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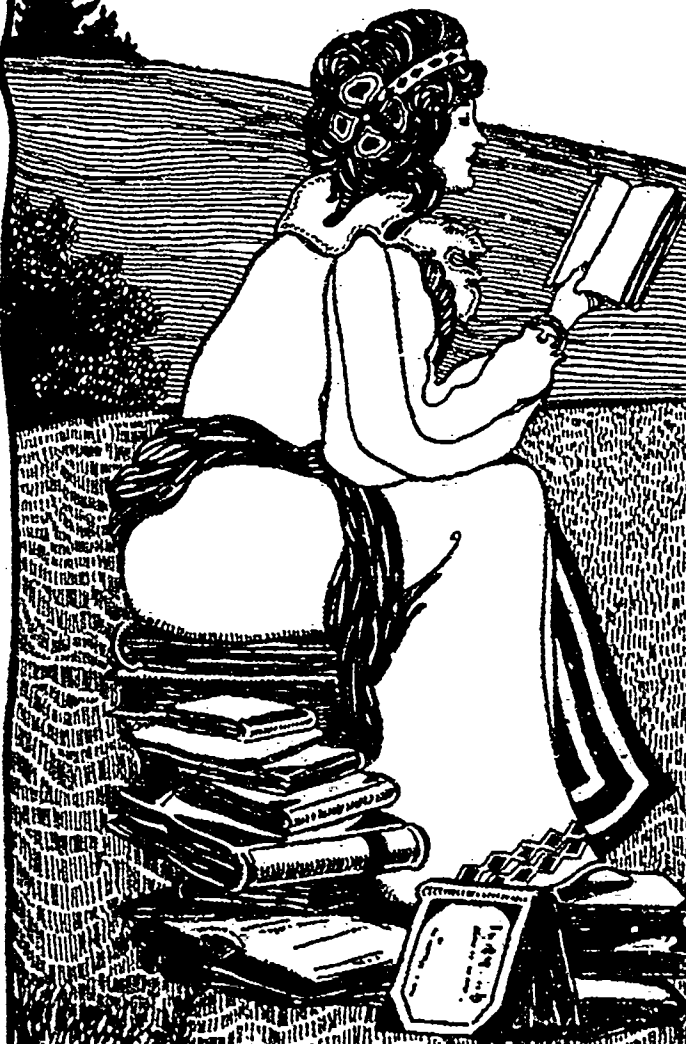
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BOOKSELLER And STATIONER



OCTOBER, 1904

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The Maclean Pub. Co.
TORONTO & MONTREAL

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The latest effect in fine note paper and envelopes is shown in our new "Homespun," stocked in Regent size, in White, Grey and Azure, handsomely boxed for retail purposes. Samples on application.

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Makers of
High-Grade Stationery

TORONTO

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LACROSSE DESIGN.

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ONE OF MANY VARIETIES

Leaders in a second grade GOOD LUCK and ST. LAWRENCE

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We are headquarters for PLAYING CARDS
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The Coming of the King

By Joseph Hocking. Cloth only \$1.25.
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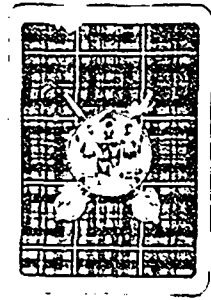
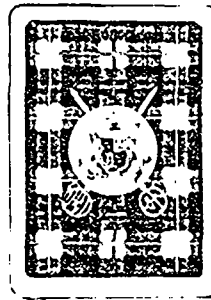
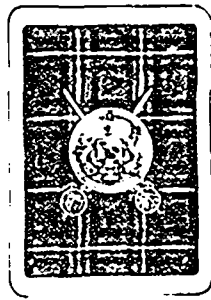
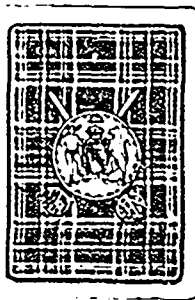
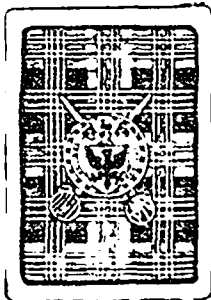
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bookmaking.

Constance Drake, the heroine of "My Lady Laughter"

"A thrilling, human story of Boston life in revolutionary days in which George Washington, Joseph Warren, Samuel Adams, Paul Revere, John Hancock and other famous men figure naturally and truthfully."

