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THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXI.

MONTREAL AND TORONTO, CANADA, JANUARY, 1904.

No. 1.

THE BOOK AND STATIONERY TRADE OF 1904

Reports From Canadian Dealers

IN the book and stationery trade, 1904, has been on the whole a most satisfactory year. Reports from all parts of Canada indicate good sales and the maintenance of trade at a gratifying level. The following reports from dealers will be read with interest:

William Tyrrell, William Tyrrell & Co., Toronto.

The book business during the past season has been the most satisfactory in our history. The chief feature of the 1901 holiday trade was its steadiness. There were not the usual fluctuations from day to day, but every day for weeks before Christmas trade was excellent. This condition was mainly due to the good weather. Another point to be noted was that the demand was evenly distributed over our whole stock. No one line can be said to have had the preference. We did extremely well with calendars and Christmas cards, and sold clean out of nearly every line. We had a larger sale of papeteries than usual, especially the high grade lines. In finely bound authorized editions of the standard authors, we were very successful. Children's books were a feature of the 1901 trade. Current fiction did well, and our sales of handsomely illustrated novels such as "The Love of Azalea" were excellent.

A. E. Huestis, The Blum Book and Stationery Co., Toronto.

As a whole our business during the past holiday season exceeded that of the previous year. We had a phenomenal sale of calendars and Christmas cards and sold right out of all our lines. Papeteries and leather goods sold well, as did also art goods, including smokers' supplies, metal goods, etc. We made a specialty this year of high-grade children's books, and advertised them extensively in the daily papers, inviting the children to come and inspect them. We devoted about a third of the store to displaying them. The result was extremely gratifying and proved that the bookseller has a field of his own outside the department store. We did not handle toy books or annuals. A big feature also this Christmas was the heavy demand for Christmas postcards and cheques. We noted a distinct falling off in the demand for standard sets. The year before the demand was excellent, but this season proved to be an off one in this department.

F. T. Philan, Montreal

Trade during 1904 has been unprecedented, embracing increased volume in sales of all lines of books. My business is systematized, books, stationery, leather goods, school supplies and sundries, all being separated in the arrangement of my cash register, thus, I can say positively the book trade is on the increase. Fiction has done remarkably well, yet there are many objections against conditions in this city. Our profits are poor at the start, and department stores are slaughtering new books, thus necessitating meeting such unfair competition or losing trade. I am convinced means of protection are not only necessary, but feasible. Book-sellers in Montreal and other cities must unite in order to preserve their status. Publishers must be in such an organization as well. I have specialized in many lines of cheap fiction at 10 and 25 cents, and sales have been good. Girls' books, and boys' books, are other good lines that have done well.

I find it pays me to push my stationery trade, as profits are satisfactory. My line embraces 100 different kinds, and I aim to suit all tastes. Women insist on certain kinds, and it's a trade worth having. Leather goods is another strong department that shows up well, and many book-sellers can make good money on this line. Oddities and novelties of all descriptions are worth stocking. Profits range from 50 to 100 per cent., and the unsold stock is small. Sales are steady in this respect.

A new departure at holiday time, that was a marked success, is my boxed candy case. Sales are steady, and I fully expect to turn over my stock at least twenty times. I find \$5.00 boxes are in demand. In future, this will be a regular feature of the store.

A. T. Chapman, Montreal.

I am glad to state the book trade has been satisfactory the past year. Trade has been in demand. Holiday trade was of splendid volume, although a certain amount of hesitation was noticeable in buying larger sets, probably due to the knowledge gained in the past

of January reduction sales. The books of the hour did not have as large a sale as one might expect, and I assign this to the slaughtering of department stores. However, the medium and better priced goods sold, not only here at holiday time, but straight through the year. Sales of odd books, titles that suggest ingenious stories, are gratifying, and profits are generally good.

Speaking of cutting prices, it only attracts a certain trade, and thus far has been only in some lines of new fiction. Publishers haven't protected us in this respect, although this is more the agent's fault perhaps, as he is generally on commission, and anxious to sell. This matter must readjust itself, as publishers are sure to see book-sellers are their strongest support.

Another grave mistake in Canadian trade, is issuing editions at \$1.50, when such a price is unreasonable, the get-up of the book rendering such a price impossible. One or two publishers have settled on \$1.25, and this is more satisfactory. It is lamentable that many of my customers say—"Oh, I'll wait till I'm in New York, and get the American edition"—This can be easily remedied.

A. R. Grafton, of F. E. Grafton & Son, Montreal

Trade in 1904 has been fully up to the standard with us, and I understand the up-town stores have done well. Men are our principal customers, and they are calling for the best, not only in literature, but in mechanical get-up. It is lamentable in this particular that the average Canadian publication is not up to the standard of American editions, and further, our customers are getting to know this. Inferior binding and poor paper loses us customers who insist upon attractive and serviceable books. For my part, I firmly believe there should be an open competition in books as in any other line of production. We cannot sell American editions according to the copyright law. Why shouldn't an author who receives royalty on his book printed, say, in the States, have the right to have his book sold everywhere. As long as some of our publishers continue issuing some poor editions, many of my customers will send to New York for their books. There is no reason why Canadians cannot publish the best in every particular, and these criticisms apply to only a few. I look for improvement.

A branch of the book trade which is doing better with me, than fiction, is the selling of standard sets. I have adopted a monthly easy payment plan, which has proved fairly successful. My stationery business is principally with commercial houses, and I have no complaints on that score. The demand is for good stationery.

Russell, Lang & Co., Winnipeg.

Manitoba is having a season of great prosperity, and naturally, the book and stationery trade has come in for its share of the increase of business. Winnipeg is considered by eastern and British publishers, however, to be a good book town, and while we have not yet a book collecting clientele, still, we in the west are lovers of good books. Fiction, of course, bulks most largely in the year's turn-over. It is no uncommon occurrence for a first order for a forthcoming popular book to be in the hundreds. We understand the Winnipeg advance

orders for "The Prospector," was up in the thousands. The stocks in the book stores here are exceptionally large this winter, and almost any book in demand is to be obtainable.

Speaking for ourselves, our stock is the pick of British, American and Canadian publishing houses, and the only thing lacking is adequate space to display it. The limp leather and India paper editions, are much sought after, and eagerly purchased. The children's books this year are very attractive, and selling well. Among the best selling books are: "The Prospector," "God's Good Man," "Old Gorgon Graham," "Traffics and Discoveries," "Beverly of Graustark," "Whosoever Shall Offend," "The Masquerader," and "A Ladder of Swords." The Buster Brown Books, "Wizard of Oz," and such books, are also in great demand.

Charles L. Nelles, Guelph.

The book and stationery business in Guelph was, I think, very satisfactory for the past year, at least I found it so, and we finished December with the biggest month and year that we have had. This was more than expected, as our large wall paper business got a bad set back the first three months of 1904, by the hard winter and heavy snow.

For 1905, we hope things will be better than ever, as the old established business of T. J. Day, which has been on the market for four years selling out, is now disposed of, and we hope to form a local association with the new proprietors Messrs. Scott & Tierney, and Miss Anderson. If we do, prices will not be so cut, and demoralized as they have been.

The wall paper section is also likely to be better, as a company in business only two and one-half years, The Guelph Painting & Decorating Co., have made a big failure with liabilities of \$11,500.00 and assets a little over \$4,000.00, which will explain why we have had a hard time in this department while they were doing business and selling goods for less than cost.

If, as I said before, we got together here and avoid petty differences, which we can, I think the outlook for 1905 will be very bright and a year from now we hope to report everything as it should be.

Money seems to be fairly easy, although during December our higher grades of goods were hard to move, and standard sets of books and high priced editions were a complete failure.

Hattie Tweedie, Moncton.

Trade must be judged very largely from the standpoint of the individual business, and upon that basis I can report a busy year, surpassing any previous season. The public are more alive to-day than ever to the fact that it pays to purchase the best goods the market affords, and the dealer who keeps these goods is the gainer. The people of the city in which we do business, and the traveling public are not slow to discover where the best that the trade offers is to be found. My holiday business has been exceptionally good, and what is true with respect to the Xmas season, may be said of the whole year. My book sales especially have grown largely during 1904, and the prospects are bright for the sure, steady advancement.

**MONTHLY REPORT
FROM BOOK CENTRES**

MONTREAL.

Office of BOOKSELLER AND STATIONER,
252 McGill Street, Montreal
January 7, 1905

MONTREAL book stores report a gratifying increase in the sales of books during the Christmas season. Popular fiction held sway to a considerable extent, although one or two dealers comment upon decreasing sales in this respect due to the strenuous methods of department stores, which have caused a serious loss in profit to the regular dealers. Standard works did well in nearly every store. An easy monthly payment plan was found helpful in one store. Another dealer spoke of a hesitancy in buying this class of works during December as it has been the practice to hold a discount sale in January and customers are aware of this.

Gift books did remarkably well, the ooze leather bindings on old favorites serving to create a steady demand. Lines of gift books as low as 50 and 75c had a good sale. Popular fiction in attractive bindings sold as high as \$3 and \$4. The sale of annuals was as large as ever. Popular lines are now offered at \$1.10. Children's books were in good demand.

A departure which was a marked success in one store is a fable devoted to odd titles. Besides a steady demand for the very newest in this respect, it affords an opportunity to unload many old lines. The Cynic's Calendars, the Cynic's Meditations, a dozen and one odd toast books, odd titles dealing with bachelor's reflections, etc., etc., were the most successful sellers.

In fiction Ralph Connor's "The Prospector" has had a wonderful sale, though many complaints are heard regarding the price. One department store reduced it to 50 cents and very few got \$1.25 for the book after the first lot was sold. "The Masquerader" still retains its popularity. "The Prodigal Son" is still featured.

G. E. F.

TORONTO.

Office of BOOKSELLER AND STATIONER,
10 Front Street East, Toronto
January 3, 1905

BOOKSELLERS all report the holiday trade in books to have been in excess of any previous year with a good even demand right up to the day before Christmas. The department stores as usual made heavy sales of annuals, toy books and the cheaper grades of gift books and standard sets. They also cleared out enormous quantities of such popular fiction as "The Prospector," etc. The regular trade did well with all lines of high grade books, except sets, which showed a falling off from the preceding year. They also made excellent sales of children's books and illustrated gift books.

The success of the two Canadian novels, "The Prospector," by Ralph Connor, and "Dr. Luke of the Labra-

dor," by Norman Duncan, was most gratifying. One dealer said he had to put the former out of sight, so that his other fiction might have a show and of the latter, he remarked, that he could have sold hundreds more copies. The department stores cut the price of "The Prospector" to 90 cents and sold stacks of copies. This undoubtedly damaged the sales of this book by the regular trade and made booksellers specialize on other novels.

Enormous quantities of such standard annuals as the Boys' Own Paper, The Girls' Own Paper, The Leisure Hour, The Quiver, Chums, The Windsor, Little Folks, Chatterbox, etc., were disposed of, especially by the department stores.

In addition to "The Prospector" and "Dr. Luke of the Labrador" a good demand was experienced for "Beverly of Graustark," by G. B. McCutcheon, "The Masquerader," by Katherine C. Thurston, "God's Good Man," by Marie Corelli, and "The Prodigal Son," by Hall Caine.

W. A. C.

WINNIPEG.

Office of BOOKSELLER AND STATIONER,
515 McIntyre Block, Winnipeg, Man.
January 2, 1905

WITHOUT doubt the Christmas trade last month surpassed that of all previous years. Individual booksellers interviewed by Bookseller and Stationer during the last week in December were unanimous in describing the holiday trade as the best in their experience. Money was spent freely and some pleasing sales were made of sets of standard authors which are ordinarily slow sellers.

"The Prospector" was undoubtedly the book of the month thus disproving in one instance at least the proverb that "A prophet is not without honor save in his own country." One store reports the sale of 800 copies during the first three weeks in December and others report sales nearly as large. Probably there were nearly 4,000 copies sold in Winnipeg in that short time, for "The Prospector" was a popular Christmas gift. Local stores sold special covers for this book in burnt leather, showing a reproduction of the cover design on the front cover and of old Fort Garry on the back cover.

Holiday book trade is always well distributed over all classes of books and apart from "The Prospector" it would be difficult to say which were the best selling books. Winston Churchill's "The Crossing" sold well in spite of the fact that it has been out so long. Marie Corelli's latest "God's Good Man," met with favor among a class of feminine readers with whom the name Corelli is sufficient to sell any book. "The Prodigal Son," by Hall Caine, did not sell as well as was expected.

Among the best holiday trade "Everyday People," a collection of the Gibson pictures, retailed readily at \$5. This book was energetically pushed by a couple of local stores with good results. Winnipeg book stores did some intelligent advertising during December, which brought good returns.

F. R. M.

PUBLISHERS' COLUMN

CANADIAN publishers are very well pleased with the book trade of the past season. The only unsatisfactory feature was the smallness of the repeat orders. However, this shortage was more than compensated for by the heavy advance orders sent in for the majority of the Fall books. The present month is, as usual, an off one in publishing circles. Quiet arrangements are being made for new Spring books, and a few paper editions are being issued.

During the month, the Copp, Clark Co., Limited, will issue paper editions of "The Loves of Miss Anne," by S. R. Crockett, "The Coming of the King," by Joseph



A Striking Portrait of Bliss Carman, Author of "The Friendship of Art"

Hocking and "The Abbess of Vlaye," by S. J. Weyman (75c each)

A summary of their Fall book sales has been made by the Copp, Clark Co., Limited. Their six best sellers in the order of sales are as follows: "A Ladder of Swords," by Sir Gilbert Parker, "Jess & Co." by J. J. Bell,

"Whoever Shall Offend" by F. M. Crawford, "The Prisoner of Mademoiselle" by C. G. D. Roberts, "The Loves of Miss Anne" by S. R. Crockett and "Double Harness" by Anthony Hope

A paper edition of "My Lady of the North" by Rain-

dall Parrish is announced for publication this month by McLeod & Allen. (75c.)

"Beverly of Graustark" by G. B. McCutcheon has been McLeod & Allen's leader during the past Fall season, and the publishers have been delighted with the sales booked.

Apitopos of the heavy demand last month for "Dr. Luke of the Labrador" by Norman Duncan, the following incident is related. A prominent Toronto bookseller telephoned to the publishers, in response to a request for an order, that "Dr. Luke of the Labrador" was selling so well that he had to put it in the back-ground and instruct his clerks not to show it unless asked for and then reluctantly, for he said that with this book in a prominent place, he would carry over a large part of the balance of his stock of fiction.

A book of particular interest to Canadians was published late in December by the Fleming H. Revell Co., through their agent, Henry Frowde, Toronto, under the title of "Memoirs of a Great Detective, Being Incidents in the Life of John Wilson Murray." The book abounds with fascinating and absorbing stories of the adventures of Detective Murray, when engaged in detecting and unmasking crime in Canada. It is a large, handsomely bound volume and sells at \$2.00.

The Westminster Co., Limited, the publishers in Canada of the works of Ralph Connor, are delighted with the reception which has been accorded "The Prospector," the latest production of the gifted Canadian author. The book was placed on the market on December 4, and up to the end of the month an edition of 20,000 copies was disposed of,—a magnificent sale for any book in Canada.

A most useful catalogue of law books published in Canada, Great Britain, the United States and France has been issued by C. Theoret, law book publisher, 41 and 43 St. James street, Montreal. The books are classified alphabetically under authors' names, followed by an alphabetical index of subjects, and are all handled by C. Theoret.

The list of new fiction to be published during the next few months by E. C. Page & Co., Boston, includes "Lady Penlope" by Morley Roberts, author of "Rachel Marr," "The Black Barque" by T. Jenkins Ham, "Castel del Monte" by Nathan Gallizier and "The Winged Helmet" by H. S. Mackaye. E. C. Page & Co. will also bring out on March 1st, a splendid edition of four of Lord Beaconsfield's novels, "African Grey," "Sybil," "Coningsby" and "Tancred."

On February 1, E. C. Page & Co., of Boston, will issue "Lady Penlope," by Morley Roberts, author of "Rachel Marr." "Lady Penlope" is a satire of the most farcical sort. It is a clever, up-to-date presentation of modern society life, with situations and characters which bewilder by their brilliancy and keep the reader in one continuous laugh. It is quite safe to say that there is not another author now before the public capable of such wonderfully varied work, all of such a high class.

Morang & Co., Limited, last month secured the Canadian rights for "Mrs. Maybrick's Own Story" as written by herself, which they issued in cloth at \$1.20 net.

