the design in each case and with it are interwoven holly, mistletoe, pansies, etc. Appropriate mottoes for all seasons of the year are inserted. These cards will be found very useful for holiday and greeting purposes

With the advent of Summer, flags are once more in demand for decorative purposes. The Copp, Clark Co., Limited, are manufacturing an extensive line, including Dominion, Union Jack Stars and Stripes, and tricolors, in all sizes, and Irish and Scotch in several important sizes. These flags are all made of the best cotton

Several new covers of tasty design have been made for the Copp, Clark Co.'s line of scribblers and note books. These include the Moss Rose, the North Star, the Long Service Medal, the Hawthorne, the Hollyhock,



A—New Display Case

and the Red Seal. In each case the name describes the design, which has been worked out in appropriate colors. Among the staple lines that can still be obtained, are The MSS, the Scotch Grey and the Carbon Black. The first cover is a linen finish stock with the letters MSS worked in the Scotch Grey is what the name indicates, and the Carbon Black has the name printed in white on black background

In the playing card department, Warwick Bros. & Rutter Limited, have placed a new bridge whist score pad with the rules and values of the hands printed on every sheet. These pads are just ready, and they can be retailed at 10c. There is also a new series of bone poker chips in three sizes—inch, inch and a quarter and inch and a half

In their factory Warwick Bros. & Rutter, Limited, are at present exceptionally busy preparing their new line of school sundries, including practice books, note books, etc. Some of the new cover designs are works of art surpassing any previous productions made by the

firm. A few of the new titles are Buster Brown, Automobile, Little Dutch, Niagara, Rob Roy, etc.

Something new and interesting was shown me in the showrooms of Warwick Bros. & Rutter, Limited. This was a line of "Novelty Paper Outfits." Each packet contained the materials from which to construct artificial flowers, either roses, chrysanthemums, carnations, daisies or lilies. Full instructions are supplied with each packet, which sells at 15c.

Among the new lines imported by Warwick Bros. & Rutter are juvenile stationery boxes, in nine styles, two of which contain illuminated floral and figure designs; lead pencils with pearl tips, and a new jar of library paste with brush and water well combined, to retail at 25c. They have also stocked a new series of pen nibs, called the "Radium." These are made of genuine Sheffield steel with radium finish, and are put up 12 gross assorted in a counter case.

At the Copp, Clark Co.'s I was shown two additions to the Bachelor Calendar series, that was so popular last year. They are the Boarder's Calendar, containing imitations of the proverbial boarding house hash and other dainties, and the House Calendar, with a supply of household utensils. The same company show thirty-six different designs in Scratcher Calendars, made of burnt wood and other materials.

It will not be long before the midsummer examinations will be here, and with them the need of examination books and paper. It is therefore the energetic, up-to-date stationer who is early hustling around getting good-sized orders for these goods. Buntin, Gillies & Co., Limited, Hamilton, who are advertising these lines at present, have an excellent stock, and are able to ship promptly at the lowest prices. Samples, with prices, can be had for the asking.

Buntin, Gillies & Co., Limited, now have their new scribblers and exercise books in the hands of their travelers. The designs in covers are both artistic and appropriate, while the quality of paper varies in the different books to suit the tastes of the students using them. They are up to the high standard of this firm's goods, and will be found to be up to the mark in every respect. Buntin, Gillies & Co. anticipate a great sale for these goods the coming season.

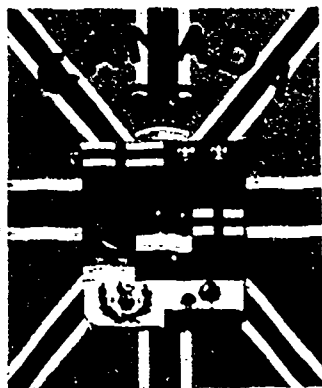
The Brown Bros., Limited, who are the Canadian agents for the excellent line of fine art calendars manufactured by Woodbury E. Hunt, Concord, N.H., report that the calendars for 1906 will eclipse in style and beauty anything heretofore shown. All those who have seen the Hunt calendars are prepared to bear witness to their many charms. They are distinctive in conception, bright in design and elaborately treated. For the Christmas display they are just the thing.

A NEW DISPLAY CASE.

THE HAWKES-JACKSON CO., 82 Duane street, New York, manufacturers of the famous "Solidhed" thumb tacks, are sending to the trade their new octagonal case for the display of their goods. This case, a cut of which is herewith shown, contains eight gross of solidheds, twelve tacks on a card. They come assorted at the pleasure of the purchaser, it being his privilege to select from the line of steel, brass or german silver in

(Continued on page 190.)

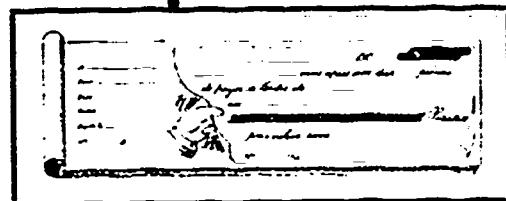
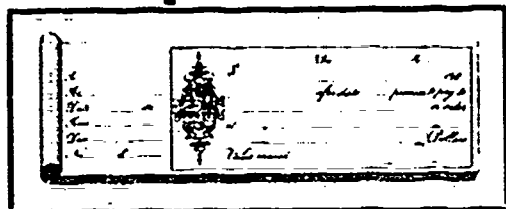
SCRIBBLERS AND EXERCISE BOOKS



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

samples and prices sent on demand.

Librairie Beauchemin
LIMITED
MONTREAL



WE HAVE THE POLE

We have the pole in the Promissory Note race because we make no promises that our notes cannot live up to, and because our wares must first suit ourselves before they are despatched to suit you, and through you the public. We are making ten lines, having an eye to the most serviceable shapes, most durable bindings and best wearing materials.

No. 200, 25s, 40c. per doz. ; No. 201, 50s, 75c. ; No. 202, 100s, \$1.50 ;
No. 210, 25s, 60c. ; No. 211, 50s, \$1.20 ; No. 212, 100s, \$1.80 ; No. 220,
25s, 75c. ; No. 221, 50s, \$1.50 ; No. 222, 100s, \$3.00 ; No. 250 (French),
100s, \$1.50.

THE COPP, CLARK CO., LIMITED

TRY THE NEW ASSORTMENTS OF

A. W. FABER'S RUBBER BANDS

1A-2A-3A-4A

ALL FIRST-CLASS STATIONERS CARRY THEM.

NOTE—A. W. Faber makes only one quality of Rubber Bands, and that is strictly first-class.