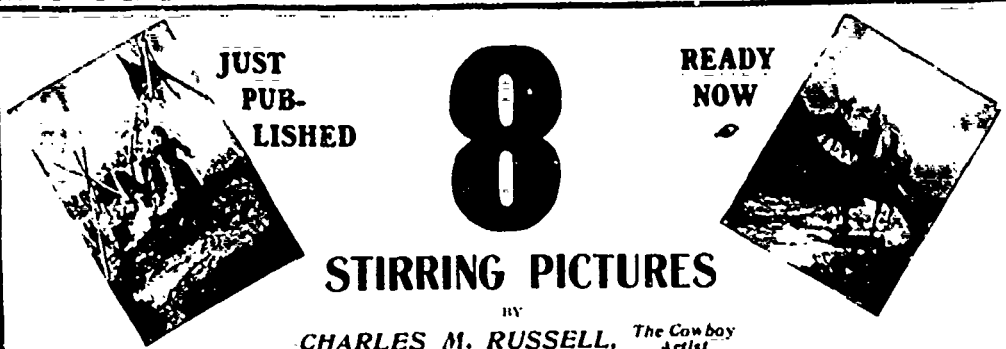
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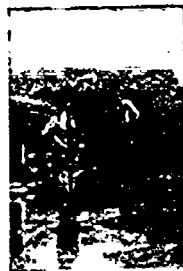
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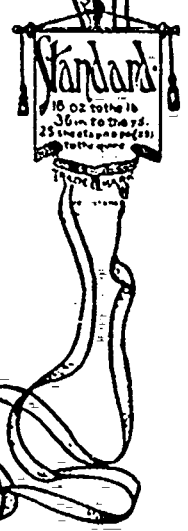
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THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XX.

MONTREAL AND TORONTO, CANADA, OCTOBER, 1904.

No. 10.

CURRENT TOPICS.

HOW to evade the provisions of the dumping clause is a problem, which is taxing the ingenuity of not a few importers just at present. Canadian dealers, who for years have been accustomed to stock staple lines, procured in the United States, Germany, Britain and elsewhere, now find that many of the articles

A Warning to Importers. thus purchased will henceforth be subject to the provisions of the dumping clause. The consequent increase in cost

will lead to higher prices and a diminution in sales. In order to obviate this, several plans have been proposed. One scheme aims at outwitting the Customs officials by passing goods in under a special name. For example a brand of goods, which hitherto has been "dumped" into Canada, would be put up in packages and cases bearing a new name applicable solely to the Canadian trade. On the face of them, these goods would not be saleable in the United States. They would be made for Canada. Unless, then, the goods were proved to be identical with the United States products, they would pass through the Customs unimpeded by the anti-dumping regulations. Such action on the part of both foreign exporter and the Canadian importer would be reprehensible. In the event of detection the latter only would be the sufferer and we take this opportunity of warning our Canadian dealers to beware of any such schemes for circumventing the Customs department.

IT is worth noting that there has been a seeming revival of interest in Canada among the British publishers.

This is evidenced by the increasing number of representatives, who have visited the country, by the appointment of Canadian agents and by the larger advertising appropriations expended in this country.

Coming to Canada. This Fall, such prominent English publishers as T. Fisher Unwin, G. Bell & Sons, William Heinemann, George Newnes, Limited, Grant Richards, The Oxford Press,

Blackie & Sons, S. W. Partridge & Co., John Dicks, and R. A. Everett & Co., have entered the field with direct advertising in this paper. This certainly indicates a determination on their part to establish themselves early in a great and growing field. The Canadian trade welcomes the English publishers, because they realize the extent and importance of those English publications of standard scientific, religious, historical and biographical works, which can never in their profusion and excellence, be equalled in this country for many years to come. The Canadian people, taken man for man, are among the most cultured nations of the earth and the Canadian population is growing rapidly. In consequence the field for books of a high class is daily becoming of increasing importance and those publishers who get early into the field will reap the harvest.

NEARLY every merchant will be found on inspection to have a "pet" line and, of booksellers and stationers especially, is this true. Here is your dealer with a fondness for wallpaper and a pride in his wallpaper department. Here is another interested only in his books, and letting everything else take care of itself. Here is a third, who has a well-equipped picture and picture-framing department; and so on. "Pet" departments are all right enough in their way and are always creditable to their promoters, but those who indulge in such hobbies must not become blinded to the merits and possibilities of other departments. What is required is a well-rounded business, if the merchant wants to attain results. If merchants were to put the same enthusiasm into every action of their business which they put into "pet" sections, they would very soon discover that the public would respond and that their trade would visibly increase. As the new year approaches it will be worth while making the attempt to build up every department.

MR. A. T. WELDON, NEW SECRETARY OF HALIFAX BOARD OF TRADE.