OUR HALF-YEARLY BOOK LIST

Books Published in Canada
July 1 to December 31, 1904

NOTE.—The following list comprises only such books as have been published by regular book publishers of Canada, and does not include educational, technical or law books. Both author and title are indexed, though details as to publisher, price, etc. are only supplied after the author's name.

- "Abbess of Vlaye, The." By S. J. Weyman.
 "Age of Innocence, The." By Walter Russell.
Ashton, Mark. "Azalem, A Romance of Old Judea." Toronto: William Briggs. Cloth, \$1.25.
 "At the Moorings." By Rosa N. Carey.
 "Azalem." By Mark Ashton.
Barr, Amelia E. "The Belle of Bowling Green." Toronto: William Briggs. Cloth, \$1.25.
Barr, Robert. "A Chicago Princess." Toronto: McLeod & Allen. Illustrated. Cloth, \$1.25; paper, 75c.
 "Beatrice of Venice." By Max Pemberton.
Bell, J. J. "Jess & Co." Toronto: The Copp, Clark Co., Limited. Cloth, \$1.25.
 "Belle of Bowling Green, The." By Amelia E. Barr.
 "Betrayal, The." By E. P. Oppenheim.
 "Between the Lights." By Isabel Ecclestone Mackay.
 "Beverly of Graustark." By G. B. McCutcheon.
 "Beyond the Marshes." By Ralph Connor.
 "Bible Text Book." By W. P. McRae.
 "Black Friday." By F. S. Isham.
 "Blazed Trail Stories." By S. E. White.
 "Boy Mineral Collectors, The." By J. G. Kelley.
Braddon, M. E. "A Lost Eden." Toronto: Langton & Hall, Limited. Cloth, \$1.25.
Brady, Cyrus Townsend. "The Records." Toronto: Langton & Hall, Limited. Cloth, 12 mo., illustrated, \$1.25.
 "Brakespear." By Geo. A. Lawrence.
 "Brethren, The." By H. R. Haggard.
 "British Nation, The: A History." By G. M. Wrong.
Buenen, Frank T. "Demizens of the Deep." Toronto: Fleming H. Revell Co. Cloth, illustrated, \$1.75.
Bullen, Frank T. "Sea Puritans." Toronto: William Briggs. Cloth, \$1.25.
 "By the Queen's Grace." By Virna Sheard.
Caine, Hall. "The Prodigal Son." Toronto: Morang & Co., Limited. Cloth, 12 mo., \$1.50.
 "Canaan and Canada." By D. V. Lucas.
Carey, Rosa N. "At the Moorings." Toronto: The Copp, Clark Co., Limited. Decorative cloth, \$1.25.
Carman, Bliss. "Songs From a Northern Garden." Toronto: The Copp, Clark Co., Limited. Decorative cloth, \$1.50 net.
Carman, Bliss. "The Friendship of Art." Toronto: The Copp, Clark Co., Limited. Decorative cloth, \$1.50.
 "Chicago Princess, A." By Robert Barr.
 "Christmas Eve on Lonesome." By John Fox, Jr.
 "Circle of the Year, The." By Elizabeth Sanderson.
 "Coming of the King, The." By Joseph Hocking.
 "Commander of the Hirondelle, The." By W. H. Fitchett.
Connor, Ralph. "Beyond the Marshes." Toronto: The Westminster Co., Limited. Paper boards, 25c.
Connor, Ralph. "The Prospector." Toronto: The Westminster Co., Limited. Cloth only, \$1.25.
Conrad, Stephen. "The Second Mrs. Jim." Toronto: Langton & Hall, Limited. Cloth, 16 mo., \$1.00.
Corelli, Marie. "God's Good Man." Toronto: William Briggs. Cloth, \$1.25.
Crawford, F. Marion. "Whosoever Shall Offend." Toronto: The Copp, Clark Co., Limited. Illustrated. Cloth \$1.50.
Crockett, S. R. "The Loves of Miss Anne." Toronto: The Copp, Clark Co., Limited. Cloth, \$1.50.
Crockett, S. R. "Raiderland. All About Grey Gallo way." Toronto: William Briggs. Cloth, \$2.00.
Cullum, Ridgwell. "The Hound From the North." Toronto: The Copp, Clark Co., Limited. Illustrated. Cloth, \$1.50.
 "Daughter of a Magnate, The." By F. H. Spearman.
 "Deacon Lysander." By S. P. McL. Green.
 "Demizens of the Deep." By F. T. Bullen.
 "Dialstone Lane." By W. W. Jacobs.
 "Doctor Luke of the Labrador." By Norman Duncan.
 "Double Harness." By Anthony Hope.
Dougall, Miss L. "The Earthly Purgatory." Toronto: Langton & Hall, Limited. Cloth, \$1.25.
Dunbar, Paul Lawrence. "My L'il Gal." Toronto: William Briggs. Cloth, \$1.50.
Duncan, Norman. "Doctor Luke of the Labrador." Toronto: Fleming H. Revell Co. Cloth, \$1.50.
 "Earthly Purgatory, The." By L. Dougall.
Edgar, Lady. "Life of General Brock." Toronto: Morang & Co., Limited. Makers of Canada Series. Subscription only.
 "Farm of the Dagger, The." By Eden Phillpotts.
Field, Eugene. "A Little Book of Tribune Verse." Toronto: The Mussen Book Co., Limited. Ooze leather, boxed, \$2.00 net.
Field, Eugene. "Poems of Childhood." Toronto: The Copp, Clark Co., Limited. Cloth, illustrated by Max field Parrish, \$2.50.
Fitchett, W. H. "The Commander of the Hirondelle." Toronto: The Copp, Clark Co., Limited. Illustrated. Cloth, \$1.25.
Ford, Paul Leicester. "Love Finds the Way." Toronto: The Copp, Clark Co., Limited. Cloth, illustrated, \$2.
Fowler Ellen Thorneycroft. "Kate of Kate Hall." Toronto: William Briggs. Cloth \$1.25.
Fox, John, Jr. "Christmas Eve on Lonesome." Toronto: McLeod & Allen. Illustrated. Cloth, \$1.25.
 "Frenchy." By William Sage.
 "Friendship of Art, The." By Bliss Carman.
 "God's Good Man." By Marie Corelli.
 "Golden Rod Fairy Book, The." By Esther Singleton.
Graham, H. Isabel. "A Song of December and Other Poems." Booklet. Toronto: William Briggs. 10c.
Grant, Robert. "The Undercurrent." Toronto: Langton & Hall, Limited. Cloth, gilt top, \$1.50.
Grant, W. L. and Hamilton F. "Life of Principal Grant." Toronto: Morang & Co., Limited. Cloth, 8vo., \$3.50 net.
Green, Sarah P. McL. "Deacon Lysander." Toronto: William Briggs. Cloth, \$1.00.
Guerin, Mrs. R. C. "Woven Thoughts, A Book of Verse." Toronto: William Briggs. Cloth, \$1.00.
Haggard, H. Rider. "The Brethren." Toronto: The Copp, Clark Co., Limited. Cloth, illustrated, \$1.50.
Hathaway, Ann. "Muskoka Memories. Sketches from Real Life." Toronto: William Briggs. Cloth, \$1.50.
Hayes, Frederick W. "The Shadow of a Throne." Toronto: Langton & Hall, Limited. Cloth, \$1.25, paper, 75c.
 "Hearts in Exile." By John Oxenham.

- Hewlett, Maurice. "Queen's Quair." Toronto: Morang & Co., Limited. Cloth, 12 mo., \$1.50.
- Higgins, Hon. D. W. "The Mystic Spring and Other Tales of Western Life." Toronto: William Briggs. Cloth, \$1.50.
- "History of Canada." By Charles G. D. Roberts.
- Hocking, Joseph. "The Coming of the King." Toronto: The Copp, Clark Co., Limited. Cloth, illustrated, \$1.25.
- Hope, Anthony. "Double Harness." Toronto: The Copp, Clark Co., Limited. Cloth, \$1.50.
- Hopper, Mrs. R. P. "Old-Time Primitive Methodism in Canada." Toronto: William Briggs. Cloth, \$1.00.
- Hough, Emerson. "The Law of the Land." Toronto: McLeod & Allen. Illustrated. Cloth, \$1.25; paper, 75c.
- "Hound From the North, The." By Ridgwell Callum.
- "House of Fulfillment." By G. M. Martin.
- "Huldah." By Alice MacGowan and Grace M. Cooke.
- Hume, Fergus. "The Red Window." Toronto: Langton & Hall, Limited. Cloth, 12 mo., \$1.25; paper, 75c.
- "Irishman's Story, An." By Justin McCarthy.
- Islam Frederic S. "Black Friday." Toronto: McLeod & Allen. Illustrated by Harrison Fisher. Cloth, \$1.25; paper, 75c.
- Jack, Annie L. "Rhyme Thoughts for a Canadian Year." A Booklet. Toronto: William Briggs. 30c.
- Jacobs, W. W. "Dialstone Lane." Toronto: The Copp, Clark Co., Limited. Cloth, illustrated, \$1.50.
- Jerome K. Jerome. "Tommy & Co." Toronto: Langton & Hall, Limited. Cloth, \$1.25.
- "Jess & Co." By J. J. Bell.
- Johnston, Wesley. "The Mystery of Miriam." Toronto: William Briggs. Cloth, \$1.25.
- "Journey in Search of Christmas, A." By Owen Wister.
- "Kate of Kate Hall." By E. T. Fowler.
- Kelley, Jay G. "The Boy Mineral Collectors." Toronto: William Briggs. Cloth, \$1.25.
- Kelley, Lillian Elizabeth. "300 Things a Bright Girl Can Do." Toronto: The Musson Book Co., Limited. Cloth, \$1.50.
- Kipling, Rudyard. "Truffles and Discoveries." Toronto: Morang & Co., Limited. Cloth, 12 mo., \$1.50.
- "Ladder of Swords, A." By Sir G. Parker.
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RELIGIOUS.

Brown, P. Hume. "John Knox and His Times." Edinburgh: Oliphant, Anderson & Ferrier. Paper, 1-1-2d. A condensed life of Knox, illustrated, by the professor of Ancient Scottish History at Edinburgh University.

Faithful Sower, A. "A Memoir of the Rev. George Everard." Edited by his daughter. London: Charles J. Thynne. 1s 6d. This memoir of the Rev. George Everard is a loving tribute to the worth of a man who made no pretension to greatness. Though filling important and influential positions his work was characterized by simple earnestness and faithfulness. A churchman of the evangelical type, his ministrations whether through preaching, writing or personal intercourse produced a beneficial and lasting influence upon all who came within the sphere of his influence.

Henderson, H. A. "Shall we Tolerate the Jesuits?" Facts for the Man in the Street. Prefatory notes by Rev. F. B. Meyer. London: Charles J. Thynne. 2s. A pamphlet condemning the practices of the Jesuits in England.

Sangster, Margaret E. "That Sweet Story of Old." Toronto: Fleming H. Revell Co. Cloth, \$1.25. In this book Mrs. Sangster tells anew the Life of Christ in that simple, direct style, which has made all her work so telling. The book is intended primarily for children and is divided into chapters, each dealing with an incident in the Saviour's life. Several famous paintings are reproduced by way of illustration.

Tolstoy, Leo. "Bethink Yourselves." Pamphlet. London. The Free Age Press 13 Paternoster Row. 3d net. The distinguished author condemns the present war.

Wagner, Rev. Charles. "The Voice of Nature." New York: J. S. Ogilvie Publishing Co. 60c. Mr. Wagner is of those who see "Sermons in stones, books, in the running brooks, and good in all things." Nature in all its aspects even the most grotesque is to him a revelation which he interprets with simplicity and gentle wisdom. To the contemplative mind this book must prove very pleasant and profitable reading.

"What is Christianity?" A series of lectures by eminent English divines. Ten pamphlets. London: Charles H. Kelly, 26 Paternoster Row, E.C. One penny each. The lecturers include Dr. A. M. Fairbairn, Rev. John S. Simon, Rev. R. W. Moss, Rev. Arthur Moorhouse, etc., and the subjects embrace many phases of the religious question.

MISCELLANEOUS.

Weinz, H. J. "Japanese Grammar Self-Taught." London: E. Marlborough & Co., 51 Old Bailey E.C. Paper, \$1.20; cloth, \$1.50. The contents embrace grammar and syntax, conversational phrases and sentences, and complete vocabularies. This volume can be recommended as a most instructive and serviceable manual.

FICTION.

Bell, J. J. "Jess & Co." Toronto: The Copp, Clark Co. Cloth, \$1.25. A domestic tale of Scotch life in which the young husband, Davie, of loveable disposition, whose manifest destiny it is to become a gardener, finds himself by the lottery of circumstances a joiner. Adversity and unhappiness threaten to invade the home when Jess, the clever young wife, undertakes to place the affairs of the domestic firm on a better business basis. In this she succeeds, but almost at the cost of her life. The pawky humor in which this writer excels comes out most strongly in Mrs. Wallace and Samuel Ogilvy. The sparring between these two in the process of a most unique courtship is quite delightful. The book should be very popular among readers who can appreciate the Scotch dialect in which it is written.

Connor, Ralph. "The Prospector." Toronto: The Westminster Co. Cloth, \$1.25. This author is already an established favorite with the Canadian reading public, and in this his latest book he has added lustre to his previously acquired fame. The story opens with a stirring description of a football match in Toronto, but the scenes that chiefly go to make up the story are enacted in western mining centres. The student athlete of the football field becomes the missionary prospector of the mine and the ranch, and one follows his adventures, trials and triumphs with unabated interest to the end.

Dale, Alan. "Wanted, a Cook." Indianapolis: The Bobbs-Merrill Co. Cloth, \$1.50. The melo-dramatic experiences of a young couple in search of a cook. These innocents set up housekeeping on aesthetic principles in an apartment house in New York, but soon find that high ideals and small incomes are incompatible with "the servant question" as it exists in that democratic city. Their domestic pathway is strewn with disillusion ending in unconditional surrender of their home and all that it stands for in family and national life, to its destroyer in the shape of a cook, their only refuge, a boarding house.

Flower, Elliott. "Delightful Dodd." Boston: L. C. Page & Co. Cloth, \$1.50. The delightfulness of Dodd consists in his having adopted the Golden Rule as his philosophy of life. He is a simple Michigan farmer not without some education and natural refinement, who had met with financial defeat in early life. One loves the old man on account of the quaint humor of his sayings, the active benevolence of his disposition and the practical wisdom he manifests in all his dealings. The Arcadian simplicity of the story is enlivened by a pretty love story and an encounter with brigands.

Haggard, H. Rider. "The Brethren." Toronto: The Copp, Clark Co. Cloth, \$1.25. A romance of the crusades. Rosamund, the daughter of an English knight, is carried off by the Sultan Saladin, who is her uncle. She falls into the hands of the ogre Sinan, from whom she is rescued by the Brethren, who are her twin cousins and lovers, aided by a Moslem lady with two wonderful Arab steeds. By her means the sack of Jerusalem by the Saracens is averted and she is afterwards married to Wolf, the cousin of her choice, while Godwin becomes a monk.

Keeler, Lucy Elliot. "If I were a Girl Again." Toron-

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1905 YEAR BOOKS AND ALMANACS.

THE publishers of "Who's Who" (7s 6d net), "The Englishwoman's Year Book" (2s 6d net), and the "Who's Who Year Book" (1s net), (Adam & Charles Black, London), have recently issued the 1905

volumes of these invaluable books of reference. It may not be generally known, but it is a fact nevertheless, that this year's issue of "Who's Who" contains over 17,000 condensed biographies of men and women, nobilities, notables, novelists, artists, and famous men and women of the time, and each biography has been submitted for personal revision before publication. "Who's Who" is almost indispensable to professional men, and contains a mass of information of the sort required by business men also, and its 18,000 pages are full of information that it would be difficult to do without. Another good point is its accuracy, and those who have this book of reference by them can rely absolutely upon the facts and details it contains.

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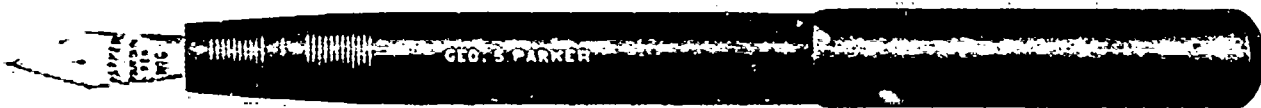
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clergy list, legal information, county and township officers, barristers and solicitors, educational institutions, etc. This year a large new colored map of Ontario is included with the almanac. The publishers are the Copp, Clark Co., Limited, Toronto, and the price is 40 cents.