Attractive Display Cases
Thumb Tacks with Plain and Colored Colors, Numbers, Letters, White Tops for marking on; also German Silver, Brass and Steel. Sell at slight Good profit. Assortment \$10.
HAWKES-JACKSON CO. MKRS. 22 DUANE ST. N. Y.

SPENCERIAN STEEL PENS.

The Standard Brand in United States for over **FIFTY** years

Works, **BIRMINGHAM, ENGLAND**

Imported by all the leading Stationers in

TORONTO and MONTREAL



'ROB ROY' PENS

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

TURNED-UP POINTED and other PENS,

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

In C. and Glass Boxes. Sold by all STATIONERS

PAYSON'S INDELIBLE INK



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

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

WALL PAPER

Spring Sales.

THE Spring sales in wall paper have been fully up to expectations. In some parts of the country weather conditions were somewhat unpropitious, but on the average the season was fair from this standpoint. The manufacturers report a good activity in repeat orders, and this is a positive sign of the general healthiness of the trade. The manufacturers appear to have gauged the popular fancy with great skill, as the repeat orders have not been confined to one class of paper in particular, but have been distributed over the whole range. This is a good condition to have, both from the manufacturers' standpoint and from that of the retailer. It protects both from having to keep on hand a large and varied stock of undesirable papers, while having to re-order one or two outstanding patterns.

Altogether the season can be considered highly successful. The manufacturers are expanding and increasing their facilities for doing business. They have shown this year more than ever before that they can compete in quality and design with any imported papers. Having once established this, it will only be a matter of time till the Canadian manufacturer will hold the entire field.

Through a regrettable mistake in the last issue of Bookseller and Stationer, the handsome wall paper design illustrated on page 116, was credited to the Menzie Wall Paper Co. The credit should have been accorded to Stauntons, Limited, the makers of the design in question.

Wall Paper Salesmanship.

THE correct selling of wall paper requires much skill in the salesman. The customer should not be allowed perfect freedom of choice. It is the part of the salesman to suggest correct patterns. He should select a few designs which would be suitable to the room to be papered, and submit these to the customer. In this way the client is sure of having an artistic room and still has the utmost range of choice consistent with this.

There are one or two points which should be kept in mind in selecting wall paper. It should be constantly remembered that the paper is a part of the whole interior decoration. If this were only considered there would be much less of the martistic contrasts and ostentation that are seen so frequently.

DO NOT TAKE ANY substitution, imitation or variation

THE OF WAVERLEY PEN

Now of Unexcelled Quality.

They come as a ball and a blissing to men, The Parka, the Owl and the Waverley Pen

SOLD BY ALL STATIONERS.

MACNIVEN & CAMERON, Limited EDINBURGH AND BIRMINGHAM

**ANYONE CAN SELL,
EVERYONE WILL BUY**
OUR 1905 VINTAGE

"JAPANESE"
BRAND
**WRITING INKS
MUCILAGE**

**Why?
They're Perfect!**

MADE IN CANADA.

THE COLONIAL INK CO.
LIMITED
PETERBOROUGH, CANADA.

WALL PAPERS

Don't let orders slip by you this month because you have not some special line that's called for.

Send for Samples—get the Goods—and make the Profits—Goods shipped same day order received.

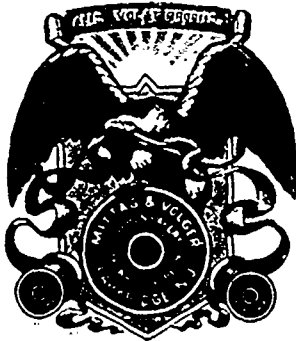
STAUNTONS LIMITED
TORONTO

The Achievement of Success

DEPENDS UPON THE

Goodness and Quality of the Invention

The Merits of Our Goods are above All Others.



The excellence of Our Carbons and Type-writer Ribbons has made our wonderful success.

Each Brand of Ribbons and Carbons is Distinct and Original. That they are so recognized is shown by the many efforts made to imitate them. Beware of the imitations.

MITTAG & VOLGER

Sole Manufacturers,
FOR THE TRADE ONLY.

Principal Office and Factories, Park Ridge, N.J.

NEW YORK CITY,
Stewart Bldg., 280 Broadway
CHICAGO, ILL.,
108 La Salle Street.
LONDON, 4 Queen Street.
PARIS, 21 Rue Du Temple

many sizes of the colored tacks coming in red, green, blue, buff, white or black, such goods as will best meet the demands of his particular trade. Besides the octagonal case the firm is showing an hexagonal case built in the same manner, but holding but three gross. The advantages of the new cases are obvious. They display the goods much more attractively, render the goods easier of access, take up less room on the counter, and undoubtedly sell more goods than the former cases. As the cases filled are sold at the regular trade rates for the thumb tacks packed in them, the trade should make it a point to include one in their next order.

ITEMS ABOUT PICTURE POST CARDS.

Warwick Bros & Rutter, Limited, are doing an enormous trade in Raphael Tuck & Sons Co.'s cards. Especially are the comic subjects in great demand. The same firm are turning out Canadian view cards in natural colors. These are of a high order of artistic merit.

Among novelty cards being issued in England are cards bearing portraits of well-known actresses printed inside a frame-work of real Japanese wood. Other cards have the design printed inside an excellent imitation of antique wrought iron.

The Copp, Clark Co., Limited, are showing some motto post cards that are new and dandy. The motto is printed in an antique letter with an illuminated initial, the whole inside a decorative border. The mottoes are taken from the sayings of great men. There are eight cards in the series. The same company also show a large range of handsome New Year and Christmas post cards.

A handsome assortment of post card albums is shown by the Copp, Clark Co., Limited, Toronto. These albums are bound strongly in cloth, with decorated covers, and will hold a large number of cards. A few choice albums are bound in half leather. The prices of the assortment range from \$1.80 a dozen up, \$18.60 wholesale. The immense demand for picture post cards makes the possession of a stock of these albums an essential for any dealer.

W. G. MacFarlane, 72 Bay street, Toronto, reports an increasing demand for fancy and comic post cards. He has large shipments on the ocean, and dealers placing

orders can be assured of prompt delivery from now on. He is doing a large business in leather post cards and will carry stock in these all the time, so that orders will receive immediate attention. His new lines of Canadian view cards are now in preparation and a large range of subjects will be shown this year, both in black and white, embossed and colored.

Hand-burnt leather post cards are very popular just now, and the enterprising dealer should investigate the splendid line carried by the Brown Brothers, Limited. The line they are showing consists of 40 different subjects, all of a similar character to the one shown above. They are all made of genuine sheep leather, and all artistically hand-burnt. The name of the town is always burnt on as required by individual orders. These goods are new and at present are very popular. An order for 100 assorted is the best possible way of proving the merits of these goods.