BOOKSELLER AND STATIONER has pleasure in presenting to its readers in this issue a portrait of Mr. A. T. Weldon, recently appointed to the position of secretary of the Halifax Board of Trade.

Mr. Weldon has spent practically his whole life in the Maritime Provinces, and his business training has been along such lines as fit him peculiarly for the important post he has been appointed to fill. He was born at Dorchester, N. B., on March 6, 1876. Entering the employ of the Intercolonial Railway at the age of 14, he continued to serve this organization up to the time of his resignation to accept the secretaryship of the Halifax Board of Trade. All the way through Mr. Weldon's experience has been principally along the line of transportation. He spent some years in the local freight office at Moncton, N. B., after which he was transferred to the

in their own neighborhood but all over the kingdom. Some have become really smart and clever canvassers not only for books but for other things, and I hope, as time rolls on, to indicate other lines of business by which money is to be made.

This time I wish to say a word upon the amount of business which the ordinary retailer allows to pass him because he feels that a special knowledge is required in order to deal with it. I am speaking now of business which belongs legitimately to the retail bookseller, stationer and newsagent, namely the supply of account books, ledgers, and other mercantile stationery.

As I have hinted, the ordinary retailer seems to think that this class of business requires a special knowledge. It is quite true that a knowledge is desirable and very useful, but after all it is not so very necessary, because the retailer in 99 cases out of every 100 has to go to an expert firm to get these things produced for which he always has a sample. You will readily see that the retailer acts in these cases as the factor or agent, and makes a certain profit upon transactions without running any risk of bad stock, providing that he employs a firm of manufacturing stationers who have the facility for producing the work in hand, for it is most important that the jobs obtained should be turned out with accuracy and precision. Here is a typical case of the business about which I am speaking. Mr. A. is a retailer in a small town of some 2,000 inhabitants. Two gentlemen announce the fact that they are about to start a factory for some purpose, in this place. The new firm will, to be successful, require organization. Organization means system, means that a number of account books will be required, not merely day books and ledgers, but for many other purposes connected with the business, such as work people, time, wages, and all ruled in accordance with the methods that find favor with the promoters of the new enterprise.

[This little sermon was preached by "The Man in the Row" in the Newsagent and Booksellers' Review of London, England. Look out for next month's sermon by another authority.]



Mr. A. T. Weldon, Secretary Halifax Board of Trade

claim department, where he remained for one year. In December, 1901, the company moved him from Moncton to Halifax, where his position has been that of chief clerk to division freight agent, Mr. D. A. Story, up to the present time.

LITTLE SERMONS FOR STATIONERS.

In these days of stress and competition, we cannot afford to lose a single opportunity either for making or doing business. In fact it is important that we should look around and see in what direction we can open out, without running the risk of outpacing our limited capital.

Hundreds of enterprising retailers have in the past branched out in various directions, and in most cases with a fair amount of success. Some have quite respectable little printing offices of their own, while others have developed considerable business in foreign stamps, not merely

DUTY ON MAGAZINES.

The Government has lately placed a duty of 20 per cent. on the Black Cat Magazine, necessitating its sale here at 7 cents, which renders the introduction of the Canadian "Blue J" a magazine similar in get up, retailing at 5 cents a much easier task.

Another American magazine placed under a ban is the Burr McIntosh Monthly, which has been taxed 20 per cent. due to the plates used. However, lovers of this magazine will not be deterred from paying the extra 5 cents involved in selling it at 30 cents now to make a fair profit.

A BOOK IN DEMAND.

Since going to press with "Toasts and Tributes" the publishers Rhode & Haskins, of 16 Cothlandt street, New York, have been compelled by the large advance sale to nearly double their printing order. This book contains 1,200 high class toasts and tributes and is designed to meet a demand for a complete collection of toasts. No effort has been spared to dress the book attractively, the two covers printing enhancing it to a marked degree.

**BOOK
BREVITIES**

ADVANCE orders for some five hundred copies of the forthcoming collection of poems of the late J. A. Tucker, assistant editor, at the time of his death, of Saturday Night, attest the wide reputation he enjoyed as a brilliant writer. The book is being supervised by Mr. Tucker's literary executors, Mr. Reuben Butchart and Mr. J. T. Clark, and will contain a memorial sketch by Mr. Arthur Stringer. The subscription price is one dollar. Mr. Tucker's untimely death reminds us of how many other lives among us, brilliant with promise, have been cut off while yet their intellectual powers were in the early stages of development. The mind reverts to the names of Phillips Stewart, Isabel Valancey Crawford, Archibald Laupman, Arthur Weir and others who, if spared, would have much further enriched our literature.