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Mr. Geo. R. Austin, who for thirty-two years has been with Warwick Bros. & Rutter, Limited, Toronto, has decided to open business on his own account as a manufacturers' agent. Mr. Austin has a thorough practical knowledge of the stationery business and will doubtless prove an able representative for any house requiring their Canadian interests looked after. Mr. Austin will be glad to hear from any firms interested. His address is 32 Tyndall avenue, Toronto.

NOTABLE SETS AND SERIES

THE TRAVEL LOVERS' LIBRARY.

ELEVEN places of interest are now included in this series and two volumes are devoted to a description of each. The books, judging from the appearance of one of the latest additions to the series, are exquisite pieces of book making. The covers are appropriately designed and the letter-press is printed on the best stock. Moreover each volume is profusely illustrated with drawings executed in tints. The tops are gilt and the sides uncut. Each title is the work of a travel lover, who knows his field accurately. The series now includes "Florence," by Grant Allen; "Romance and Teutonic Switzerland," by W. D. McCrackan; "Old World Memories" by E. L. Temple; "Paris," by Grant Allen; "Feudal and Modern Japan," by A. M. Knapp; "The Unchanging East," by Robert Barr; "Venice," by Grant Allen; "Gardens of the Caribbees," by Ida M. H. Starr; "Belgium," by Grant Allen; "Rome," by W. T. Field, and "Romantic Ireland," by M. F. and B. McM. Mansfield. The publishers of this delightful series are L. C. Page & Co., Boston, and the price is in every case \$3, with the exception of the two last-mentioned books, which are \$2.40 net each.

DRAWINGS OF THE GREAT MASTERS.

A WARM welcome from artists and art lovers awaits this important series. Only three of the great masters have as yet been included, to wit Burne-Jones, Durer and Holbein, but even if the series were to come to an end with these three, its appearance would be a notable event in publishing circles. The volumes are quarto in size and each contains about forty eight illustrations, reproduced from the original on a large scale. Many of the plates are printed in appropriate tints and mounted on a paper to harmonize. The binding is elaborate, being done in delicately tinted boards with vellum backs. A short biographical sketch of the subject of each volume is prefixed, though, of course, the main interest of the books centres in the illustrations. The series is another evidence of the enterprise of the London firm of George Newnes, Limited. The price is 7s 6d net per volume.

RECENT ADDITIONS TO NOTABLE SERIES.

TO their series of "The Great Masters in Painting and Sculpture" George Bell & Sons, of London, have made the twenty-ninth addition in a life of Frans Hals, by Gerald S. Davies, M.A. The volume is as usual profusely illustrated with reproductions of Hals' work. (5s. net).

To their York Library, the same firm have added Burton's "Anatomy of Melancholy," in three volumes, edited by Rev. A. R. Shute. This convenient little series was described in the September, 1904, issue of Bookseller and Stationer. The volumes are pocket size, bound in cloth or leather, and are printed in large type on thin paper. (2s and 3s).

George Newnes, Limited, London, have recently added to their sixpenny paper novels, "A Fallen Idol," by F. Aristey and "Phantom Fortune," by Miss Braddon. These novels are well printed and the illustrations on separate plates are exceptionally good. "A Fallen Idol" is illustrated by H. M. Brock and "Phantom Fortune" by Hal. Hurst.

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FINANCE AND INSURANCE

ANOTHER entirely satisfactory report was presented to the shareholders of the Bank of Montreal in annual meeting assembled on December 5. Its principal features included an increase in deposits bearing interest of \$13,265,000, an increase of call loans of \$9,143,000, an increase in current loans of \$6,699,000, and a decrease in the balance due by agencies of the bank and other banks outside Canada of \$4,114,000. The bank's profits for the year ending October 31 were, after deducting charges of management, and making full provision for all bad and doubtful debts, \$1,609,207.95, out of which was paid \$1,400,000 in dividends at the rate of ten per cent. per annum, leaving \$209,207.95, which added to balance of profit and loss account of \$373,988.06, carried forward from the year ending October 31, 1903, gives a balance carried forward for this year of \$583,196.01. In a nutshell, the bank earned ten per cent. on its paid-up capital of fourteen million dollars, and has been able to add two hundred thousand dollars odd to profit and loss account.

THE decision of the Canadian Bank of Commerce to increase its capital stock from \$8,700,000 to \$10,000,000 draws attention to the great increase in the business of that institution and also indirectly to the remarkable position of nearly all the banks of the country. At the present moment the capacity of Canadian banks is being taxed as never before. Their combined capital is barely sufficient to handle the country's business, and the action of the Bank of Commerce in increasing its capital is no doubt but the first step of several that will shortly be taken for the increase of the banks' capacity. It is freely stated that at least two other banks will make a similar move at the end of the year and perhaps others will follow. The two mentioned at present are the Dominion Bank, which is expected to issue \$1,000,000 new stock, bringing its capital up to \$4,000,000, and the Standard Bank, whose capital has hitherto been \$1,000,000.

THE statement of profit and loss and the general statement submitted to the shareholders of the Eastern Townships Bank at the annual meeting is a highly satisfactory one. The net profits for the year amounting to \$306,968, which is equal to nearly 121.2 per cent. In addition to this there was the sum of \$22,995 premium paid on new issue of capital stock and \$27,647 balance at credit of profit and loss brought forward from last year, making a total of \$357,611. Out of this, two half-yearly dividends at the rate of 4 per cent., making 8 per cent. per annum, were allotted to shareholders: \$50,000 was transferred to rest account, \$40,000 was applied to the reduction of value of assets, and \$40,000 in reduction of bank premises and furniture. This left a balance of \$30,217 at the credit of profit and loss.

NOTES.

A branch of the Sovereign Bank was opened at Galt on December 13.

Mr. W. J. Stark is the manager of the new market branch of the Sovereign Bank in Toronto.

Another branch has been opened by the Canadian Bank of Commerce, this time in Claresholm, Alberta. This makes the 112th branch of this large Canadian institution—106 in Canada, 5 in the United States and one in London, England.

The German-American Fire Insurance Co., one of the leading companies in the United States, as a result of the high rates being charged by the English companies in the larger cities of Canada, has decided to invade the Canadian field and will have its head offices in Montreal.

The annual statement of the Bank of Toronto for the year ending November 30, 1904, shows a fine increase in net profits, due, partly at least, to the enlarged capital. The net profits, after making due provision for possible losses, are \$445,425, or nearly 15 per cent. of the capital stock. The rest account has been added to by \$145,570 during the year, and is now \$300,000 in excess of its paid-up capital of \$3,000,000.

The Canadian Manufacturers' Association have appointed the following gentlemen as the permanent committee on insurance for the association: P. H. Burton, W. B. Tindall, P. W. Ellis, W. P. Gunby, Richard A. Donald, J. P. Murray, C. N. Candeo, J. W. Cowan, A. Jephcott; R. M. Bertram, Montreal; C. B. Gordon, C. C. Ballantyne, Col. J. H. Burland, W. A. Candle, F. H. Whutton, Hamilton, Col. W. M. Gartshore, London, Geo. E. Amyot, Quebec; Geo. McAvity, St. John; T. M. Cutler, Halifax.

The Canada Trust Co., Limited, with a capital stock of \$250,000, has received letters patent of incorporation under the Manitoba Joint Stock Companies Act. The objects of the company are to carry on the business of a trust and loan company, to advance money on real estates and other securities and to act as financial agents for individuals and corporations, etc. The head office will be in Winnipeg. The promoters of this company are well known residents of Portage-la-Prairie and Winnipeg, and the provisional directors include the names of H. Armstrong, M.P.P., E. Anderson, J. Cornyn, E. J. O'Sullivan and H. J. Hardy.

To meet the requirements of expanding Canadian business the directors of the Canadian Bank of Commerce passed a resolution at the annual meeting on December 9, providing for the issue of \$1,300,000, the balance of the authorized capital stock of \$10,000,000. The new issue will be allotted to shareholders of record January 12th, 1905, at which date the books will close. The proportion of allotment will be one new share for every 6 69-100 of old stock. The stock, which is in 550 shares, will be issued at 70, that is, 140 in comparison with yesterday's price of the old stock on the Exchange, 164. The new issue will bring in a premium of \$520,000.

THE OFFICE END

DEVOTED TO THE
OFFICE STAFFS OF
BUSINESS
ESTABLISHMENTS

FORMING A JOINT STOCK COMPANY.

A few items of general interest to the bookkeeper after the formation of a Joint Stock Company or the amalgamation of industrial concerns.

By H. R. W.

It would be impossible to give a set of opening entries applicable to every business, as it would depend largely upon the arrangement made with the vendors in regard to the transfer of their business, but in a general way, the "assets" transferred should be debited, crediting "Shareholders of Old Company," the "Liabilities" credited, debiting "Shareholders of Old Company," the balance in the "Shareholders" account showing the amount of stock held by them in the new company, the completing entry being:

"Shareholders of Old Company" Dr.
To Capital Stock account Cr.

If stock is offered for public subscription the entries for "General Ledger" purposes might be made as follows:

Shareholders Acct. Dr.
To Capital Stock account Cr.

(For Amount of Stock Subscribed.)

Cash Dr.

To Shareholder Cr.

(as instalments are received on subscription) thus closing "shareholders" account in the general ledger.

If various classes of stock are subscribed for, such as first preference, second preference or common, these divisions may be credited instead of simply using the term "capital stock."

As a rule, shareholders are treated collectively in the "General Ledger," one, two or three accounts being kept according to the class of shares subscribed for, the accounts for the individual shareholders being kept in the stock ledger.

A First Difficulty.

Probably the first difficulty with which the office man will have to contend when the amalgamated company has not taken over the accounts receivable or payable of the individual companies, will occur upon receipt of a cheque or money order, the amount of which includes accounts due both to the old and new companies. Let it be supposed, for instance, that Bentley & Jones owe one of the old companies \$10 and the amalgamated company \$15, the latter being subject to cash discount of 2 per cent. Upon receipt of the cheque or money order, the remittance may be entered in the cash book of the new company as follows:

	cd	amt
Bentley & Jones	\$24.50	
Less amt. of account for Old Co	9.80	30
		\$14.70

The amount posted to the credit of Bentley & Jones in the books of the new company being \$15, made up of cash \$14.70 and cash discount 30c, the balance \$9.80 be-

ing entered in the cash book of the old company in the usual way, together with cash discount, if allowable. The new company may pay over the amount of each individual balance due or the aggregate amount due at the end of the day or week.

When goods are returned after the amalgamation has taken place, which were charged prior to the date of transfer, the correct method, although it may appear on first sight a roundabout way of arriving at the desired result, is to credit the goods through the books of the old company at the price originally charged, and, if necessary, transfer such credits, by means of cross entries, to the books of the new company, charging at the same time or at the end of a stated period all goods thus returned and credited to the new company at cost price. If this course were not pursued, the goods would be taken into stock by the new company and a liability assumed by crediting the customer at the selling value, whereas such goods should be taken into stock at cost, as the old company had originally made the profit on them. As the success of a business depends to a large extent in these busy days upon the system employed, a few suggestions as to handling the office department after an amalgamation may not be amiss.

A Few Suggestions.

The aim should be to dispense with all unnecessary work without destroying in any way the history of transaction, the question continually before the office man being, "Is there a possibility of this work being done in a shorter or simpler manner and yet obtain the necessary result?"

Each branch should keep its own cash book in the form of loose sheets, which may be kept on files, a duplicate sheet of each day's transactions being sent to the head office where it shall be audited, filed and posted.

Vouchers for sundry payments should accompany the sheets and should be vouched for by the manager of the branch.

An additional check on the cash would be to have the balance on hand on a certain day, say on the end of the month, deposited in the bank, and the pass book entered by the bank and sent to the head office for verification.

All accounts should be kept at the head office, both personal and impersonal.

Each office may keep its own bank account, and remittance by draft made to head office for all over a stipulated amount.

All accounts payable should be settled by the head office, unless goods are settled for in cash when purchased by the branch, in the latter case the vouchers being sent as usual with the cash sheet.

The invoicing may be done by the individual office in triplicate, one copy sent to the customer, one copy to the head office for posting medium, and the third filed in the branch office for reference only.

<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>Lending Canadian Accountants and Auditors</h2>	<p>adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc</p>
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<p>This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,</p>	<h2>LEGAL CARDS.</h2>	<p>organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature. For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.</p>
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<p>1889. The Belleville Business College, Limited, Business firms get the best results by applying to us 10 days before vacancies occur in their employ. See Catalogue pages 21, 27, 33, 41. J. A. Tousaw, } BELLEVILLE, ONTARIO. { J. Frith Jeffers, M.A., Secretary. { President.</p>	<p>TELEGRAPHY SHORTHAND</p> <p><i>METROPOLITAN Business College</i> - OTTAWA, ONT. -</p> <p>BOOK-KEEPING TYPEWRITING</p>	
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Vol. XXI JANUARY, 1905. No. 1

"We simply cannot do without the Bookseller and Stationer."—*Russell, Lang & Co., Winnipeg.*

THE MONTH'S BOOK TRADE.

DECEMBER in book circles was chiefly noticeable for the remarkable sale of "The Prospector," by Ralph Connor. An edition of over 20,000 copies was disposed of in Canada alone between the day of publication and the end of the month. This is a remarkable record for any book, and may be viewed with gratifying feelings by those who long for the development and the welfare of a Canadian literature.

A splendid support was likewise afforded the first lengthy work of a young Canadian author whose work is of high order of merit, and gives promise of even better things. "Dr. Luke of the Labrador," by Norman Duncan, was second only in the favor of the Canadian reading public to "The Prospector."

Other books that sold well throughout the country were: "God's Good Man," by Marie Corelli; "The Masquerader," by Katherine Cecil Thurston; "Old Grogan-Graham," by G. H. Lorimer; "Beverley of Graustark," by G. B. McCutcheon; "A Ladder of Swords," by Sir Gilbert Parker, and "The Prodigal Son," by Hall Caine.

The Christmas trade was excellent, and books of every variety were turned over in large quantities. Re-

ports from all over the country expressed satisfaction with sales. A slight falling off in the demand for standard sets was reported from several points. This was mainly attributable to the great profusion of choice gift books and illustrated editions, which caught the purchaser's eye. The sale of annuals was heavy.

Publishers were delayed with many of their fall books until well on in December, so that their sale was considerably interfered with. This month all is quiet at the publishers' offices, many of them being away in New York arranging for spring books.

Bookseller and Stationer has no free list. Every copy is paid for. We cover 95 per cent. of the trade.

A CANADIAN LITERATURE.

It is with much satisfaction that we note the appreciation which is being shown the work of Canadian authors by their countrymen. The marked success of "The Prospector," and "Dr. Luke of the Labrador," in Canada, is a noted hopeful sign. Hitherto, our Canadian authors have been almost entirely dependent on the American public for their livelihood. This dependence is gradually being made a thing of the past.

Ralph Connor, the author of "The Prospector," is a Canadian by birth, and a resident of Canada. He has demonstrated that it is possible for a man of the requisite ability to stay in Canada, to write books in and about Canada, and to sell them here. Incidentally, of course, he has gained a tremendous constituency in the United States and in Britain, but the point we desire to impress is that, setting aside these countries, he is able to make a comfortable living in Canada.

Notwithstanding it would seem that the time is not yet, when the young and ambitious writer can make a satisfactory start in Canada. Had Ralph Connor, instead of entering the ministry and securing for himself a settled income attempted to build up a reputation, and earn a livelihood as an author in Canada, he would have found it next thing to impossible. Like his younger contemporary, Norman Duncan, he would have been compelled to shift his field of action to New York. But he overcame the disabilities of the situation by seeking a livelihood in another walk of life.

We feel confident that the time is drawing near, when we shall have living in Canada, a group of literary men, who, in point of ability, will compare favorably with the best writers of modern times. Meantime, our publishers are strengthening themselves, and broadening their field, so that in time to come they will be able to undertake the original publication of the works of Canadian authors.

The number of pages, irrespective of the cover, in Bookseller and Stationer, increased from 354 in 1903 to 500 in 1904. The subscription price remained the same.

THE SHIPPER'S RESPONSIBILITY.

WE would like to impart a little instruction to the retail trade on the question of shipments by freight, and at the same time to make a suggestion to the jobbers. When a shipper has made a shipment by freight, ex warehouse, or f.o.b., at point of shipment, and has received the transportation company's receipt therefor, his responsibility for the safe delivery of the goods ends. This is a fact of which the consignee is apparently oblivious, or else he forgot it. The moment any hitch occurs, he immediately holds the shipper responsible, and appeals to him. As a result, shippers are inundated with requests and demands which should by rights be addressed to the transportation companies.