THE GOODALL CUP.

ONE of the most exciting contests at the tenth annual congress of the Canadian Whist League, held in Toronto on April 20, 21, and 22, was that for the Goodall Cup, presented by Charles Goodall & Son, Limited, London, England. The cup is a very handsome solid silver challenge trophy, and this year it was competed for for the first time. Teams were entered from Hamilton, London, Ottawa, Napanee, Victoria Club, Toronto, and three teams from the Toronto Whist Club. The winning team was composed of Messrs. W. S. Wallace, G. F. Macdonnell, L. G. Amsden, and R. C. Sinclair, of the latter club.

Goodall & Son are to be commended on their generosity. The Goodall Challenge Cup will undoubtedly tend to quicken the interest in whist throughout the country, and will lead to the formation of clubs in various centres. The cup becomes the permanent property of any club winning it three consecutive congresses. Otherwise, the team winning it the greatest number of times during the next ten years will become the permanent possessor.

The cards used at the congress were, of course, the Canadian Whist League cards, manufactured solely by Goodall & Son, and handled in Canada exclusively by the Copp, Clark Co., Limited.

BOTANICAL MICROSCOPES

SERVICEABLE INSTRUMENTS

No. 560/3 Linen Tester, brass folding
Pocket Microscope, powerful lens. \$1.80 per doz.

No. 550/3 Tripod Microscope, polished
brass, very powerful 1 1/4 in. adjustable
lens, standing upon three
legs \$3.00 per doz.



for PRACTICAL WORK.

No. 551/3 Black polished vulcanite case
and frame, powerful 1 1/4 in. single
folding lens \$1.80 per doz.

No. 552/3 Black polished vulcanite case
and frame, powerful 1 3/4 in. single
folding lens \$2.00 per doz.


No. 553/3 Black polished vulcanite case
and frame, powerful 1 3/4 in. double
folding lens \$3.00 per doz.

THE COPP, CLARK COMPANY, LIMITED

64 and 66 FRONT STREET WEST,

TORONTO, CANADA

LONG LIVE THE KING!




CARTER'S WRITING FLUID is King among inks. It flows freely, writing a rich blue color which turns to a permanent black after drying. The Ideal Ink for Book-keeping.

CARTER'S "GREAT STICKIST" MUCILAGE is clear and strong; it "sticks like a car window."
The most profitable lines, in the long run, are those of highest quality.

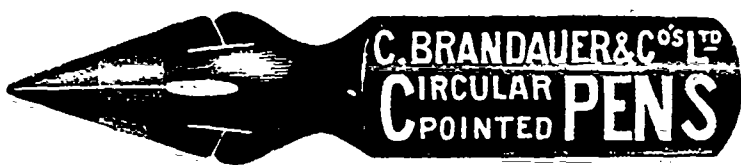
THE CARTER'S INK COMPANY

Largest Makers of Writing Inks and Adhesives in America.

BOSTON NEW YORK CHICAGO MONTREAL LONDON BRUSSELS COPENHAGEN MOSCOW



C. Brandauer & Co.'s - Limited



CIRCULAR POINTED PENS

SEVEN PRIZE MEDALS.

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

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

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

Stray thoughts on

KOH-I-NOOR PENCILS

My **BEST FRIEND** is he who wears longest.

My **DAILY FRIEND** is he whose presence makes life run smoothly.

My **KINDEST FRIEND** allows errors to be erased quickly.

My **LADY FRIEND** leaves an indelible impression.

Just like

KOH-I-NOOR

and

MEPHISTO

Pencils

RICHARDSON & BISHOP
Manufacturing and Office Stationers, - WINNIPEG

W. G. MacFARLANE
72 Bay Street, - - TORONTO

SOUVENIR POST CARDS
LEATHER POST CARDS
POST CARD ALBUMS, ETC.

Write us for our catalogues of picture post cards, Canadian scenes, and fancy and comic.

Write for samples and quotations on these lines and also on our leather post cards.

Any of the Souvenir Books which we carry in stock can be supplied with burnt leather covers at moderate quotations.

Correspondence invited.

Imperial Series
Postcards

To the Trade:
Write Quick for Samples and Prices.

WE LEAD IN
Black and White
Our Colored Cards
STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and RACKS
Always adding to our already well-assorted stock.

The Picture Postcard Co.
P.O. Box 334, OTTAWA, ONT.

SOME WESTERN ONTARIO STORES.

By our Traveling Representative.

ONE of the most progressive and up-to-date book and stationery stores in the west is the Oxford Book Store in Woodstock, the proprietor being Miss A. Goodeve. A full line of stationery and books is carried. The magazine and souvenir counter is largely patronized by both local customers and visitors to the city. Wall paper is a specialty of this establishment, and some very pretty designs are shown. Miss Goodeve is a regular reader of *Bookseller and Stationer*, and has been for some years.

J. & J. Sutherland, of Brantford, have opened up a branch of their business in the heart of the business district of Woodstock. They have a nice fresh stock of all lines of stationery, books and fancy goods. This branch also carries a full line of wall paper, for which their Brantford store is noted. The store is very roomy and well lighted, and judging by appearances they should work up a nice trade in that district.

The City of London, Ont., is to be congratulated on having so many up-to-date book and stationery establishments, which are all well patronized. On Dundas street, close to Richmond street, is Sifton & Co.'s book and fancy goods store. This is a very creditable establishment and the interior is very tastefully arranged. The store has two entrances, one on each side of their large and neatly dressed window. The first thing that meets the eye on entering the store is the magazine counter, on which are kept a large assortment of the latest papers and magazines. This store also stocks a nice line of sporting goods. Across the street is Jas. Anderson & Co.'s book and stationery store. This store is a good size and has two fine show windows, which are kept neatly and effectively dressed. A fine stock of books, stationery and souvenirs is to be found here. Anderson & Co. are noted for their souvenirs, and are largely patronized by tourists and visitors to London. A spacious aisle runs down the centre of the store, with counters on both sides, the office being in the rear. On Richmond street W. J. Carré, John Mills and Ellen McEwen's bookstores are located, and their stores, like the others mentioned, are a credit to the city.

PERSONAL AND TRADE NOTES.

Moses Eby, dealer in books, etc., at Port Elgin, Ont., has sold out to A. E. Tathan.

Mr. Phillips, of Morton, Phillips & Co., Montreal, was in New York the last week in April.

Mr. A. O. Hurst, Toronto, leaves in a few weeks for his annual trip through the United States cities.

Mr. H. L. Thompson, president of the Copp, Clark Co., Limited, sailed on May 1st for the Old Country.