During October, The Copp, Clark Co. will publish "The Hound from the North," by Ridgwell Cullum; "At the Moorings," by Rosa N. Carey; "The Coming of the King," by Joseph Hocking; "Whosoever Shall Offend," by Marion Crawford; "Hearts in Exile," by John Oxenham and "The Loves of Miss Anne," by S. R. Crockett.

"Delightful Dodd," by Elliott Flower, which L. C. Page & Co., of Boston, publish this month, is a story of country life in the state of Michigan. It promises to outdistance "The Spoils-men" in popular favor. This house are also issuing Charles G. D. Roberts' new romance "The Prisoner of Mademoiselle."

Amelia E. Barr's new story, "The Belle of Bowling Green,"—charming as all her stories are—has its scene in early New York and is infused with a strong historical interest.

A book that, though by no means new, should not be overlooked by the trade this year is Miss Machar's "Marjory's Canadian Winter," one of the best stories for girls that has yet come from a Canadian pen.

J. Wesley Johnston has distinctly improved his standing as a writer by his new story, "The Mystery of Miriam." The reviewers have said many nice things about it. There are some thrilling scenes in it, but the plot is not strained. No situation is allowed to become

morbidly disagreeable. The characters are entertaining. The dinner-table dialogues between Mr. Milburn and his two nieces are witty and pleasing to a degree.

Three very choice and pretty booklets of verse by Canadian writers are being published by William Briggs and should be popular for Christmas gifts this year. Miss G. H. Isabel Graham's "A Song of December" is already on the market, and is greatly admired. It is printed in white ink on thick chocolate brown paper and tied with colored ribbon. A booklet of poems entitled "Rhyme-Thoughts for a Canadian Year," by Mrs. Annie L. Jack, author of "The Little Organist of St. Jerome," is in the press. It will contain a choice poem on each month of the year, and will be printed on cream deckle-edge paper, tastefully bound and tied with colored cord. A pretty little booklet entitled "Songs of the West," by Miss Marion E. Moodie, of Frank, Alberta, contains a number of poems that celebrate the beauties of nature in the Selkirks, and should find especial favor with the westerners.



King Edward and Sir Gilbert Parker converse at Martenbad.

"The Adventures of Pinocchio," translated from the Italian of C. Collodi, by Walter Samuel Cramp, is a juvenile classic the best known and best loved of all the wonder stories in Italian literature. It is certain to be a favorite with Canadian children who have heretofore had no introduction to the books written expressly for the children of Italy. Pinocchio is a wooden marionette whose marvelous adventures are related in

the most fascinating style. The book is very fully illustrated by Charles Copeland. Copp, Clark Co., 75 cents.

William Briggs has secured the Canadian market for the new Thorneycroft Fowler book, "Kate, of Kate Hall." Kate is described as "the most fascinating heroine who was ever illogical." The book is a love story with an ingenious plot of sustained interest, consummating in a very exciting and surprising climax. Like all of Miss Fowler's stories it abounds in dialogue scintillating with wit of the brightest sort.

Among the new books to be published by William Briggs this month one of special interest is "By the Queen's Grace," by Vina Sheard. This writer is steadily winning a well-deserved success, and her work is becoming well-known in Canada and the United States. In the recent short story competition of the Christmas Globe, in which two hundred and eighty-three contributions were

Bookseller and
Stationer

entered from all parts of America, Mrs. Sheard was awarded first prize. Her story, "The Disobedience of Hetty," is laid in the days of James II. and among the Puritans. The scene of "By the Queen's Grace" is a story of the days of "Good Queen Bess." It was first published under the title "A Lily of London Bridge" in the New England Magazine and the Canadian Magazine and met with such favor that the author was induced to recast and enlarge it for book publication.

William Briggs is supplying the trade with Paul Lawrence Dunbar's new book, "My Li'l Gal" in a handsomely illustrated and decorated holiday edition, retailing at \$1.50.

William Briggs has been fortunate in securing for the Canadian market the new book of George Madden Martin,

"The Circle of the Year" is the title of a little volume by the late Miss Elizabeth Sanderson, daughter of a Methodist clergyman, the late Rev. John Sanderson, whose declining years were spent in Peterborough. The book will contain four charming fairy stories—"The Fairy Arch," "The Dance," "A Fairy Story for the Month," and "Jack the Decorator"—representing Spring, Summer, Autumn and Winter respectively.