Of course, the wholesale houses must in self-defence, take up these claims and fight them out with the railway companies in the interests of their customers. But very often much annoyance and loss of time would be saved were the purchaser of the goods to make application to the transportation company at the receiving point.

As an assistance to purchasers, shippers might do well to consider the following suggestion. In sending out invoices of goods shipped, include a copy of the bill of lading, showing the date of shipment, and full particulars. The consignee, receiving such a document, has in his hand full evidence that the transportation company has the goods, and he knows just how long they have been in transit. He need not, therefore, unnecessarily accuse the shipper of delaying shipment, or hold him responsible for the non-delivery of the goods.

At the bottom of all the trouble, lies the carelessness of the railway companies. They are responsible for the delays and accidents which may befall shipments, and until they improve their methods and strive to accommodate their patrons better, the trouble will continue. Still, the consignees of goods, would relieve shippers very considerably if they would bundle cases of delay or loss themselves.

• • •

Bookseller and Stationer carried 60 pages more advertising in 1904 than in 1903, and 86 pages more reading matter.

• • •

Bookseller and Stationer aims to give its subscribers practical information and its advertisers wide publicity.

• • •

CUT PRICES OF BOOKS.

AN epidemic of the price-cutting evil is being surely felt in Montreal's legitimate book stores. This is always a paramount question in book circles, but until the present season the evil was held in abeyance in Montreal as booksellers united fairly well in maintaining prices. Department stores during the last Fall and holi-

day season have, however, seized upon the idea of cutting the prices of popular fiction as a drawing card. "God's Good Man" was sold at 89c, and "The Prospector" at 80c. Regular book stores are asking this month \$1.10 for nearly all \$1.25 lines of fiction. The question of avoiding this evil has often been propounded and answered with little satisfaction. However, a Montreal bookseller in speaking to Bookseller and Stationer throws light upon conditions unfamiliar to a good many in the trade.

"To my mind the good old bookstores are to be a thing of the past in Canada. I am not a pessimist, but my life-long experience in the trade clearly shows the way the wind is blowing. Department stores in Toronto have dealt a death blow to book stores, and they are doing the same here. They can handle more popular fiction than we and get a better price by taking 100 lots instead of the usual 25 lots. During December many books in new fiction were sold at actual cost.

"Another serious aspect of the case is that our profits are small to begin with and our expenses heavy. It looks to me as if it is a similar case to the gradual snuffing out of book stores in the States, unless publishers side with us. Across the line the same procedure was indulged in, finally augmenting into the necessity of publishers running magazines and swapping space with each other to interest the consumer. This is a big expense which formerly booksellers undertook.

"I feel there is only one way out of the predicament, and that is an association of booksellers and publishers throughout Canada. Such an association would black-list any dealer cutting the price, the publisher refusing to sell such an one. I understand it has been tried successfully across the line. We are the publishers' best friends, and I have no serious objection to publishers' profits as they have their difficulties, and royalties are heavy."

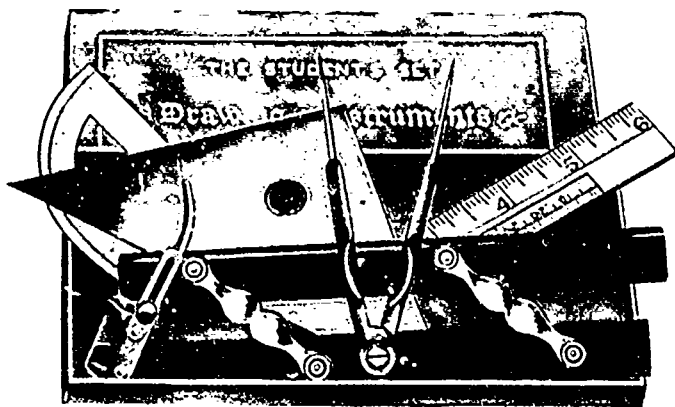
We will welcome pertinent letters on this subject from interested dealers throughout Canada. A general discussion should throw much light upon a knotty problem.

At the outset, however, it is apparent that sales of new fiction seem the only lines affected, and even in this particular, price will not attract many who confer with booksellers and accept their opinion, which is entirely impossible in the departmental system. Still further, as gift books, the lowest price precludes the possibility of giving them to the hands of many buyers. Clerks in department stores can never give the attention to customers regarding books as is requisite to secure steady customers.

Expansion in book and stationery lines has been fully discussed in various issues, and most dealers are unanimous in recognizing its feasibility and profit possibilities. The book store in a new form as the result of natural evolution will always be with us.

• • •

Preserve this number for reference. It contains the regular half-yearly list of books published in Canada.



THE STUDENT'S SET OF DRAWING INSTRUMENTS

PREPARED FOR USE WITH
PROFESSOR BAKER'S GEOMETRIES

EACH SET CONTAINS:

Parallel Rulers
Protractor
Compasses

Dividers
Set Square
Graduated Ruler

These are put up in a neat, strong cloth box, and retail at 50c.

There is an increasing demand for this article among Students, as it is required by all who use the books.

W. J. GAGE CO., LIMITED, TORONTO.



MOORE'S NON-LEAKABLE FOUNTAIN PEN

Never soils the fingers or clothing with ink.

Can be carried in any pocket, either end up.

CLEAN

To Use
To Carry
To Fill
To Handle

THE ONLY
LADIES' FOUNTAIN PEN

Never leaks


Never dries up

Strictly high grade

Unconditionally


Warranted

W. J. GAGE CO., LIMITED, TORONTO.

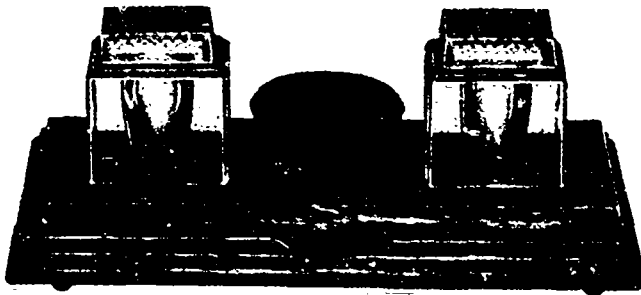


HERE AND THERE AMONG THE JOBBERS

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



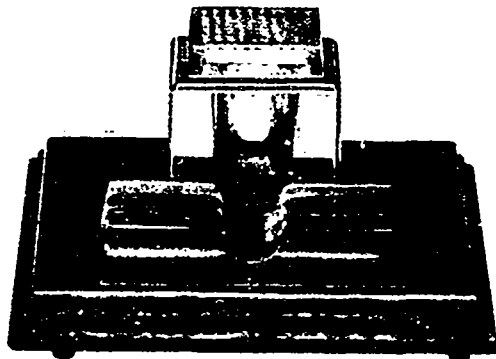
BBROWN BROTHERS, Limited, have recently added to their large and varied line of wood base inkstands some new lines destined to become very popular, illustrations of which are shown herewith. No. 816 is fitted with two pressed glass bankers' inks and one new style pin cup, the latter fitting being designed specially for use with their bank pins, which are sold in bulk done up in half pound boxes. The line is made in both golden and antique quarter-cut oak and has the new centre



No. 816.

groove in the pen tray which renders the picking up of the penholders much easier.

The other stand illustrated here is specially adapted for use in libraries and on board-room tables, being fitted with one 3-inch genuine cut glass banker's ink bottle and pen block to match. An important feature of the inkstands manufactured by this firm is that they are all fitted with their Peerless Non-Scratching Rubber Feet which



prevents absolutely the unsightly scratches so often seen on desk tops.

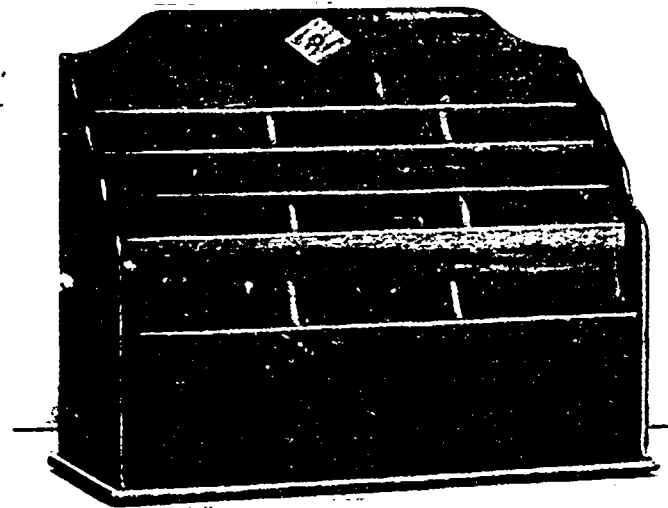
It is not too early to think about Easter cards. This year the Copn, Clark Co., Limited, are placing on the market an assortment of Easter post cards, in addition to a big range of ordinary Easter cards.

G. A. Weese & Son, Toronto, are making a specialty just at present of tablets and scribblers at low price. They

have several new tablets on the market ranging in price from 5c to 25c at retail. These pads are made up of blue and white linen stock. A leader is the "In Days of Yore" tablet. Their assortment of scribblers to retail at 1, 2 and 3 cents is extensive. They offer special prices for quantities and will make up designs to order.

A line of commercial notepaper, which quite took my eye was "Stratford Writings," a new product being marketed by Warwick Bros. & Rutter, Limited. The sheets are single, Windsor size, antique vellum finish, cream only, hand made deckle edge. For commercial purposes or for gentlemen's correspondence "Stratford Writings" are the correct thing.

The Brown Brothers, Limited, are also showing a complete range of stationery cases, No. 951 being the larg



est of four sizes which are all made in golden quarter-cut oak and mahogany finishes, and with divisions to fit the standard sizes of stationery. These cases are fitted with handsome oxidized escutcheons and rubber feet.

"Puritan Wave" is the name which Warwick Bros. & Rutter, Limited, have bestowed on a handsome new line of notepaper they are placing on the market this season. The stock is antique vellum finish and comes in cream only. The notepaper is made in both Boudoir and Duchess sizes. The envelopes have the favorite long square flap.

Among the novelties being introduced by Warwick Bros. & Rutter, Limited, is the "Compo" school box of slate pencils, made of composition, each pencil covered with red, white and blue paper. The boxes come in two sizes. One contains 4 sticks and sell at 2 cents. The

other holds 10 sticks and retails at 5 cents. This firm shows a complete new series of high-class Japanese tissue paper napkins embracing twenty new numbers. They also show something new in genuine American Russia leather desk pads for high-class retail trade. They announce the receipt of a new shipment of "Enimatic" loose leaf price-books, in four sizes, oblong and upright.

Notwithstanding the severe trials The Brown Bros. Limited, have passed through, they are as full of spirit as ever, and are determined to make the year 1905 the banner year in the firm's history. Particularly is this so in their leather goods department. While the season is not sufficiently advanced for them to show a full line of their usual output, they are, however, planning to put on the market a full line of fancy leather goods that for value and finish they feel confident will excel all former efforts on their part.

Several new things were shown me in the showrooms of Warwick Bros. & Rutter, Limited, in the playing card line. The Multi playing card pack contains 53 different picture backs in Congress cards. For souvenir purposes, for decoration, or for solitaire, this is an excellent pack. Then for card parties, the new initial series is most appropriate. All the letters of the alphabet are in stock. Also they have now on hand the last issues of Congress backs, the Lily, Military, Spanish, Shower and Violet.

The standard popular papers made by The Copp, Clark Co., Limited, are "Lingerie," "Linen Lawn," and "Plashwater Mill." These are put up both in notepaper and papeterie boxes, with envelopes to match. There are three sizes, Regina, Salisbury and Rex. The call seems to be now for the Salisbury size, which is the middle size of the three.

It is now nearly twenty years since "Irish Linen" pads were first introduced to the trade by The Copp, Clark Co., Limited. Their continued popularity is one of the features of the Canadian stationary trade, and to-day it taxes the manufacturers to keep up a sufficient supply.

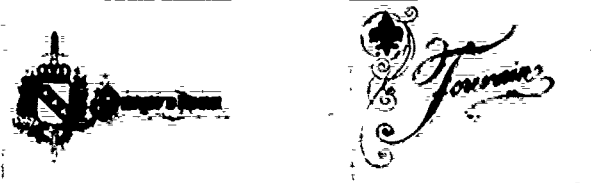


They were originally one of the Chester series of pads which included "Antique Vellum," "Ivory White," "Queen City," and "Irish Linen." Only the last three are made to-day.

W. J. Gage & Co. are now installed in their new factory on Spadina avenue and are daily adding new lines

of manufactured goods to their stock. Their travelers, who started on their respective trips early in January, are showing many new lines of manufactured stationery, and also all the latest novelties in stationers' sundries. They anticipate an even larger trade than usual.

The new offerings of papeteries this season, made by The Copp, Clark Co., Limited, are as follows: "Touraine,"



Two of the new Copp, Clark Papeteries



A new 1905 Papeterie.

a crash finish paper, Salisbury size in white, blue and grey; "Colborne Fabrie," a light linen finish paper, Salisbury size in white, blue and grey; "Derbyshire," crushed paper, Salisbury size; and "Old Irish," white kid Plashwater stock, Salisbury size.

I have been informed that Warwick Bros. & Rutter, Limited, Toronto, have been appointed sole Canadian agents for Arnold's inks and mucilage. This great ink firm was established in the 18th century and has flourished ever since. I was shown the new style of glass bottle to be used in Canada. It bears a label in six colors and carries a patent pour-out of wood and rubber, which controls the fluid so completely that a fountain pen can be filled directly from it. Warwick Bros. & Rutter will carry writing, copying, combined and ledger red inks and mucilage. They will also introduce a new style bottle, being a traveler's fountain pen filler in a dainty wood container, to retail at 25c.

The Copp, Clark Co., Limited, have on show a full line of tally cards, which include some very striking and pretty designs. Gibson drawings are made use of to good effect and there are also Jap and Indian designs, and hunting, fencing and motoring scenes.

All styles of their new No. 5 account book are kept in stock at the warehouse of the Copp, Clark Co., Limited. No. 5 is a strong, serviceable book bound in Russia leather and green cloth, with azure paper and unit rule.

All the latest Congress playing cards are now in stock at the warehouse of the Copp, Clark Co., Limited, including the new combination pack, the "Multi." In this connection, reference might be made to their amusing and useful Grand Slam Bridge score cards. Each card bears

We Have Been Asked the Question

"Why do you claim 'Koh-i-noor' Pencils to be the Standard Pencils of the world?" We will tell you:

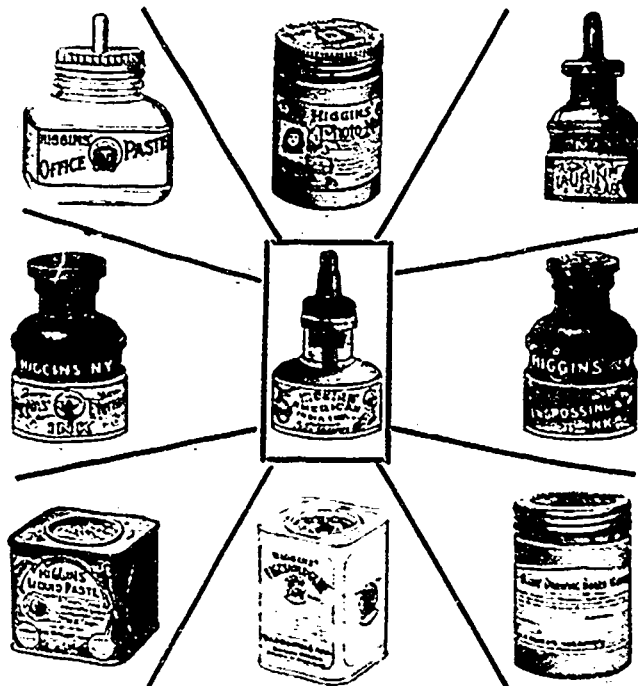
- BECAUSE of their *splendid quality*.
 - BECAUSE every sale makes a pleased customer.
 - BECAUSE they *never* become "dead" stock.
 - BECAUSE they are worth their cost *always*.
 - BECAUSE they suit every purpose of a pencil, being made in 17 degrees.
 - BECAUSE a dealer can *always* suit a customer with "Koh-i-noor" Pencils, and rarely can with others.
 - BECAUSE dealers don't have to carry a stock of thousands of slow selling pencils. *Koh-i-noor* Pencils *sell quickly*, and without special effort on the dealer's part.
 - BECAUSE it pays to handle and be identified with such high-class goods.
- We can give more reasons, if necessary, and we believe other dealers can, too.