A. M. Gray & Co. booksellers and stationers, St. John, N.B., have been succeeded by Gray & Ritchie.

Mr. D. A. Clark, of Clark Bros. & Co., Limited, has returned home from a business trip to England.

Mr. S. B. Gundy, manager of the Toronto branch of the Oxford Press, sailed on the 25th ult. for England.

Mr. H. L. Edwards has taken the place of Mr. H. O. Thorne on the traveling staff of G. A. Weese & Son, Toronto.

Mr. H. Rider Haggard, the eminent English author, was a recent visitor to Canada. While in Toronto he addressed the Canadian Club.

Mr. A. W. McNaughton, traveler for the Carswell Publishing Co., of Toronto, was married on April 29 to Miss Annie Karl, of Tolmorden.

Regret is expressed in the trade at the sudden death

of Mrs. Wilson, wife of Mr. George Wilson, traveling representative of Clark Bros. & Co., Winnipeg.

Mr. A. A. Briggs has severed his connection with the Copp, Clark Co., Limited, Toronto, to accept a position with the MacLean Publishing Co., Toronto.

Warwick Bros. & Rutter, Limited, Toronto, expect to move into their new warehouse near the corner of King street and Spadina avenue early in June.

Warner's, Limited, have been incorporated at Brandon, Man., with a total capital stock of \$10,000, to carry on the business of general booksellers and stationers.

Mallagh's bookstore at Brantford was burglarized on May 1, and about \$250 worth of goods were taken. The stolen property consisted principally of expensive fountain pens.

Mr. Richard Best, American representative of Johann Faber, the pencil manufacturer, of Nuremberg, Bavaria, paid his annual visit to Toronto and Montreal during the first week of May.

Connolly & Davidson, booksellers and stationers, of Halifax, have dissolved partnership. Mr. Connolly will continue the business. Mr. Davidson has bought out the business of C. H. Ruggles & Co.

Hawkins, Limited, have been incorporated at Hamilton, to carry on business as manufacturers and dealers in all kinds of drugs, chemicals, stationery, fancy goods, etc. The share capital is \$40,000.

Mr. E. J. Kastner has been appointed secretary of the L. E. Waterman Co., of Canada, Limited, Montreal. He will have charge of all Canadian business, with office at 136 St. James street, Montreal.

The Colonial Ink Co. are removing their entire plant from Peterborough to Hamilton, where they are locating on Wellington street north. The bulk of the company's stock is said to be held in Hamilton.

A. & W. MacKinday, wholesale and retail booksellers and stationers, Halifax, have been incorporated as a joint stock company. They have taken two or three of their old employes into the business.

Among the recent visitors to the Toronto wholesale stationery houses were Messrs. Sam. Lowery, Petrolia; D. Baikie, Sudbury; R. M. Pitts, Cornwall; E. S. Brown, Collingwood, and George Porter, Goderich.

Pattillo & MacDougall Co., Limited, wholesale stationers, Halifax, have dissolved partnership. Mr. Pattillo is returning to Truro, where he will resume his old business, while Mr. MacDougall will continue the business in Halifax.

Mr. E. J. F. Scott, representing Lepard & Smith, Limited, wholesale stationers of London, England, is traversing Canada at present on his way home from a trip around the world. He has been away from London since February 28, 1903.

The bookstore conducted long and successfully by W. H. Becker, in Berlin, has changed hands. Mr. Becker has found it advisable, owing to the state of his health, to retire from business for awhile. The new firm will be known as F. I. Weaver & Co.

Mr. George Pauline, of Robert Fletcher & Sons, the colored tissue paper manufacturers of Stoneclough, England, paid his annual visit to Canada last month. He brought with him his two sons, whom he left in Toronto. One has entered the office of Ritchie & Ramsay, the paper manufacturers, and the other has secured a position with the Imperial Life Insurance Co.

Thursday, April 20th, N. Wallot's business block, on Nicholson street, opposite the city hall, Valleyfield, was severely damaged by fire. The complete book and stationery store of Mr. Wallot was almost a total loss, and the various tenants of the building were severe losers.

The total loss is estimated at \$18,000, partly covered by insurance. The interior of the building, a three-storey brick structure, was totally ruined.

F. E. Phelan, bookseller, St. Catherine street, Montreal, has handed to Bookseller and Stationer a letter of inquiry from S. Nelmes, bookseller and stationer, Hamilton, Bermuda. Mr. Nelmes writes for more complete details of the Phelan establishment, illustrated last month, as he intends excavating for a new building shortly. He calls attention to the fact that no glass is used over the bound book stock, as is necessary in their climate. Some business is done with Canada in many lines, but owing to the incompleteness of transportation facilities New York and London are found more convenient. Incidentally this letter is a glowing tribute to the modern features incorporated in the Montreal bookstore, and is a direct evidence of the widespread and thorough circulation of the medium for the Canadian book, stationery and fancy goods trade.

HALIFAX BOOK REPORT.

From Our Own Correspondent.

Halifax, May 6th, 1905.

THE wholesale book and stationery trade is now doing a fairly good business. Considerable shortage in trade resulted from the extremely bad weather during the latter part of the Winter, but this was largely overcome by Easter, and the trade is considered satisfactory at present. Business from the various parts of the province are reported medium.

A change has taken place in the business for some years known as the "Army and Navy Bookstore." The business was established in 1867 by Thomas P. Connolly, who conducted a very successful business for about fifteen years. It was then run under the name of Lane & Co., until May, 1900, when a partnership for five years was entered into by J. L. Connolly, son of the original founder of the business, and L. Clyde Davison, who has served his time with Messrs. A. & W. MacKinlay. Messrs. Connolly and Davison, known as the Army and Navy Bookstore, also did a very successful business. Their store is located on the busiest street, Barrington, opposite St. Paul's Church, and was well and favorably known all over the city.

The terms of partnership having expired, Mr. J. L. Connolly will continue the business at the old stand, while Mr. Davison has purchased the bookstore business of C. H. Ruggles, situated within a few doors of the old stand. For obvious reasons, both have mutually agreed to drop the name "Army and Navy."

Mr. C. H. Ruggles, who has sold out to L. C. Davison, has conducted a very successful business for about 12 years. He is now going to locate in the west.

Mr. L. C. Davison is now in New York purchasing fittings for his new business, and also new and up-to-date stock.

An important feature of the business of the late firm of Connolly & Davison was the printing of fine stationery and cards, and a specialty was made of printing from copperplate. This end of the business will also be continued by Mr. Connolly.

R. C. H.

The TOPAZ PENCIL

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

HB - H - HH - HHH - B

—AND—
Indelible Copying.