McFARLANE, SON & HODGSON,
Wholesale Stationers

MONTREAL

CANADA

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 Discouunts 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.,

BROWN BROS.

LIMITED

Wholesale and Manufacturing Stationers

Again Doing Business at the Old Site

51-53 Wellington St. West, TORONTO

Have already on hand, a very full and **COMPLETE "UP-TO-DATE" STOCK** with New Goods coming to hand every day.

Paper

of every make. Writing, Bond, Linen, Ledger, Printing, Cover, Tissue, Copying, Manilla, etc.

Stationery and Office Supplies

Envelopes, Inkstands, Ink, Pens, Pencils, Letter Balances, Cash Boxes, Rubber Bands, etc., etc.

Account Books

New lines, all sizes. Ledgers, Journals, Day Books, Cash Books, Letter Books, Dockets, Trial Balances, Indexes, Time Books, etc.

SPECIAL PATTERNS—Ruled, Printed and Bound to any style, unexcelled for value.

Memorandum Books

An exceptionally fine line, all sizes and styles. Ruled Cash, Faint, Quadrille, also Indexed.

Printers' Supplies

Complete stock. Cardboards, Cards, Tags, Headings, etc.

Binders' Material

Everything required. Leather, Thread, Board, Cloth, Marble Paper, etc.

Leather Goods

Preparing New Goods for the Times. Bankers' Cases, Wallets, Bill Cases, Card Cases, etc.

Specially New Goods

Just added to stock.
Swiss Cambric Note and Envelopes.
Crape Tissue all New Shades, very large Stock.
Pirie's Fancy Stationery, Envelopes, etc.
Calling Cards, New Styles, Sizes and Qualities also Mourning.

Call and see our New Warehouse, we cannot possibly enumerate all to be seen there, as additions are constantly being added. Letter orders will receive prompt attention.

BROWN BROS.
LIMITED

Phones M. 3852, 3853.

Established Half a Century.

a clever and appropriate little sketch and all are padded together for convenience in use. They also handle the new score card, perfected by Mr. J. S. Wallace, of the Whist League. This card is ruled both back and front, allowing for the keeping of a summary of the game on the back.

• • •

My attention was called while in W. J. Gage & Co.'s warehouse to a little article illustrated here—the Gravity Style Pen. This is used like a pencil, but is filled with ink and is specially recommended for manifolding, ruling



and billing, for salesmen, telegraph operators, canvassers and agents. It has nothing about it to get out of order and can be retailed at \$1.00.

• • •

White sealing wax has always been a desideratum and I am pleased to say the Copp, Clark Co., Limited, have at length secured this article, which they are handling three sticks in a box to retail at 10 cents.

• • •

Wonderful results are to be obtained by the use of "Crayola," a composition crayon, slightly different from the ordinary wax crayon. I was shown sketches done by young children, which possessed all the richness of oil colors. Being a 5c article it is within the reach of everybody.

• • •

"Souvenir post cards will be all the rage this Spring," remarked the junior member of the firm of G. A. Weese & Son, Toronto, "and we expect a big business. We are making up special designs ourselves and hope to have some very nice lines to offer the trade."

• • •

The Copp, Clark Co., Limited, have now in stock a complete line of protractors, compasses, set squares, millimetre rules, etc., for use in the study of plane geometry in our high schools. Dealers should be alive to their interests and push the sale of these articles.

Warwick Bros. & Rutter, Limited, have brought out a new edition of an old favorite, to wit, "Grecian Bond" writing tablets in large octavo and large quarto sizes. "Grecian Bond" tablets have long been standards with the Canadian trade.

• • •

I am told that since the American Crayon Co. introduced their "Water Color Paints" into Canada they have hardly been able to keep pace with the demand. School teachers, scholars and others have taken up the line enthusiastically. The quality of the colors, the unique style

of get up, the colors being indexed and being non-poisonous, have doubtless commended them and account for the large sale they are enjoying.

• • •

Our schools are beginning to teach the properties of colors and how by mixing two colors a third may be obtained. In order to assist teachers, the Copp, Clark Co., Limited, have placed on the market a primary color box, containing brushes and two yellows, a red and a blue color.

• • •

Young Bros., Toronto, are putting out some fine new lines of postal cards; the subjects are varied and the printing is of the highest quality. The burnt barber mailing card which is being offered by them has had an enormous sale up to the present and is likely to prove one of the most popular novelties on the market this season.

• • •

In response to a demand for colored crayons which would possess the qualities of the dustless white crayon, the Copp, Clark Co., Limited, have secured a box of dustless colored crayons, to retail at 75 cents.

• • •

Since G. A. Weese & Son, Toronto, took over the Canadian agency for the Parker fountain pen, the sales of this popular make have increased largely. The repair shop which they have located in their Toronto warehouse

Dennison's 1905 Napkin Samples



SHOULD HAVE REACHED YOU

THEY TELL THEIR OWN STORY

HELP US CREATE NEW INTEREST BY EXPLAINING THE VARIED USES TO WHICH CREPE NAPKINS CAN BE PUT

OUR "TABLE DECORATIONS" FOR INSTRUCTIONS.

BOSTON, NEW YORK,
PHILADELPHIA,
CHICAGO, ST. LOUIS.

Dennison Manufacturing Co.

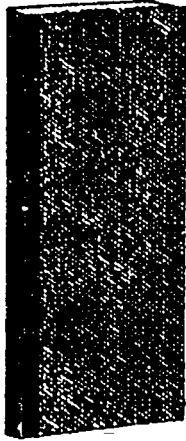
**Coristine Building,
MONTREAL.**

The Secret of Success

Knowing the goods *that sell* is the secret of the Retailer's success.

OUR ACCOUNT BOOKS

are sold by retailers everywhere, so they can truthfully be styled "Goods That Sell."



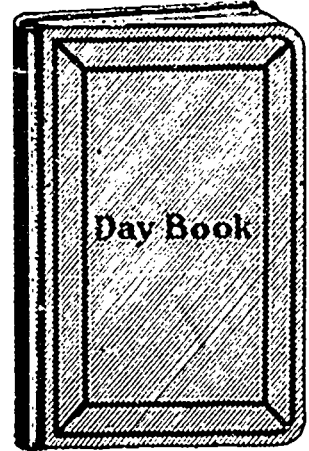
No. 260

No. 26 Cap and Thrd has Marble Sides, Cloth Back, Opens Flat, is Paged, and may be had Broad, $6\frac{1}{2} \times 10\frac{3}{4}$ inches, 200 pp., \$2.00 per doz.; 300 pp., \$3.00; 400 pp., \$4.00. Indexed, 200 pp., \$2.40; 300 pp., \$3.25; 400 pp., \$4.20. Long, $5\frac{1}{2} \times 12\frac{3}{4}$, same number of pages and price.

No. 260 Cap and Thrd has Cloth Back, Board Covers, Cut Flush, Red Edges, and may be had as follows: Long, $5 \times 12\frac{3}{4}$ inches, No. 260/15, 120 pp., \$1.20 per doz.; 260/25, 200 pp., \$1.80; 260/40, 320 pp., \$2.50; 260/55, 440 pp., \$3.60. Broad, $6 \times 10\frac{1}{4}$, same number of pages and price.

PRESSBOARD ACCOUNT BOOKS. These have Cloth Backs' Pressboard Covers, Marble Edges, and are $5 \times 12\frac{1}{4}$ inches. No. 1093' 60 leaves, 80c. per doz.; 1094, 80 leaves, \$1.20; 1095, 120 leaves, \$1.50; 1096, 160 leaves, \$1.80.

PRIVATE ACCOUNT BOOKS These have Full Canvas Covers, Red Edges, are Stamped on Side, Paged, and are $5\frac{1}{4} \times 8\frac{1}{4}$ inches. No. 3310, Day Book; 3311, Journal; 3312, Ledger; 3313 Cash Book; 240 pages each. Price, \$2.40 per doz.

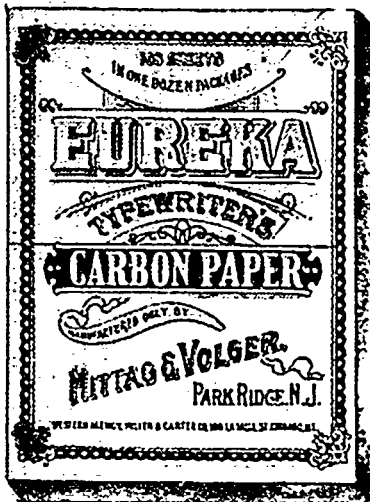


No. 3310

All of first-rate Material and first-rate Manufacture

The **COPP, CLARK COMPANY, Limited, - TORONTO**

"OUR LINE" presents so many advantages that we can demand the attention of all dealers handling Typewriter Ribbons and Carbon Papers.



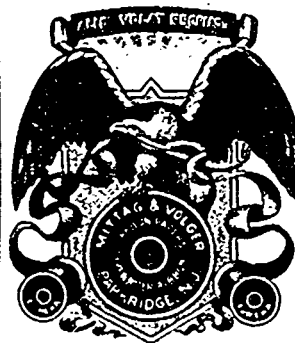
Eureka
and
M. M.
Yellow
Box

Typewriter
Ribbons

reflect every
suggestion in
improvement.

Brilliant Write
and Copy,
Durability and
Permanency.

The merits of our goods
are above all others.



Send for our New
Booklets.

Type-
writer
Carbons

of Rare Merit
and absolutely
Non-Smudging,
Non-Blurring.

Rock - Bottom,
Progress,
M. M. Eureka
Competitor,
Mittag,
Silk-spun,
Gallinipper



We guarantee the production of the most perfect goods of the kind on the market.

PENCIL AND PEN-CARBONS

T. W. OILS, GENUINE KIND

MITTAG & VOLGER

Sole Manufacturers,
FOR THE TRADE ONLY.

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

NEW YORK CITY,
1016 Park Row Building.
CHICAGO, ILL.,
108 La Salle Street.
LONDON, 4 Queen Street.
PARIS, 21 Rue Du Temple.

is kept constantly busy, pens being received for repair by every mail. The trade seems to have appreciated the effort made by G. A. Weese & Son, to accommodate the repair trade in Canada.

Assorted elastic bands in various colors, shapes and sizes, put up in special boxes, are offered by the Copp, Clark Co., Limited. The various sizes can be retailed at 50c, \$1.00 and \$1.50 and should prove serviceable in any office.

For good general trade, the three papereries, "Imperial Monarch," "Seveca" and "Dawn," manufactured by Warwick Bros. & Rutter, Limited, can be recommended. The notepaper is regent size, cream and white, ruled or plain and is made of superfine wove writing stock.

I was shown an extensive line of attractive looking picture post card albums in the show rooms of the Copp, Clark Co., Limited. These goods are of English make and

are well put together. There are various sizes, shapes and colors and prices range from \$2.75 to \$36 per dozen.

The Copp, Clark Co., Limited, have placed on the market a lithographed "At-Home" card, boxed in an artistic grey box. These are much superior to the ordinary printed card.

A new line in a gilt J-pen has been added by the Copp, Clark Co., Limited, to their series of crucible steel pens. The attention of the trade is directed to the fact that the silvering of these pens tends to prevent corrosion and renders the life of a pen two or three times as long as that of the ordinary pen.

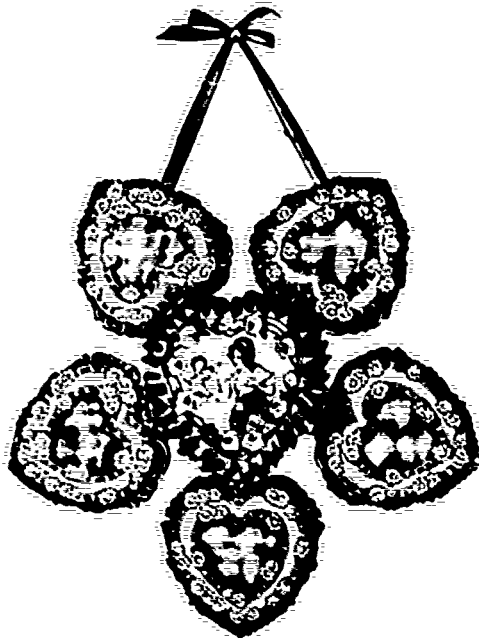
A new map of Africa has just been received from the King's map-maker, Edward Stanford, by the Copp, Clark Co., Limited. It is right up to date in every particular. Every school in Canada should have one of these maps and there is no reason why Canadian stationers should not supply them.

VALENTINES

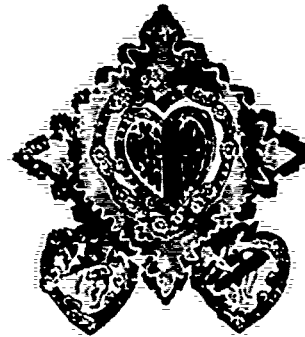
ST. VALENTINE'S DAY is near at hand again and the pretty custom of giving valentines will once more be the rage. This year the swain who purposes to present his sweetheart with an appropriate token of his love will experience no difficulty in getting something to suit his taste. From such a range as that shown, say by the

designs, strung together with ribbon and from plain figures to intricate outlines. Heart shapes are most seen, though other novelty shapes are present in large numbers. These goods run up in price from 20c, as high as \$15. Each is enclosed in a cardboard box.

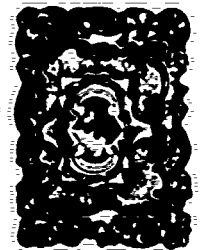
Novelty assortments, packed in cartons, are also to be seen this year, ranging from \$1 to \$18 per dozen. These are also most elaborate in conception. Valentine drops,



Star with hearts at each point, one having openwork centre filled with silk puffing. Heart card in centre edged with pinked silk.



Two Elaborate Novelties.



Novelty Styles.

Copp, Clark Co., Limited, the most fastidious taste can be suited.

First there are the elaborate lace valentines, richly embellished and ornamented with lace. The central themes include hearts, flowers, birds, cupids. These are all worked in red, blue and gold, to match the variegated lace work. Each valentine is put up carefully in a box, the exact size of the card. Prices range from 1c to 50c.

The range of novelty valentines is even more bewildering, extending from simple single pieces to complicated

as usual, occupy a prominent position and embrace a huge variety of designs. Scenic cards, which open out to disclose all manner of hidden secrets, are once more to the fore.

This year the Copp, Clark Co., Limited, offer a new line of valentine cards, on which the designs of the Canadian Comic Valentines have been reproduced. These can be sent through the mails and should prove most popular. They can be retailed at 2c each. Other choice and appropriate designs in Valentine post cards are also shown.



VALENTINES



**St. Valentine's
Day**



**February
14th**

We carry and control the most unique and up-to-date lines offered to the Trade

Lace Valentines, to retail from 1c. to 50c. each

ENVELOPES FOR LACE VALENTINES

Comic Valentines, to retail from 1c. to 5c. each

Valentine Novelties, to retail from 1c. to \$2.00 each

Valentine Cards. 19 Different Assortments

Valentine Drops. 15 Different Assortments

Scenic Valentine Cards. 13 Different Assortments

Valentine Post Cards,

BOX NO. 42 — NO. 13 COMIC — NO. 11
50 ASSORTED CARDS IN EACH BOX

ASK FOR OUR DESCRIPTIVE VALENTINE CATALOGUE

Special New Line

*"Kanadian Komic"
Valentines*

NEW SUBJECTS
ORIGINAL TREATMENT

ORDINARY KOMIC
ORDINARY TRADE KOMIC

Printed in English and French.
These are sure to "PLEASE."



Valentine

Post Cards

"Kanadian Komic"

VERY INTERESTING

Ordinary and Komic Trade Designs
assorted.



THE GOPP, CLARK COMPANY

LIMITED

WAREHOUSE: 64 and 66 Front St. West
FACTORY: 67-71 Colborne St.

TORONTO



MAGAZINE COUNTER

As the magazines have started the new year well. A feature of the month has been the reduction in price of the Pall Mall Magazine, of which there is now a Canadian edition at 15 cents. The Christmas numbers were in large demand as usual and most of them were of a high order of merit. For the benefit of dealers the following special features in current and forthcoming issues are supplied.

Acta Victoriana (Christmas). Representative Canadian writers have contributed to this excellently printed and illustrated number, among them being Goldwin Smith, Pelham Edger, Judge Deam, Verma Sheard, Agnes C. Laout, "Serams," Principal Auden, Joanna E. Wood, C. C. James, J. W. Bengough and many others. Published at Victoria University, Toronto. Price, 25c.