WRITE FOR SAMPLES TO

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

Known to Fame in Point and Name

Are **Koh-I-Noor**
Pencils

No trouble for the stationer to sell.
A pleasure for anyone to use.

In Canada procure from

The Copp, Clark Co., Limited, Toronto

PICTURE POST CARDS

Specials for this Month

THE BEST AND FINEST IN THE MARKET.

Special Views in collaty from your own photos, \$8.00 per 1,000 of a subject.
Leather Postals, hand-burned, fifty designs, \$5.00 per 100.
Fancy Artist Cards, from 75c. to \$20.00 per 100.
View Cards from all over the world, 75c. per 100.

Illustrated Post Card Co.

185 St. James St., MONTREAL.

YOU ARE INTERESTED IN SOMETHING.

**Why not get the best items
that are printed on the subject?**

We read and clip thousands of newspapers every week—therefore we can equip you speedily and economically for a debate, speech, lecture essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms—100 Clippings,	\$ 5.00
250 "	12.00
500 "	22.00
1,000 "	40.00

Send for our Booklet which fully explains the scope of the clipping industry.

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

THE CANADIAN PRESS CLIPPING BUREAU,

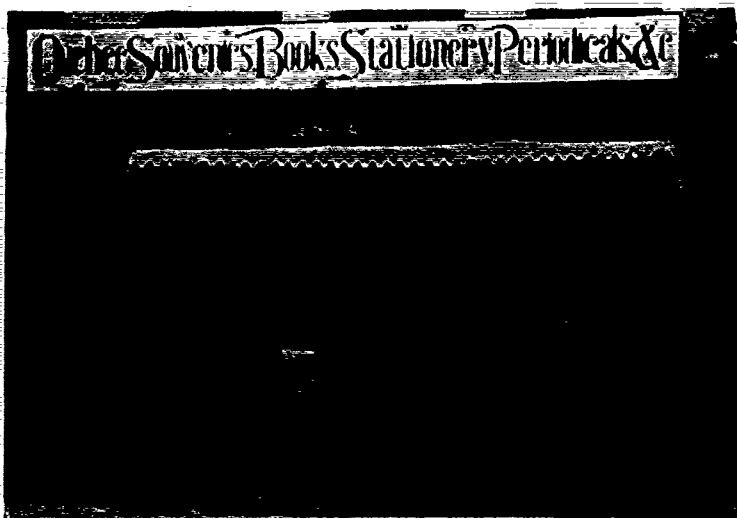
232 McGill Street,
MONTREAL

10 Front St. East,
TORONTO.



FINE STORE IN QUEBEC.

QUEBEC CITY, as the traveling fraternity for book and stationery lines will aver, furnishes an attractive and somewhat lucrative trade in these lines. This is almost incredible when the large French population is considered. However, the French reading public



Exterior of John E. Walsh's Store at Quebec.

are becoming inveterate readers of modern English fiction and periodicals, and the tenor and progressiveness of book stores in Quebec has had much to do with the comparatively successful trade in this centre. Recently a representative of Bookseller and Stationer interviewed a good many of the stores, and while trade cannot be said to be flourishing, in more than one quarter, progress is noted, and the stores which have incorporated profitable side lines are slowly forging to the front.

It is with pleasure that Bookseller and Stationer illustrates an exterior and interior view of the establishment of John E. Walsh. The present site has only been occupied for a period of four years. During that time Mr. Walsh has incorporated all modern devices for rendering the store attractive and economical to purchasers. The first floor, which is illustrated, is 90 feet in depth, and contains five silent salesmen and three showcases. Three of the silent salesmen are upon the right when entering in a direct line, and contain lines of leather goods and curios. Another silent salesman is on the left, with additional lines of the same kind. A neat shelving on the right contains in front lines of religious and school books, commetetal and society stationery in a large line running to the rear. Showcases are scattered, as the illustration shows, throughout attractive parts of the

store. Current popular fiction is arranged on two neat tables down the centre of the store. Periodicals have a prominent place at the front.

At the rear of the store is a complete private office, and just back of this is a high-class engraving and printing department, where visiting and at-home cards, type printing, wedding invitations, etc., are looked after by experienced and competent men. The upper floor is used entirely as a stock room.

Mr. Walsh is a veteran in the book trade, having been actively engaged in it since 1878, and during all this time in the same street, Saint John. After a short experience at No. 72 Saint John he removed to No. 25, and occupied those premises for a period of twenty years, moving four years ago, on account of increased business, to his present building, Nos. 9 and 11 Saint John.

Feature Certain Lines.

In conversation with a representative of Bookseller and Stationer, Mr. Walsh expressed hopeful and optimistic views on the future of the modern bookstore. A miniature department store on a higher plane, with lines such as art, music, and literature, is the evolution which he considers practical and feasible in towns or cities where a reasonable support may be expected. This is practically what his own store has accomplished, and the fact that during the last year an increase of 50 per cent. in business was recorded, tends to prove the practicability of his contention. Not only classics, modern fiction, including the entire gamut of literature, is carried, but also a complete line of stationery in all its branches. Music and musical instruments, souvenirs in a bewildering range, artists' materials in the full scope of the term; in fact, everything that may be said to be along educational lines, is in stock.

Asked about window display and interior decoration,



Interior of John E. Walsh's Store at Quebec.

as well as publicity plans, Mr. Walsh naively pointed to his store for the first part of the question, and answered that he carried regular space in Quebec daily papers, which he felt paid him. However, his enthusiastic point

was the incorporation of profitable side lines to off-set the decline in sales of the book department. For instance, by cultivation of the tourist trade, his store has established a reputation for being the headquarters in this line.

This establishment is not only known as a bookstore and a printing one, but Mr. Walsh may also be classed as a publisher. A recent success of his is "The New Brief History of Canada." Another text book which is well known in many schools, published by this firm, is "Principles of Book-keeping, with Numerous Exercises."

A BOOSTERS' CLUB.

NEW YORK CITY boasts of an organization named the "Boost" Club. The club had its inception at a noon-time meeting of four men drawn together by a community of thought and interest, who pledged each other to allow no opportunity to pass by which could be used to help "boost" one another. The club has for its aim the noble purpose of instilling into its members that fraternal feeling that arises above petty jealousies and controversies engendered by business competition. It pledges its members to help one another, and teaches the true business value of a kind word and helping hand. The membership is limited to manufacturing and wholesale stationers, and is more of a social than a business organization.

Since its organization the Boost Club has grown very fast. Several of the large cities in the west are about to organize under the same plan, and one will be organized in Montreal shortly. Mr. E. J. Kastner, of the Waterman Pen Co., one of the officers of the club, has taken a charter to that city.

GOOD BOOK STORE ADVERTISING.

BOOKSELLERS often neglect the possibilities of newspaper advertising. The interesting experience of Mr. A. T. Chapman, Montreal, in the midst of strenuous competition, is an object lesson. The Montreal Chapman stores have been built up, largely by publicity and the right lines to back up the assertions. From a newspaper interview lately and afterwards confirmed to a representative of Bookseller and Stationer, the following is chosen:

"Advertising has been of great benefit to me," said Mr. A. T. Chapman. "Two or three departments have been developed entirely through advertising. I consider that the continuous advertising, even small advertising, has the best effect.

"We have made the store name known right through Canada as evinced by correspondence and by the fact that so many people coming to town come to our stores because they know the name.

"One thing we have aimed to do in our advertising, and that is to have our announcement worded a little different from the usual way. A good deal is due to our repeating the same phrase, 'You can always get the latest in books and stationery at Chapman's.'

"Keeping out of the rut we consider indispensable.

"I have been using all papers in our advertising, but the most marked increase in business is consequent upon our regular advertising in the Montreal Star."

CONDENSED OR "WANT" ADVERTISEMENTS.

BUSINESS CHANCES.

FOR SALE—Stock of books and stationery, good condition, about \$750 at 75c. on dollar. Apply Box 243, BOOKSELLER AND STATIONER. (5)

FOR SALE.

FIFTEEN hundred rolls wall papers and matched borders stopped in transit. Will retail from 5 to 30c. Will take forty-five dollars for lot—cash. DICKENSON & Co., 607 Sherbourne St., Toronto. (5)

SITUATIONS VACANT.

WANTED—A young man who has had 4 or 5 years' experience in the book, stationery, and wall paper business, one who is a good stock keeper and understands window dressing, also experienced sales-lady. Apply immediately A. H. STRATTON & Co., Peterboro. References required. (5)

To our Customers

We beg to introduce **MR. H. L. EDWARDS** who in future will call on those formerly visited by **Mr. H. O. Horne.**

Our travellers are showing some new lines and will be pleased to have you look at their samples.

Fifteen new cover designs in Scribblers.
Don't fail to see them.

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

If you want good pencils, buy the **KOH-I-NOOR** and **MEPHISTO** pencils; they give the best of satisfaction and save your time.

FOR SALE BY

Clark Bros. & Co.,
LIMITED

WHOLESALE STATIONERS,

Winnipeg

Manitoba

The most popular pens are

ESTERBROOKS'

MADE IN ALL STYLES

Fine Points, A1, 128, 333

Business, 048, 14, 130.

Broad Points, 312, 313, 314.

Turned-up Points, 477, 531, 1876.

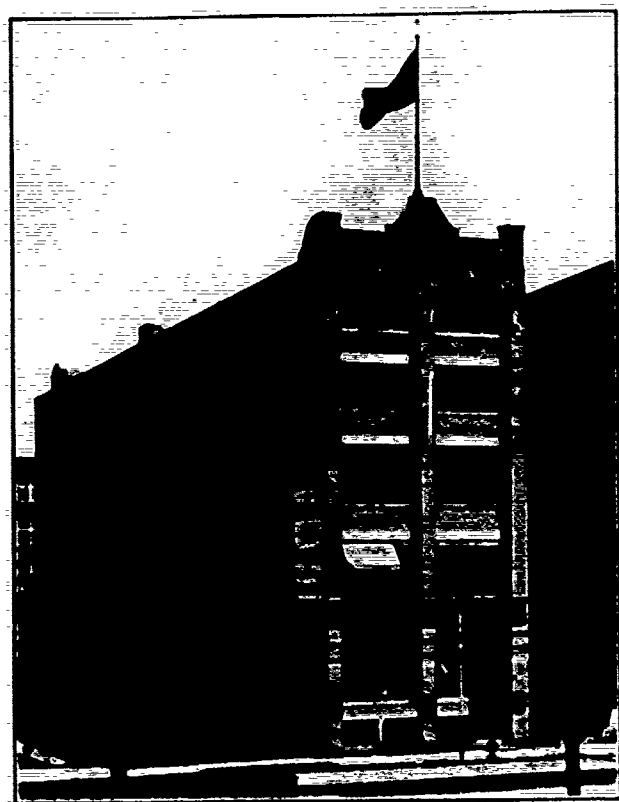
CANADIAN AGENTS:

THE BROWN BROS., LIMITED
TORONTO.

A HANDSOME WAREHOUSE

FIRST of the Toronto wholesale houses, which suffered in the great fire of April 19, 1901, to get back into new quarters in the burnt area, was The Copp, Clark Co., Limited. Exactly four months after the fire, on August 19, they took possession of the first two floors of the new structure, illustrated on this page. The work of building was pushed forward rapidly, and just about one year after the old building was destroyed, the finishing touches were put on the new building. This month The Copp, Clark Co. Limited, are at last comfortably ensconced in their new home.

The building, which is of brick and steel construction, has a frontage of 35 feet on Front street, and extends back 200 feet to Piper street. It is five storeys in height, not including the basement. Every care has been taken to render the structure completely fireproof. The stairways are inclosed in fireproof compartments, and



Exterior of New Warehouse.

the two elevators, passenger and freight, are shut off from the rest of the building by fireproof walls. Light is supplied to the building from large windows at the front and rear, while an extensive well half way back on the east side insures perfect light to the middle portion of the warehouse.

The Sample Room.

The front section of the ground floor is taken up with the sample room—an extremely bright and attractive spot. The walls have been covered with a green ingrain paper, topped by an expensive English bordering in which a lotus flower, nestling in green leaves lying on a dark background, is the central feature. Along the base a dark green hurlap has been placed. Flags, maps and framed portraits of authors have been employed effectively to decorate the walls.

On display stands, constructed uniformly of polished

ash, are laid out samples of every article handled by the company. Stretching nearly the whole length of the western wall, are stands and low wall shelves on which The Copp, Clark book publications are disposed. Down the centre of the room are tables for the display of stationery and fancy goods of every description. Near the entrance is the office of Mr. A. Reed, the buyer for and manager of the stationery department.

Shipping Facilities.

The balance of the ground floor to the rear comprises the shipping room. Shipping facilities are second to none, and the system employed obviates all mistakes. Goods coming down for shipment from the various departments above are received from the elevator and pass down along one side of the room to one counter, from which they are called across to another counter on the other side of the room. Packers and layers-out never interfere with each other, and no incorrect packing can possibly result.

The Upper Floors.