American Monthly Review of Reviews (January) contains "Pittsburg—A New Great City," "The New Era in Russia," "War Pictures in Russia and Japan," "A Sketch of Samuel Gompers," etc.

Atlantic (February) will contain "The Democratic Predicament," "George Herbert as a Religious Poet," "The Confessions of a Newspaper Woman," "Put Yourself in Her Place," a first-hand study of the domestic service problem, etc.

Booklovers (January) contains "After the War—What?" "A City Built on Rubies," "A Vindication of American Art," "The Humbler Life of Hans," "The World's Great Volcanoes," "The Rhodes Scholar," "The New Westminster Cathedral," etc.

Bookman (Christmas). A splendid double number, notable for its reproductions of illustrations from leading books of the year. These have been extremely well done.

Bystander. Of all the English weeklies coming to Canada, this is probably the most interesting. It is a profusely illustrated publication of magazine size and its range covers every field of activity. It is well-printed on heavy stock and sells at 6d.

Canadian (January) contains "A Month in Curacao," by G. M. L. Brown, "Hon. Charles S. Hyman," a sketch by H. M. Johnston, "Roberts and His Times," by Professor Cappon, "Sir John Beverley Robinson," by the Editor, the first installment of a new serial, "The Builders," by Eric Bohn, etc.

Cassell's (January). Starts the New Year well. The serial is by Max Pemberton. There are illustrated articles on the "Rulers of the British Navy," "Old London Bridge," and "Mr. E. S. Willard," with a good supply of short stories.

Century (February). The publishers announce in this and early numbers "Korea and its Emperor," "The Everglades of Florida," "Vesuvius," "Pompeii," "Philadelphia in Art," "The Boston Symphony Orchestra," "Chicago's New Parks," "The Work of the Associated Press," and "The Conflict in England."

Chambers' (January) contains the opening chapters of a new serial by John Oxenham, "Giant Circumstances." Other articles are "School Books Old and New," "A

Lady Tramp in Canada," "A Holiday in Russian Poland," etc.

Cosmopolitan (January) contains "The Delusion of the Race Track," "The Siege of Sevastopol," "The Jefferson Bible," "The Manufacture of Musical Instruments," and several excellent short stories.

Craftsman (December). A remarkably artistic number. A few choice articles are "Indian Basketry," "The Potter's Art in Korea," and "Art in the Home and in the School."

Forum (January) contains the usual review of politics, foreign affairs, finance, science, literature, etc., and such special articles as "German and American Forestry Methods," "Physical Deterioration in England," etc.

Lady's Home Magazine of Fiction (January). This is a great repository of first-class fiction. Two new series start in this number, "Episodes in the Life of a Lady Nurse" and "The Adventures of a Milliner." As usual pictures are a feature.

Lippincott's (February). The novelette will be "A Transaction in Rubies," an insistent tale of stolen rubies, with a termination which has never before appeared in fiction.

Macmillan's (January). Contains "Sir Henry Norman," "A Commission of Enquiry," "The Dutch Undergraduate," "Shakespeare's Boers," "Benjamin Disraeli," etc.

Metropolitan (February). In this number will appear the first of a series of articles by Arthur Heming, the artist-author-traveler, on fur-hunting in Northern Canada, dwelling chiefly on the romantic and adventuresome side of the life of the Indian-hunters.

Pall Mall (February). This is now a 15c magazine and a marvel at the price. For February the editors promise complete stories by Beatrice Harraden and Arthur Morrison, an installment of H. G. Wells' new novel "Kipps," another of the "Raffles" stories, by E. W. Hornung, and other features.

Political Science Quarterly (December contents) "Present Problems of Constitutional Law," "Parliamentary Obstruction," "The Courts on Restrictive Labor Laws," "Texas Revolutionary Finances," "A Gold Standard for the Straits," "Trial by Jury in Germany," and "Municipal Corruption."

Scribner's (February) will contain "The Progress of Socialism," "Italian Recollections," by Madame Waddington; "The Lights and Stars of Broadway," by John Corbin; "The War Correspondent and his Future," and an installment of Edith Wharton's new novel "The House of Mirth."

Theatre (January). This most interesting and artistic publication comes to hand with a striking cover on which is vividly portrayed a colored picture of pretty Miss Lotta Faust as she appears in "The Wizard of Oz." The number gives full information about recent plays and is brightened with many portraits. Among these are Julia Marlowe, Sir Charles Wyndham, Nat. C. Goodwin, James K. Hackett.

Windsor (January) contains the second installment of "Ayesha," the sequel to "She," by Rider Haggard, and contributions by Agnes and Egerton Castle, E. P. Oppenheim and many others.

World To-day (February) will be a "New West" number, and will discuss all phases of the development of the Western States.



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IDEAL FOR HOME AND SCHOOL.

Nothing that has been introduced in recent years in the line of Colors for School and Home use has been so rapidly adopted.

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who place their orders for Tally Cards, Dinner Cards and Novelty Stationery, without seeing the new Elliott line of these goods for 1905, which will be ready January 1st, will have lost the best opportunity for profit ever offered to the trade.

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A good Pen is a good servant, and John Heath's Pens are made to serve!
ALWAYS READY AND ALWAYS WILLING.
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They will visit all points in Canada and every dealer should certainly see the line.

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Justify us in believing we have the
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We keep constantly adding to our already large list of **SUBJECTS**, the most recent being sets of

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We still have a very good assortment of **COLORED** and **FANCY POSTCARDS**, but as they are going fast, dealers whose stock is running low should order at once

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National	4 lbs.	\$3.00
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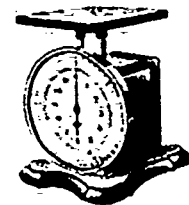
Don't forget to ask for a **PELOUZE POSTAL SCALE**. It means you will get the best Postal Scale that money can buy.

Received Highest Award at World's Fair, St. Louis, which confirms our repeated claims that our Postal Scales are the best

No need in up-to-date office is complete without one

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They tell instantly the exact cost of postage in cents on all classes of mail-matter. Always accurate.



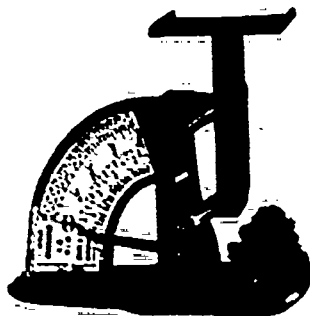
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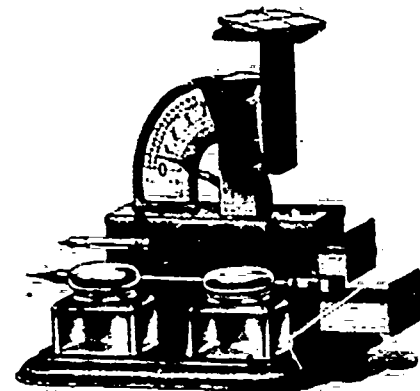
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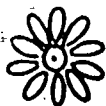
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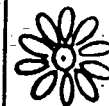
Capacity 1 lb. to 1 1/2 lbs.

1 lb.	1.50
2 lbs.	2.00
4 lbs.	2.50
8 lbs.	3.00



POST-HOLIDAY SELLING FOR STATIONERS

By J. C. Kirkwood



IN the retail stationery trade there is just after the new year a sense of collapse, a lull after a storm, a feeling of exhaustion. The weeks preceding Christmas in a stationery and fancy goods store are abnormally busy and the average stationer is glad when the rush is off. To hope to keep up the Christmas pressure throughout every month of the year is out of the question; at the same time there is no need to let one's business dwindle away to minimum figures. There are ways and means of suggesting purchases to one's customers and others which if pursued diligently and intelligently will yield a profitable return.

One of the most patent things to do after the new year opens is to clear out, even at a sacrifice, the unsold holiday lines. It is not good business to store these away until another Christmas, expecting to mix them up with new goods, and realize full prices for them. Apart from the danger of *deterioration and the inevitable bad impression* which would follow, there is the risk incurred in the effort to preserve them - fire, dust, scratching, soiling, mice, moths and breakage, being enemies to be reckoned with. Then, too, there is the capital locked-up, which if released could be used advantageously in discounting invoices, reducing indebtedness, purchasing fixtures, or reinvesting in seasonable goods. I heard the other day of a fancy goods dealer in a town in Western Ontario who tied up 500 packages of old goods which he cleared out at 5 cents each. Each package contained a variety of odds and ends of old stock, the original value of which totalled in the neighborhood of \$1. These 500 "prize packages" were all sold in an hour or two, the children of the town assembling at his door before 8 o'clock in the morning to capture the unusual bargains. This bargain sale was good business, but better business would have been to have cleared out each season as it came round the overstock of holiday lines.

A good many of the smaller dealers have not yet acquired the courage or idea of selling out remnants or slow-moving goods at sacrifice prices. They wish to have each individual article yield a percentage of profit. These men wonder at the department store methods which cut the price of a line in two, in order to sell it out in a single day. To-day I saw a line of high grade leather goods, the prices of which ran from \$2.50 to \$25, all offered at just half price. Every piece sold represented a loss, but the department manager was concerned about bigger things. It is his duty to show adequate sales and profits in his department. His principals don't inquire into what each individual article or line paid in the way of profit. They look only at totals. They say to him "Mr. Brown, the stock charged to your department is \$5,000. We expect you to turn it over at least once a month and to show us a net profit of 10 per cent." Then it is for Mr. Brown to realize this requirement, or look for another situation. So you see why it is that Mr. Brown forces sales often-

times, and advertises his department by "Specials." He doesn't care a snap of the finger whether or not that leather portfolio which cost \$6 and which was marked to sell at \$9, was cleared at \$3; what interests him is the total day's sales in his department.

I know how distasteful it is to many men to have to cut the price of an article, and to cut deep at that, but it is strictly business oftentimes to make these cuts, in order to have the totals - weekly, monthly, yearly - right. Another opportunity to the alert stationer provided with the coming of the new year is the sale of blank books, diaries and kindred office lines. The preparations for this cannot be left until the advent of the new year; they begin weeks before, but the selling campaign begins with January 2nd, and continues generally throughout the month. It is a good practice in this connection to issue a neat folder on the subject of office supplies for the new year, quoting prices, and to mail this to every business concern in the community. Then, too, it is in order to call on these firms and personally solicit their order. To the stationer who will do this will go a goodly volume of business of a profitable kind, and he will at the same time acquire a reputation for energy and push. Business goes to him who goes after it. He who waits for business to come to him is sure to be disappointed.

School supplies are also an active line in January. New scholars will have to furnish themselves with books and pencils, and others are always replenishing their stock. Here again a neat folder naming the necessary books and supplies, quoting prices, can be prepared to advantage and distributed among the pupils.

Social life in January and February is very active. "At Home" cards, special stationery, playing cards, tally cards, wedding invitations are in demand, and can be made to form the basis of bright advertisements in the local newspaper.

The coming of St. Valentine's Day should not be forgotten. Here again newspaper advertising will be found helpful.

In short, there are a multitude of ways in which the stationer who is in earnest can devise to stimulate profitable business during a period that otherwise is apt to be dull.

I close by quoting a business text that is worth reprinting in the boldest type, and hanging where every salesman will see it. It reads: "Create business by suggesting things which people will want but either did not know you could furnish or had overlooked purchasing."

Good advertising is the kind that pays in whatever form it is presented.

Part of the secret of advertising successfully lies in getting the best ideas pertaining to your business. Buy them if necessary.

PERSONAL AND TRADE NOTES.

Stedman Bros. have added a stationery department to their news agency in Brantford and have secured a splendid stand.

Mr. T. J. Day, who has conducted a book and stationery business in Guelph for 45 years, has sold out to Scott & Tierney.

Fire did \$20,000 damage to the book and stationery store of Granger Bros., Notre Dame street, Montreal, on January 7.

Mr. George McLeod, of McLeod & Allen, Toronto, is at present in New York, arranging for Spring books for the Canadian market.

Mr. A. E. Huestis, of the Bain Book and Stationery Co., Toronto, has been appointed a member of the city's Public Library Board.

Mr. G. W. Booth, late of the Copp, Clark Co., Limited, has gone west to Calgary, where he is reported to have accepted a position in a bank.

Ideas are as essential to progress as a hub to a wheel, for they form the centre round which all things revolve. Ideas begin great enterprises.

Mr. A. A. Hoover, book traveler for Morang & Co., Limited, Toronto, has resigned to accept an important position with Grip Limited, Toronto.

A change has been made in the proprietorship of Ballantyne's Bookstore at Galt, Mr. Thos. Ballantyne having been succeeded by Mr. E. W. Cumming.

The Consolidated Stationery Co., at Winnipeg, now occupy the whole of the five flats of the building at the corner of Princess-street and Ballantyne avenue.

Mr. W. M. Lowery has retired from the book and stationery firm of Lowery Bros., Petrolia, and the business will in future be conducted by Mr. S. M. Lowery.

Mr. J. B. Fraser, who has been city traveler in Toronto for Warwick Bros. & Rutter, Limited, has been promoted to cover the territory from Toronto to Quebec city.

Mr. George Langton, Sr., and Mr. George Langton, Jr., of the firm of Langton & Hall, Limited, Toronto, are in New York making arrangements for the publication of Spring books.

Mr. A. O. Hurst has moved from Wellington street, Toronto, to new offices at 24 Scott street, and will be glad to see his many out of town and city friends whenever they can call.

The C. H. Elliott Co., of Philadelphia, have sent out to their friends and patrons a charming art calendar for 1905. The central theme is a beautiful girl's head, reproduced in soft tints as only this company know how to do.

Mr. E. W. Walker, manager of the wholesale book department of the Methodist Book and Publishing House, Toronto, is at present in England, where he is arranging for the publication of Canadian editions of several new books.

On December 24 the sale of the wholesale stationery house of Newsome & Co., Toronto, to Newsome & Gilbert, of the same city, was completed. The consolidated business will be conducted under the firm name of Newsome & Gilbert, Limited.

On December 20, there passed away in Toronto Mr. John Young, for over 50 years Depository of the Upper Canada Bible Society in Toronto. Mr. Young was born in 1827 in Glasgow and came to Canada about 45 years

ago. For some years he conducted a book store on Yonge street, prior to assuming the office he held so long.

On December 5, the fine four-storey warehouse of J. & A. McMillan, publishers and wholesale and retail stationers, St. John, N.B., was gutted by fire. The business was established in 1832 and has seven times suffered seriously from fire. The company resumed business almost immediately in premises secured temporarily.

On December 15, the firm of Pettingell & Van Valkenburg was incorporated for the purpose of carrying on business in Regina in stationery, office and school supplies, photo goods, drugs, etc. The company has secured premises in the building formerly occupied by the Union Bank. Both Mr. W. G. Pettingell and Mr. W. M. Van Valkenburg of the new firm were formerly connected with the Canada Drug and Book Co., Regina.

Messrs. Wolf & Son, Battersea, London, lead pencil manufacturers for 117 years, have appointed A. O. Hurst, of Toronto, their Canadian representative, and by common consent the agency is well placed. Wolf & Son enjoy a fine reputation as makers of high grade lead pencils. Their speciality is a pencil known as "Toughened Lead." Mr. Wolf visited Canada last year with gratifying results. Wolf lead pencils are certain to find their way into the hands of a host of people to whom an out and out good pencil is a necessity.

The wholesale department of Messrs. Granger Freres, wholesale and retail stationers, 1603 Notre Dame street, Montreal, near the centre of the wholesale district downtown, was damaged by fire Saturday, Jan. 7, to the extent of \$10,000. Insurance is \$25,000, scattered over several companies. An overheated furnace caused the fire, which by hard work was prevented from spreading to the upper portions of the building. Good work was done by the salvage corps in spreading covers over the stock, and thus preventing considerable damage by smoke and water.

Mr. A. O. Hurst is back in Toronto from his Old Country trip, and looks more contented than ever. While abroad he visited Paris, and during the week he spent there he was affected with voluntary insomnia. He also spent some time in Ireland, and kissed the Blarney Stone to make assurance doubly sure when he should return to Canada to wheedle the jobbing trade into buying his lines. Mr. Hurst was away all told ten weeks. Incidentally it may be said that Mr. Hurst reports a heavy increase in the Canadian sales of his two English agencies. Goodall's playing cards, and Stephen's inks.