To the front of the first floor are located the general offices of the company, (of which a partial view is shown), and the private office of the president, Mr. H. L. Thompson. The stationery department occupies the balance of this floor with a charging room at the rear. The facilities for the storage of the staple lines of stationery kept on this floor are excellent. The second floor is devoted to the book department. At the front is the office of Mr. William Copp, the manager, and the book department office. To the rear is the charging room. The balance of the floor is used for the storage of the book stock. On the third floor are fancy goods and fancy lines of stationery. Here are to be found huge piles of games, playing cards, crayons, fancy baskets, cards and calendars. At the front is Mr. Nord's office. The fourth floor is termed the auxiliary store room. Here all surplus stock is stored, though in the Fall this floor is cleared out to accommodate the import fancy goods business. The basement is utilized to store heavy goods, such as slates, etc.

An Historic Firm.

Few stationery houses can trace their existence back as far as The Copp, Clark Co., Limited. While the business has been conducted under various names, the present house is the direct descendant of the original firm of Hugh Scobie, established in Toronto in 1811. Hugh Scobie was succeeded by W. C. Chewett & Co., who for many years carried on business on King street east, where the store of the W. A. Murray Co. now stands. Chewett & Co. were in turn succeeded by Copp, Clark & Co., the firm consisting of the late W. W. Copp, the late Henry J. Clark, and the late Charles Fuller. The first warehouse of the company was located at 47 Front street east, and later the business was moved to 9 Front street west.

In 1885 The Copp, Clark Co. Limited, was incorporated with a capital of \$200,000, and with Messrs. Copp, Clark and Fuller as directors. About twelve years ago a re-organization became necessary, owing to the death of all three. Strange to say, they passed away within two years of one another. The company as it now stands was then formed, with Mr. H. L. Thompson, president, Mr. Wm. Copp, vice-president, and Mr. A. W. Thomas, secretary-treasurer. The handsome warehouse on Front street west, which was destroyed in the great

fire of 1901, was erected in 1900, and was thus only in use for four years.

As at present arranged, Mr. H. L. Thompson is in charge of the educational products of the firm, Mr. W. Copp, of the book publishing department, Mr. A. W. Thomas of the financial end; Mr. E. H. Harcourt of the manufacturing end, and Mr. Arthur Reel of the station-



General Offices.

ery department. The firm have nine travelers, who cover Canada from coast to coast.

The Factory.

About 1872 the old firm of Copp, Clark & Co. purchased the buildings at 67-79 Colborne street for factory purposes. Additions and extensions have been made to these buildings during the intervening years, until to-day the factory is of immense extent. During the confusion subsequent to the fire of last year, the existence of the factory proved a regular godsend to the company, as it ensured a speedy recovery of stock. The firm occupied a portion of the factory and some adjacent buildings as offices and storerooms until the new warehouse was sufficiently completed to admit of a partial occupation.

The factory is completely equipped to do all kinds of printing, lithographing, binding and ruling; to manufacture leather goods, fancy goods, games, toys, flags, stationery, etc. The extent of the various departments is a revelation to the outsider. The latest machines have been installed for the expedition of work, and the curious can here watch the operations of machines which number both sides of a page at once, machines which rule both sides of a sheet, machines which with a single motion round the backs of books,—in fact all the machines requisite to turn out the vast variety of work produced in The Copp, Clark factory. The plant is run night and day during the busy seasons, and even the output is hardly up to the requirements of the firm.

EVERYTHING IN IMPORT GOODS.

Room 21, at 232 McGill street, Montreal, is a veritable revelation in the extent and variety of import lines of holiday goods. The foregoing is but an inadequate appreciation of Warwick Bros. & Rutter, Limited, import samples in the hands of Mr. James B. Fraser and Mr. J. L. Swan. A representative of Bookseller and Stationer had the pleasure of viewing their lines at the above address. Mr. Fraser and Mr. Swan have just finished a successful showing at Ottawa, and the end of this month will be in Quebec and afterwards in Kingston. Dealers in the neighborhood of these districts will be amply rewarded for any trouble entailed in visiting any of these centres.

From so vast a range, which is equivalent to a buying tour of all Europe, it is difficult to pick out even an inkling of everything which calls for attention. Mr. Fraser called particular attention to the extensive range of leather goods. Among the hand bags the "Vanity," the "Royal Duchess," and the "Swagger," in a full range of leathers, were particularly good sellers. Novelties among these were numerous, and almost inexhaustible. Among a full range of glove and handkerchief boxes the "Antique" and "Austrian Court" boxes are exclusive and need to be seen to be appreciated. Quaint shapes in chinaware in royal porcelain, in gold and white, the beautiful shaded Royal Vienna and the Sici-



Section of Sample Room.

lian are attractive. The range of nick-nacks such as table trays, smokers' sundries, novelties in celluloid goods, frames, albums, etc., is beyond description, and ready sellers may easily be secured. "Business has been satisfactory, and indeed could not help but be," said Mr. Fraser, "and we find stationers eager to incorporate an extensive range of this class of goods."

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during April, 1905.

- John Bull. By Frederick Upham Adams (Book.) Langton & Hall, Limited, Toronto
- Billy Baxter's Hand Book. April Edition, 1905. Compiled and published by Baxter Advertising Co. Matthew M. Baxter, Toronto.
- La Revue de Jurisprudence. Volume X. Par Charles Chamilly de Lorimer. Camille Theoret, Montreal
- A Practical Guide to Police Magistrates and Justices of the Peace. Second Edition. By James Crankshaw, B.C.L. Camille Theoret, Montreal
- Neglecting the Web. Song. Words by W. A. Bradley. Arranged by Herbert D. Huber. (From Soprano by Peter Slupe.) Herbert D. Huber, Berlin, Ont.
- Sir Wilfrid Laurier. Par Laurent Moisan fils (Medallion.) Laurent Moisan, fils, St. Sauveur, Quebec.
- Analytical Geometry for Beginners. By Alfred Baker, M.A., F.R.S.C. W. J. Gage & Co., Limited, Toronto.
- Intimations. (Song.) Words by John B. Tabb. Music by Howard Brockway. Op. 29, No. 1. The Humming-Bird. (Song.) Words by John B. Tabb. Music by Howard Brockway. Op. 29. The Water-Lily. (Song.) Words by John B. Tabb. Music by Howard Brockway. Op. 29, No. 3. Fern Song. (Song.) Words by John B. Tabb. Music by Howard Brockway. Op. 29, No. 4. The Half-Ring Moon. (Song.) Words by John B. Tabb. Music by Howard Brockway. Op. 29. The Mocking-Bird. (Song.) Words by John B. Tabb. Music by Howard Brockway. Op. 29, No. 6. The John Church Co., Cincinnati, Ohio.
- The Girl and the Bandit. Waltzes. By Frederick Colt Wight. Jerome H. Remick & Co., New York.
- Dainty Dances. For Piano. A Novelette. By Charlotte Blake. Jerome H. Remick & Co., New York.
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- 2 "The Clansman," by Thomas Dixon. Copp. Clark.
- 3 "God's Good Man," by Marie Corelli. Briggs.
- 4 "The Prospector," by Ralph Connor. Westminster.
- 5 "The Masquerader," by Mrs. Thurston. Harpers.
- 6 "Jess & Co.," by J. J. Bell. Copp. Clark.

BRANTFORD.

- 1 "The Marriage of William Ashe," by Mrs. Ward. Briggs.
- 2 "Dr. Grenfell's Parish," by Norman Duncan. Revell.
- 3 "The Princess Passes," by Williamson. McLeod & Allen.
- 4 "Dr. Luke of the Labrador," by Norman Duncan. Revell.
- 5 "The Prospector," by Ralph Connor. Westminster.
- 6 "Old Gargon Graham," by G. H. Lorimer. Briggs.

CHARLOTTETOWN.

- 1 "The Prospector," by Ralph Connor. Westminster.
- 2 "Dr. Luke of the Labrador," by Norman Duncan. Revell.
- 3 "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.
- 4 "God's Good Man," by Marie Corelli. Briggs.
- 5 "The Man on the Box," by Harold MacGrath. McLeod & Allen.
- 6 "The Princess Passes," by Williamson. McLeod & Allen.

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- 2 "The Lure of the Labrador Wild," by Dillon Wallace. Revell.
- 3 "Tom Moore," by Sayre.
- 4 "My Lady of the North," by R. Parrish. McLeod & Allen.
- 5 "The Return of Sherlock Holmes," by A. Conan Doyle. Morang.
- 6 "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.

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- 4 "The Masquerader," by Mrs. Thurston. Harpers.
- 5 "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.
- 6 "The Garden of Allah," by Robert Hichens. Briggs.

HALIFAX.

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- 2 "The Masquerader," by Mrs. Thurston. Harpers.
- 3 "The Prospector," by Ralph Connor. Westminster.
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- 3 "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.
- 4 "The Lure of the Labrador Wild," by D. Wallace. Revell.
- 5 "The Undercurrent," by Robert Grant. Scribners.
- 6 "The Millionaire Baby," by Anna K. Green. McLeod & Allen.

KINGSTON.

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- 2 "God's Good Man," by Marie Corelli. Briggs.
- 3 "The Return of Sherlock Holmes," by A. Conan Doyle. Morang.
- 4 "The Man on the Box," by Harold MacGrath. McLeod & Allen.
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- 6 "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.

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- 2 "The Marriage of William Ashe," by Mrs. Ward. Briggs.
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- 2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
- 3. "The Lure of the Labrador Wild," by Dillon Wallace. Revell.
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- 2. "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
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TORONTO.

- 1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
- 2. "The Clansman," by Thomas Dixon. Copp, Clark.
- 3. "Sandy," by Alice Hegan Rice. Briggs.
- 4. "Return of Sherlock Holmes," by A. Conan Doyle. Morang.
- 5. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
- 6. "The Masquerader," by Mrs. Thurston. Harpers.

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THEIR NEW HOME IN CANADA

FINDING their office in the Alliance Building, St. James street, Montreal, inconvenient, unhandy, and altogether inadequate to cope with the necessities of their growing trade in this country, the L. E. Waterman Co., of Canada, Limited, have removed to more roomy premises at 136 St. James street. Here the commodious main floor and two rear flats will do much to accommodate their constantly growing stock of both pens and pencils, will facilitate shipping, allow for a larger display, and give ample space for contemplated manufacturing purposes. The new premises will also permit of a more perfect repair department, and enable the making of exchanges and repairs with a great saving of time for the user of the Ideal pen, because, as is well known, it matters not where the pen is bought, if it is not perfectly satisfactory, the L. E. Waterman Co., of Canada, Limited, will, at this office, make exchanges just as is done at the parent office, New York.

Mr. E. J. Kastner in Charge.

Mr. E. J. Kastner, recently elected secretary of the Canadian Co., is a veteran with the firm, and late of the New York office, and will be in charge of the Canadian business. During his seventeen years connection with the L. E. Waterman Co. he has thoroughly learned all branches of the fountain pen business, and is looked upon to-day as possibly one of the most thoroughly posted men in this modern business. He is a thoroughly practical man and possesses energetic qualities to a remarkable degree, which, coupled with his sound business acumen, go to make him a successful manager. Because of Mr. Kastner's familiarity with every detail of the Waterman's Ideal Fountain Pen business almost from its inception to the present day, the Canadian trade will find their interests very carefully attended to, and increased business for all may be confidently looked for ward to.

Exterior and Interior Store Arrangements.

The fixtures and conveniences in the premises are

worthy of more than passing notice. Perhaps the most striking feature of the exterior display is in the form of an overhead sign on which appears on a beaten gold background, a ten-foot Waterman's Ideal Fountain Pen in semi-relief. This is well set off at the sides by bevelled plate glass signs with a black background and chipped gold letters, showing a list of the different offices in various other cities. The predominating colors on the outside will be a mingling of green, black and gold, while the appearance of the window will be greatly enhanced by a hanging plate glass sign.

The interior of the store is most handsomely finished from floor to ceiling; the floor is of solid oak, there is a seven-foot oak wainscoting, and from the top of this to the ceiling the wall is finished with green burlap with an ornamental gold frieze. For interior display two handsomely finished fifteen-foot showcases are used. The bases of these are of solid oak, and the top is of heavy plate glass without mounting. These cases range down the centre of the front part of the main floor, and at the end of them is an archway dividing the showroom from the correspondence department, which is very orderly arranged and moderately equipped. The interior color scheme is in green, gold and oak.

The two flats at the rear are temporarily utilized as storage rooms for the large number of showcases, display fixtures and advertising matter usually supplied to dealers who handle Waterman's Ideal Fountain Pens. On these floors will also be carried a reserve stock of Hardtmuth's Koh-I-Noor and other pencils and rubbers, and Waterman's Ideal Fountain Pen, ink, and other accessories. In the place and deserving of special mention is shown a peculiarly beautiful and efficient lighting system that differs from anything previously seen in store lighting in this city. Sixteen incandescent lights are hung on either side of the two long showcases suspended from the ceiling by a brush brass chain fixture, the lamps being encased in globes of Tiffany Favorite glass, which gives a most beautiful effect.

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