Mr. John Sutherland, of the firm of J. & J. Sutherland, Brantford, Ont., has recently purchased at Dunelg, Woodstock, Ont., an extensive library and curios of the late Colonel Skinner. The library consists of over 20,000 volumes and among these are many rare works such as "The Black Letter Bible," 1588, the rare "Breeches" Bible, 1589; a German Bible of 1670, a Latin Bible of 1581 and a new testament of 1601 and many other ancient books. The Messrs. Sutherland contemplate arranging, classifying, listing and cataloguing volumes and curios in the new year and handling the entire collection of antiques, curios and books from Woodstock where they will open a first-class establishment in March to import and sell books, stationery, fancy goods, etc. It is confidently expected that the new branch will vie with the sixty years established Brantford house.

C. Brandauer & Co.'s - Limited



SEVEN PRIZE MEDALS.

CIRCULAR POINTED PENS

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

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

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

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 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

MONTHLY BULLETIN.

SHELF PAPER

A new Dennison creation, crinkle Crepe Paper, 6 colors, 10 ft. to fold.

TOILET PAPER

The Sultan, a new brand just manufactured for us. Rolls, Orals, and Squares. Cheap but good quality.

WRITING TABLET

"In Days of Yore" linen, a good selling Tablet to sell at 25 cents.

ENVELOPES

A full line of Envelopes in stock. Our "Legal" is a winner.

PENCILS

We carry a big line of American Lead Pencil Co. and Eagle Pencil Co. goods. Some new assortments that are big sellers.

SOUVENIR POST CARDS

Special designs made to order. This is our specialty.

WRITE FOR PRICES

N.B.—Parker Fountain Pens are selling great.

G. A. WEESE & SON, 44 Yonge St., TORONTO.

REMEMBER!

The Government Analysis of "JAPANESE" brand INKS places them superior to other inks in permanence and general usefulness.

THEY'RE PERFECT

You will find them the best selling inks you have ever handled.

Our Booklet gives the detailed analysis.

WRITE FOR IT.

THE COLONIAL INK CO.

PETERBOROUGH

CANADA

LIMITED



Typewriter Ribbons, Pen, Pencil and Typewriter Carbon Duplicators, Stencil Papers and Inks, Hectograph Composition, Hectograph and Rubber Stamping.

Agents Wanted Everywhere.

Sold to the Trade Only. Prices on Application.

MADE IN CANADA.

THE LATEST MUSIC

'Valse Dehena' for piano, by Camille Faure. A waltz of the slow, dreamy sort so popular at the present time. It has decided merit from a musical point of view and is sufficiently ambitious to be styled a concert waltz. The harmony is striking and will in itself insure the success of the most original offering of the season. Whaley, Royce & Co., Toronto.

'Won't You Fondle Me?' Song, words and music by Kendis & Paley. A pretty sentimental song, appropriately scored. Whaley, Royce & Co., Toronto.

'Go On and Coax Me.' Song, words by A. B. Sterling, music by H. Von Tilzer. One of the hits of the season and in Harry Von Tilzer's happiest vein. This song is recommended to lovers of sentimental songs. Whaley, Royce & Co., Toronto.

'On a Good Old Winter Night.' Song, words by J. T.

Quirk, music by D. Rose. A melodious waltz song with plenty of swing. Whaley, Royce & Co., Toronto.

'My Gidle Gidle.' Song, words by F. F. Feist, music by T. S. Barron. A first-rate song with a suggestion of rag-time in the accompaniment, featured in the new musical comedy success 'The Errand Boy.' Whaley, Royce & Co., Toronto.

'The Land Across the Sea.' Waltz, by Clothilde. A very pretty suite of three waltzes and coda, being an adaptation of D' Auvergne Barnard's popular song of the same title. Whaley, Royce & Co., Toronto.

'Queen of the Surf.' March, by J. H. Kohn, composer of 'The Bill Board March.' A bright, tuneful march with plenty of dash and swing that ought to make it popular, particularly with orchestras and military bands. Whaley, Royce & Co., Toronto.

WALL PAPER

PAPERING THE FLAT.

WHEN the Hamlins found that it was going to cost \$40 to paper their five-room flat Mrs. Hamlin declared she would do the work herself and save half the money.

"Nice work you'd make of it," said her husband. "You'd just about get the whole place torn up and then expect me to help you out. I've signed a lease for two years and we'll go ahead and have it done and have it done right."

But Mrs. Hamlin was determined and finally her husband gave in, first making her promise not to expect him to help her. If you do undertake this thing, Sally, you've got to go through with it," he said. "Only I advise you not to try it."

She spent three days hunting for bargains in wall paper and at last she bought enough for the rooms for \$14. She got bargains too, even if they were not exactly what she had planned to buy. Anyway she was \$30 ahead that is, she would be when the paper was on the walls.

She had no trouble in getting the ceiling tinted to her satisfaction and then she began to strip off as much of the old paper as she could. The first night she looked so tired that her husband relented and finished peeling off the paper himself. She was grateful for that assistance, but when he said positively that the walls would have to be sized Mrs. Hamlin felt he was an enemy to her peace. But she had set out to do the thing right and so she procured some glue and with the paste brush which cost \$2, she sized all the walls.

She made a great pail of paste, according to the directions of the good-natured paperhanger who had made the estimate on her rooms in the first place. The same man let her have an old pasteboard, shears, knife and ruler. Mrs. Hamlin did feel a little guilty in borrowing these things when all she had bought of him was her paste brush, but then he seemed so perfectly willing to let her have them and even let his man carry them home for her.

She measured and cut her strips of paper without mak-

ing a single mistake, and she was astonished herself that the paper went on so smoothly. It took her one whole day to bring two sides of the parlor to perfection, but then it was perfection, and she went to bed that night tired to the point of exhaustion, but happy.

She hurried through her morning's work, because she was anxious to finish the parlor that day. She opened the door at last and was in the middle of the room before she noticed anything strange. Then she simply stared, open-mouthed. Every strip of paper was loosened from the walls, and had either fallen flat to the floor or hung loosely in hideous bubbles and wrinkled.

It never occurred to this persevering worker that there was anything to do but to strip it all off, apply fresh paste, and once more brush it back on the walls. This she accordingly did, and also made good headway with the two remaining sides during the afternoon.

It was not without some feeling of anxiety that Mrs. Hamlin opened the parlor door the next morning. There was paper on four sides now to flop, to bubble, to wrinkle and it had all happened! Clearly something was wrong.

She went out to interview the paperhanger who had befriended her. She brought him over to the house. He looked at the hanging paper and the wall behind it.

"No wonder your paper won't stick; that sizing is like varnish. Who told you to put that on?"

"That was Mr. Hamlin's idea," she said doubtfully.

The man made an estimate of the cost of completing the rooms as follows: Washing off size and papering five rooms \$30; new paper for parlor, \$8. Mrs. Hamlin told him to go ahead.

IMPORTANT AGENCY APPOINTED.

The Canadian trade will be interested to learn that Perry & Co., Limited, of London, England, manufacturers of steel pens, rubber bands, inks, etc., have appointed Menzies & Co. of Toronto their sole Canadian agents. Menzies & Co. will cover the trade both wholesale and retail.

Music Orders attended to promptly and satisfactorily

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

Anglo-Canadian Music Publishers' Association

ASHDOWN'S 88 YONCE STREET, TORONTO Limited

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.
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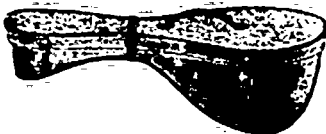
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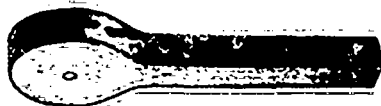
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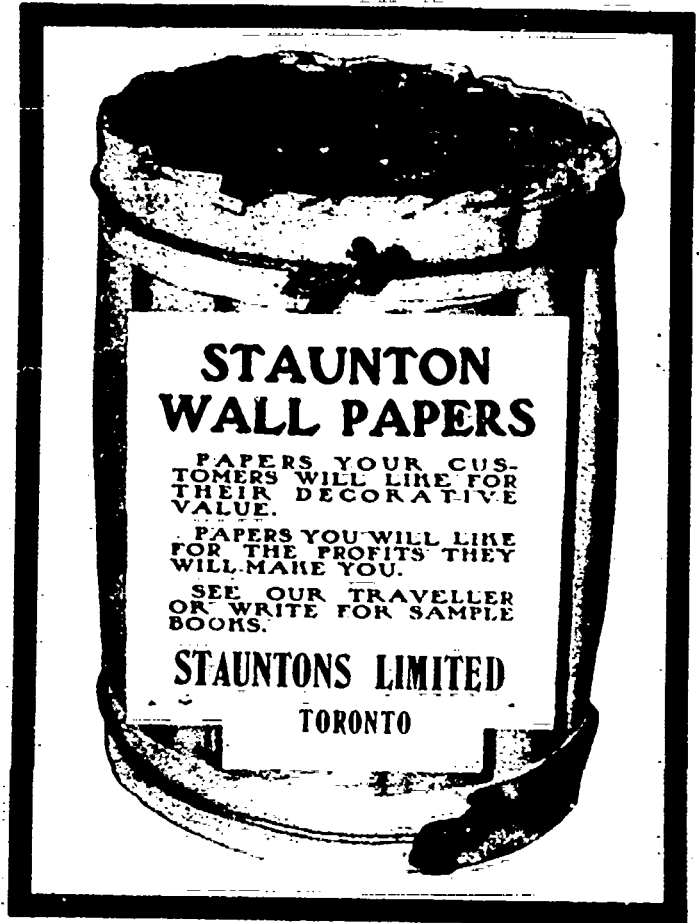
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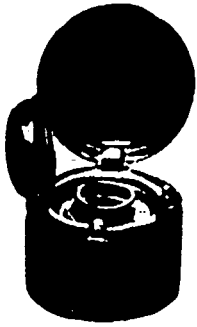
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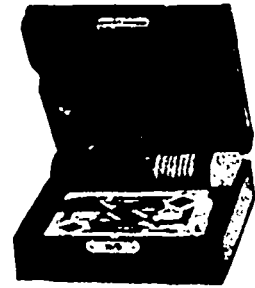
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- 1 "God's Good Man," by Marie Corelli. Briggs.
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 - 4 "Whoever Shall Offend" by Marion Crawford. Copp. Clark
 - 5 "The Prospector," by Ralph Connor. Westminster
 - 6 "Dr. Luke of the Labrador" by Norman Duncan. Revell.
- BRANTFORD**
- 1 "The Prospector," by Ralph Connor. Westminster.
 - 2 "Dr. Luke of the Labrador," by Norman Duncan. Revell.
 - 3 "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen
 - 4 "God's Good Man," by Marie Corelli. Briggs.
 - 5 "Little Shepherd of Kingdom Come," by John Fox. McLeod & Allen.
 - 6 "The Otherwise Man."
- CHARLOTTETOWN.**
- 1 "The Prospector," by Ralph Connor. Westminster.
 - 2 "Dr. Luke of the Labrador," by Norman Duncan. Revell.
 - 3 "A Ladder of Swords," by Gilbert Parker. Copp. Clark Co.
 - 4 "Old Gorgon Graham," by G. H. Lorimer. Briggs.
 - 5 "The Wings of the Morning" by Louis Tracy. McLeod & Allen
 - 6 "The Man on the Box," by Harold McGrath. McLeod & Allen.
- COLLINGWOOD**
- 1 "The Prospector," by Ralph Connor. Westminster
 - 2 "God's Good Man," by Marie Corelli. Briggs
 - 3 "The Coming of the King," by Joseph Hocking. Copp. Clark.
 - 4 "Dr. Luke of the Labrador," by Norman Duncan. Revell
 - 5 "Sir Mortimer," by Mary Johnston. Poole Pub. Co
 - 6 "Little Shepherd of Kingdom Come" by John Fox. McLeod & Allen
- GURLEH**
- 1 "The Prospector," by Ralph Connor. Westminster.
 - 2 "Dr. Luke of the Labrador," by Norman Duncan. Revell
 - 3 "God's Good Man," by Marie Corelli. Briggs.
 - 4 "Old Gorgon Graham," by G. H. Lorimer. Briggs
 - 5 "The Masquerader," by K. C. Thurston. Harpers.
 - 6 "The Second Mrs. Inn," by Stephen Conrad. Page.
- HALIFAX**
- 1 "A Ladder of Swords," by Gilbert Parker. Copp. Clark Co.
 - 2 "The Prospector," by Ralph Connor. Westminster.
 - 3 "Life of G. M. Grant" by W. L. Grant. Morang
 - 4 "Traffic and Discoveries" by Rudyard Kipling. Morang
 - 5 "Dr. Luke of the Labrador" by Norman Duncan. Revell
 - 6 "Old Gorgon Graham" by G. H. Lorimer. Briggs
- HAMILTON**
- 1 "The Prospector," by Ralph Connor. Westminster
 - 2 "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen
 - 3 "The Mountains," by S. E. White. Morang
 - 4 "Tim Moore," by T. B. Saxe
 - 5 "The Masquerader," by K. C. Thurston. Harpers
 - 6 "Brewster's Millions" by G. B. McCutcheon. McLeod & Allen
- KINGSTON**
- 1 "The Masquerader," by K. C. Thurston. Harpers.
 - 2 "The Prospector" by Ralph Connor. Westminster
 - 3 "Beverly of Graustark" by G. B. McCutcheon. McLeod & Allen
 - 4 "Dr. Luke of the Labrador" by Norman Duncan. Revell
 - 5 "The Lightning Conductor," by Williamson. McLeod & Allen
 - 6 "When it was Dark," by Guy Thorne. Musson.
- MONCTON**
- 1 "The Prospector" by Ralph Connor. Westminster
 - 2 "Dr. Luke of the Labrador," by Norman Duncan. Revell
 - 3 "The Prodigal Son" by Hall Caine. Morang.
 - 4 "The Masquerader" by K. C. Thurston. Harpers
 - 5 "Whoever Shall Offend" by Marion Crawford. Copp. Clark.
 - 6 "Old Gorgon Graham" by G. H. Lorimer. Briggs
- MONTRÉAL**
- 1 "Dr. Luke of the Labrador" by Norman Duncan. Revell.

- 2 "The Prospector," by Ralph Connor. Westminster.
 - 3 "The Masquerader," by K. C. Thurston. Harpers.
 - 4 "God's Good Man," by Marie Corelli. Briggs.
 - 5 "Monarch the Big Bear," by E. F. Seton. Morang.
 - 6 "Kate of Kate Hall," by E. T. Fowler. Briggs.
- OTAWA.**
- 1 "The Prospector," by Ralph Connor. Westminster.
 - 2 "Dr. Luke of the Labrador," by Norman Duncan. Revell.
 - 3 "Old Gorgon Graham," by G. H. Lorimer. Briggs.
 - 4 "A Ladder of Swords," by Gilbert Parker. Copp. Clark Co
 - 5 "The Prodigal Son," by Hall Caine. Morang.
 - 6 "Double Harness," by Anthony Hope. Copp. Clark Co.
- PETERBORO'.**
- 1 "The Prospector," by Ralph Connor. Westminster.
 - 2 "God's Good Man," by Marie Corelli. Briggs.
 - 3 "Jess & Co.," by J. J. Bell. Copp. Clark.
 - 4 "The Masquerader," by K. C. Thurston. Harpers.
 - 5 "Whoever Shall Offend," by Marion Crawford. Copp. Clark.
 - 6 "The Loves of Miss Anne," by S. R. Crockett. Copp. Clark.
- FORT ARTHUR.**
- 1 "The Prospector," by Ralph Connor. Westminster.
 - 2 "God's Good Man," by Marie Corelli. Briggs.
 - 3 "A Ladder of Swords," by Gilbert Parker. Copp. Clark Co.
 - 4 "Beverly of Graustark" by G. B. McCutcheon. McLeod & Allen.
 - 5 "Old Gorgon Graham," by G. H. Lorimer. Briggs.
 - 6 "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.
- ST. CATHARINES.**
- 1 "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
 - 2 "God's Good Man," by Marie Corelli. Briggs
 - 3 "The Prospector," by Ralph Connor. Westminster.
 - 4 "A Ladder of Swords," by Gilbert Parker. Copp. Clark Co
 - 5 "Old Gorgon Graham," by G. H. Lorimer. Briggs.
 - 6 "The Princess Passes," by Williamson. McLeod & Allen.
- TORONTO.**
- 1 "The Prospector," by Ralph Connor. Westminster.
 - 2 "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
 - 3 "Dr. Luke of the Labrador," by Norman Duncan. Revell.
 - 4 "The Masquerader," by K. C. Thurston. Harpers.
 - 5 "The Princess Passes," by Williamson. McLeod & Allen.
 - 6 "God's Good Man," by Marie Corelli. Briggs.
- VANCOUVER**
- 1 "The Prospector," by Ralph Connor. Westminster.
 - 2 "God's Good Man," by Marie Corelli. Briggs.
 - 3 "The Abbess of Vlaye," by S. I. Weyman. Copp. Clark.
 - 4 "The Prodigal Son," by Hall Caine. Morang.
 - 5 "A Ladder of Swords," by Gilbert Parker. Copp. Clark Co.
 - 6 "Old Gorgon Graham," by G. H. Lorimer. Briggs.
- VICTORIA.**
- 1 "The Affair at the Inn" by K. D. Wiggin. Briggs.
 - 2 "The Prospector," by Ralph Connor. Westminster.
 - 3 "The Masquerader" by K. C. Thurston. Harpers
 - 4 "Whoever Shall Offend," by Marion Crawford. Copp. Clark
 - 5 "Double Harness," by Anthony Hope. Copp. Clark.
 - 6 "God's Good Man," by Marie Corelli. Briggs.
- WINNIPEG**
- 1 "The Prospector," by Ralph Connor. Westminster.
 - 2 "Dr. Luke of the Labrador," by Norman Duncan. Revell.
 - 3 "The Masquerader," by K. C. Thurston. Harpers.
 - 4 "The Loves of Miss Anne" by S. R. Crockett. Copp. Clark.
 - 5 "The Prodigal Son," by Hall Caine. Morang
 - 6 "God's Good Man," by Marie Corelli. Briggs
- CANADIAN SUMMARY.**
- First place counts 10 points second place 8, third place 7 fourth place 6, fifth place 5 and sixth place 4
- | | Points. |
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A STAFF CONFERENCE

ONE of the striking features of modern business management is the periodical conference between principals and staff for the discussion of matters pertaining to business growth. In the United States, this practice brings together many notable gatherings of officers, salesmen and agents, many of whom cross a continent to attend the annual assembly, lasting in some cases an entire week. In Canada, too, the custom is obtaining.

It was such an occasion that brought together in Toronto on Saturday, Dec. 31, 1904, the Montreal and Toronto staffs of The Maclean Publishing Co., whose trade newspapers, The Dry Goods Review, The Canadian Grocer, Hardware and Metal, Bookseller and Stationer, and Printer and Publisher, are known and quoted wherever the English language is spoken.

Among the senior members of the staff present were

Company during the past few years, and particularly during the past two years, has few parallels in Canadian enterprise. The growth of the company during the last two years can be understood by the mention of a few facts, the significance of which will be readily perceived.

The Montreal, Toronto, Winnipeg, London and New York offices each maintain a manager with an editorial, subscription and advertising staff.

The editorial staff has been increased from five to fourteen.

The advertising staff from three to eleven. The circulation department has increased from one to six.

The editorial and advertising staff in England has been increased to five, with J. Meredith McKim as manager.

Special permanent correspondents have their headquarters at St. John, Halifax and Vancouver, in Canada, at Birmingham and Manchester, in England; at Paris, France, at Adelaide, Australia, and at Amsterdam, Holland.

During the last half of 1904, four distinct canvasses of Illinois, Ohio, New York and Massachusetts were made by representatives from Toronto and Montreal.

Early this month a member of the staff will visit the West Indies in the interests of the advertising and circulation departments.

The magnitude of the company's output in the matter of trade newspapers will be perceived when it is stated



Group picture of the staff of the Maclean Publishing Co., taken at the First Annual Banquet of the Company, Queen's Hotel, Toronto, Dec. 31, 1904

J. B. Maclean, president, W. L. Edmonds and A. B. Caswell, vice-presidents, A. N. Burns, secretary, P. Forbes, treasurer, and Messrs. F. S. Keith, W. H. Seyler, G. E. Fraser, C. D. Cliffe, W. A. Craick, F. G. Killmaster, Miss Dixon, J. C. Armer, N. Mick, John Cameron, D. O. McKinnon, H. T. Hunter, D. B. Gillies, J. L. Sheather, E. J. Dodd, L. A. Eedy, J. C. Kirkwood, W. C. Russell, H. V. Tyrell, F. M. Alexander, James Anderson, and W. T. Robson, resident manager, New York.

The morning and afternoon were given up to a series of general and special conferences, when many matters relating to the affairs, policy and plans of the company were discussed. Intense interest and animated participation characterized the entire proceedings, and much important business was transacted. One is safe in saying that the coming year will see Maclean's Trade Newspapers take on fresh strength and make their influence even more dominant.

The story of progress in connection with The Maclean

that there are set up and printed every day of the year an average of 15 pages, size 9 x 12, thus exceeding the output of the largest daily newspaper in Canada.

Staff Dinner.

The day's business and the dying year were brought to an agreeable close by a dinner to the staff, served at the Queen's Hotel. There were present all told over sixty. Lieut.-Col. J. B. Maclean, the president, was chairman, and was assisted by W. L. Edmonds, vice-president and general manager, A. B. Caswell, and D. O. McKinnon. The usual toasts were given and provided occasion for the saying of many things calculated to stir the enthusiasm and stimulate the loyalty of every one present. It was the first of what will be an annual event, and the president announced that a year hence, he hoped to meet at Montreal the staffs from England, Winnipeg and Vancouver, in addition to those from Montreal, Toronto and New York, an utterance that met with hearty applause. The approach of the hour of midnight, when the Sabbath day would be ushered in, brought to a conclusion a profitable conference and a delightful evening.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa During December, 1904

Our Flag, What it Means. The Royal, Dominion and Provincial Arms. A Sketch by Major W. J. Wright. (Illustrated.) William James Wright, Brockville.

Instructions for the Operation and Care of Air Brake, Air Signal and Steam Heating. (Book.) Brower C. Gesner, Moncton, N.B.

Score Cards and Directions for the Scoring of the Game of Whist. Margaret Elizabeth Pepler, Port Hope, Ontario.

Hark! What Means Those Holy Voices. (Christmas Hymn.) By T. C. Jeffers, Mus. Bacc., Whaley, Royce & Company, Limited, Toronto.

Empire Club Speeches. Being addresses delivered before the Empire Club of Canada, during its Session of 1903-04. Editor: Rev. Prof. William Clark, D.D., D.C.L. The Empire Club of Canada, Toronto.

Woven Thoughts. By Mrs. R. C. Guerin. (Book.) Mrs. R. C. Guerin, Montreal.

Bellefontaine Waltzes. By Kenneth L. MacKinnon. (Music.) Kenneth L. MacKinnon, Kingston.

Postal Card Illustrated with Maple Leaves. Atkinson Brothers, Toronto.

Ancient Noels. Partition Vocale et Instrumentale. Harmonises pour Solo et Choeur a 3 Parties avec Accompagnement obligé, par l'Abbe A. P. Dubuc, A.C. L'Abbe A. P. Dubuc, A.C., Montreal.

Laughing Water. (Reverie.) By W. H. Agar. A. Cox & Company, Toronto.

Public School Second Reader. The Canadian Publishing Company, Limited, Toronto.

After Love's Death. Words by F. W. Bourdillon, Music by Chas. Gilbert Spross. The John Church Company, Cincinnati, Ohio.

Ask Me No More. Words from "The Princess" by Tennyson, Music by Charles Gilbert Spross. The John Church Company, Cincinnati, Ohio.

Hogs for Profit. Breeding, Caring for and Feeding the Hog. By a Canadian Hog Raiser. The Sun Printing Company, Toronto, Limited.

Pathfinders of the West. Being The Thrilling Story of the Adventures of the Men who Discovered The Great North-west. Radisson, La Verendyre, Lewis and Clark. By A. C. Laut. (Book.) William Briggs, (es qualite,) Toronto.

Romanze. For Violin and Piano. By Theodor Vogt. The John Church Company, Cincinnati, Ohio.

Andante Cantabile. For Violin and Piano. By Theodor Vogt. The John Church Company, Cincinnati, Ohio.

Serenata. From "La Corsicana." Words by Stuart Maclean. Music by J. Lewis Browne. The John Church Company, Cincinnati, Ohio.

Intermezzo. From "La Corsicana." For Piano. By J. Lewis Browne. The John Church Company, Cincinnati, Ohio.

Sabbath School Methods. Studies in Teaching and Organization. By Frederick Tracy, B.A., Ph.D. Teacher Training Handbook, No. 5. Presbyterian Church in Canada. The Committee of Sabbath School Publications, Presbyterian Church in Canada, Toronto.

The Talbot Regime. By C. O. Ermatinger, K.C. (Book.) Charles Oakes Ermatinger, St. Thomas, Ont.

The Ontario Law Report, 1904. Vol. VII. Editor, James F. Smith, K.C. (Book.) The Law Society of Upper Canada, Toronto.

Reapers in Many Fields. A Survey of Canadian Presbyterian Missions. Edited by Rev. W. L. McTavish,

B.D., F.R.S. (Book.) The Westminster Company, Limited, Toronto.

Recompense. Words by Kent Knowlton, Music by William G. Hammond. (Song.) The John Church Company, Cincinnati, Ohio.

Savior Still Lead. Words and Music by Mrs. Gallagher. (Sacred Song.) Mrs. W. Gallagher, West Montrose, Ont.

Essays on an Export Bounty on Farm Produce and Co-Operation, which is now being preliminarily published in Separate Articles in the "Dundas Banner," Dundas, Ont. William Tassie Tassie, Dundas.

Down in Mobile. March Characteristic. By Harry P. Guy, Shapiro, Remick and Company, Detroit.

The High School Poetry Book, Part I. Chosen and Edited with Notes. By W. J. Sykes, B.A. (Morang's Literature Series.) (Book.) Morang and Company, Limited, Toronto.

Cherry Blossom. Words by Mary E. Wilkins, Music by Charles Willeby. The John Church Company, Cincinnati, Ohio.

Register of Members, Register of Directors, Register of Shares Transferred, Register of Mortgages and Charges, Summary of Capital and Shares (Form E.) By Albert F. Griffiths. (Book.) Albert F. Griffiths, Victoria, B.C.

Gertana, Spanish Waltz. By Chauncey Haines. Shapiro, Remick & Company, Detroit.

Dainty Daisy Day. By V. R. Williams. (Song.) Will Rossiter, Chicago.

Silence and Fun. A Rag Time Essence. By Charles E. Mullen. Will Rossiter, Chicago.

Conger Snaps. A snappy Two Step. By Egbert Van Alstyne. Will Rossiter, Chicago.

Buttercups and Daisies. By E. A. Van Alstyne. (Music.) Will Rossiter, Chicago.

A Message from Dreamland. Waltzes. By Charles B. Brown. Will Rossiter, Chicago.

Midnight Prowlers. A Hilarious Humoresque. For piano. By Geo. L. Spaulding. Will Rossiter, Chicago.

Port Arthur, Ontario. Drawn by G. W. Dixon, 1904. (Map.) Robert L. F. Strathy, Port Arthur, Ont.

Romanza. Intermezzo. By O. Z. Hanish. Adolf Dittman, Chicago.

Skeleton Dance. By O. Z. Hanish. (Music.) Adolf Dittman, Chicago.

Notman's Photographic Selections, Vol. V. (Book.) William Notman & Son, Montreal.

Nouveau Manuel de Chants Liturgiques. Par l'Abbe C. Bourduns, Septieme Edition. (Livre.) La Cie d'Imprimerie Moderne, Montreal.

The Buffalo Flyer. March and Two Step. By Harry J. Lincoln. The Vandersloot Music Co., Pennsylvania.

INTERIM-COPYRIGHTS.

The Parochial School, A Curse to the Church, A Menace to the Nation. (Book.) Jeremiah Joseph Crowley, Ottawa.

Revelations of God on the Millennium. By Catharine Hyder Haworth, Macgregor, Manitoba.

The Bench and Bar of Ontario. A collection of portraits of Judges, past and present, and leading Barristers of the Province of Ontario. (Book.) Brown-Searle Printing Co., Toronto.

Jones Savings Bank Interest Tables. By William G. Jones. William G. Jones, Montreal.

AN ATTRACTIVE ART LINE.

A NEW line for the art department of the bookstore has been brought out by Fisher & Ludlow, of Birmingham, England, in the form of heraldic shields for wall decorations. One of these shields representing the coat-of-arms of Christ Church, Oxford, as recently supplied to the King, is shown herewith. His Majesty is also a graduate of Trinity College, Cambridge, and a shield with the coat-of-arms of this great school was also sent to his order. These shields are made in high relief finished in antique silver plate on copper, mounted on polished dark oak, measuring about 14x17 inches. They have a very rich appearance and make handsome ornaments in



Coat of Arms of Christ Church, Oxford.

hall or library, while the cost is not as great as the appearance would indicate. Fisher & Ludlow state that they are prepared to execute orders in large or small quantities for coats-of-arms of any of the Canadian cities, universities, schools or fraternities, and no graduate could have a more handsome souvenir of his alma mater than one of these shields. The arms of the Dominion are now to be had, and any readers of Bookseller and Stationer who wish lists, printed matter, etc., should write the manufacturers at 83 Rea-street, Birmingham.

A. O. HURST IN LONDON.

THE following breezy letter under date of December 20, has been received from the London, England, office of Bookseller and Stationer:

A most welcome visitor at this time of the year is Mr. A. O. Hurst, who comes across each November to sort up samples for the coming season and incidentally to receive congratulations from the firms whom he represents, upon the increased business his good salesmanship has produced. If Mr. Hurst's customers like to have him call on them, as well as we do, it is not a matter of surprise that he carries away big orders. Though "Aubrey" makes his annual visits to London in the month of fogs, there is nothing foggy about his smile, his handshake, or his enthusiasm over samples. He was good enough to write the writer to his sample room at the factory of Charles Goodall & Sons a few days ago, and the sample books were opened up while Mr. Hurst descanted upon the beauties of design, style and finish in that irresistible way which is so familiar to readers of The Bookseller and Stationer. One

cannot help remarking on the magnificent range of samples of Goodalls' playing cards, papeteries, programmes, menu cards, etc., etc., the series of "Ocean to Ocean" playing cards being particularly attractive and being sure to have a run for this year. A companion pack of cards to "Ocean to Ocean" is the one of Montreal and Quebec, showing 52 views of these cities. The back shows the two cities' coats-of-arms in eight colors. This card is sure to have a big demand. Time was short, however, as Mr. Hurst made somewhat of a flying trip this year, and it is possible that before these lines are in print, some readers of Bookseller and Stationer will have had the opportunity of viewing these samples, either in their own towns or in Mr. Hurst's commodious sample rooms in Toronto.

The annual staff dinner of Messrs. Goodalls' took place while Mr. Hurst was over here, and as usual, the Canadian representative was accorded the chief honors of the evening. Before Mr. Hurst left he bade good-bye to Mr. Mortimer Goodall who left for India, and Mr. MacGregor (known in the house as "Wee MacGregor,") who left for South Africa.

CONDENSED OR "WANT" ADVERTISEMENTS.

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COMPETENT salesman for wall paper department. Apply, giving references and salary wanted, to Clarke & Son, Hamilton. (1)

COMPETENT clerk for books and stationery. Apply, giving references and salary wanted, to Clarke & Son, Hamilton. (1)

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THE PROVINCIAL
LEADING COMMERCIAL HOTEL GANANOQUE, ONT
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O. F. BAKER, PROP. GAIT, ONT
First-class accommodation for Commercial Men.

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To any local manager of the Bell Telephone Company of Canada.

ORIGIN OF CONFETTI.

The origin of throwing confetti at a bride instead of rice—which is certainly better in a curry than in one's hair or down the nape of one's neck—was quite accidental. The head of a French printing firm was one day walking through one of his factory rooms when he saw a workman take up a handful of small round pieces of paper and throw them over a girl who was passing. They were the pieces of card and paper which had been punched out of almanacs to enable the ribbon to be attached.

Instantly the idea occurred to this employer, and he started at once what has become the regular substitute for rice at wedding ceremonies. Machinery for making the little colored discs of paper which are now so popular was speedily devised, and thus this chance spectacle of a workman's play led to an enormous yearly output of confetti.

The capital stock of the Superior Pin Co. of Detroit, has been increased from \$75,000 to \$150,000. The company began operations last September.

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		11	Waterston, Geo., & Sons.	33
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Buntin, Gillies & Co., Hamilton.
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Warwick Bros. & Rutter, Toronto
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Copp, Clark Co., Toronto.
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Parker Pen Co., Janesville, Wis.
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Montreal Import Co., Montreal.
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Brown Bros., Toronto.
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Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
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