Miss Laut's new book, "Pathfinders of the West" (New York: Macmillan & Co.; Toronto: William Briggs) promises to be the Christmas book of this year. The book will be printed on calendered paper, profusely illustrated and handsomely bound. It describes the explorations and adventures of Radisson, the Groseillers, the Verendryes, father and son, Herné and Mackenzie, and Lewis and Clarke, whose adventures read more like fairy tales than



Specimen illustration from "The Mystic Spring" (William Briggs.)

author of "Emmy Lou," which book has had a large and steady sale ever since it was placed on the Canadian market, and will be a standard for years to come. The new book is entitled "The House of Fulfillment," and we predict for it a large sale.

Colonel Younghusband's expedition to Tibet, which seems to have reached a satisfactory consummation in the signing of a treaty at Lhasa, the capital of the country, has drawn public attention to this mysterious hermit country. Very few travelers had ever penetrated this country. One of the few, Rev. Wm. Carey, missionary of the American Methodist Church in India, wrote up his travels, with which were incorporated those of Miss Taylor, in the volume, "Adventures in Tibet," published in a Canadian edition by William Briggs. The volume is full of interest. It is finely illustrated, and sells at \$1.25.

actual facts. Miss Laut, who has a wonderful power of graphic description, has made the most of her material, and as a book of romantic adventure nothing to equal this has ever been written in Canada. As a gift book for boys it should be in high favor at Christmas time this year.

Rev. D. V. Lucas, D.D., author of "Australia and Homeward," has prepared another volume for the press, shortly to be issued by William Briggs, entitled "Canaan and Canada."

Rev. G. J. Low, LL.D., canon of Christ Church Cathedral, Ottawa, whose "Old Faith and the New Philosophy" found many interested readers, has prepared another book for the press which he entitles "A Parson's Ponderings." The papers or essays which compose the forth-

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This richly illustrated Record by RICHARD GARNETT, C.B., LL.D., and EDMUND GOSSE, M.A., LL.D., is contained in 4 vols., small imperial 8vo, price £3 net per set in cloth, or £4 4s. net per set, half bound.

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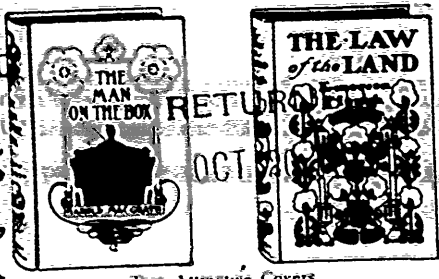
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coming work have for the most part been contributed to the press at various times, and the publication of these is in compliance with repeated requests. The volume—which will shortly be published by William Briggs—promises to be an exceedingly readable one. Dr. Low has a high reputation as a gifted and scholarly writer.

Judge C. O. Ermatinger, of St. Thomas, whose father, some fifty years ago, wrote a brief biography of Colonel Talbot, the "father of the Talbot settlement," that long since passed out of print, has now in the press a volume entitled "The Talbot Regime." In this work, a substantial volume, Judge Ermatinger deals with the first fifty years of the Talbot settlement, over which the eccentric colonel held sway, in the early years of last century.

McLeod & Allen, Toronto, have made arrangements to issue Canadian editions of "The Magnetic North," by Elizabeth Robins, and "Roland of Altenburg," by E. M. Woolley.

It has recently come to light that G. B. McCutcheon is the author of that highly amusing novel, "Brewster's Millions." In anticipation of a revived demand for this book, McLeod & Allen will issue a new edition bearing Mr. McCutcheon's name as author.



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The October issue of the Book and News-Dealer, published by the Consolidated Retail Booksellers of New York City, is just out, and contains a complete classified list of all the Fall books published in the United States, annotated with descriptive paragraphs and illustrated with cover designs. The publishers have given careful attention to the compilation of the list, which covers all kinds of books, and the descriptive paragraphs and the articles on the book market are of great value to book-buyers, librarians, booksellers, and the public generally. The cost, ten cents, makes it a cheap as well as safe guide to all interested in the book market.

WITH BRITISH PUBLISHERS.

WILLIAM HEINEMANN, 21 Bedford street, W. C. London, announces a volume this Fall, which should excite much interest in Canada. This is no less than "The Memoirs of a Great Detective," being incidents in the life of Detective Murray of the Canadian detective service. In his book Mr. Murray describes with a wealth of incident all the famous cases on which he has been engaged for many years, including the renowned Birchall murder case.

Newnes' Fall fiction includes this year, "Dialstone Lane," by W. W. Jacobs, "The Phoenix and the Carpet," by E. Nesbit, "Jim Mortimer, Surgeon," by R. S. Warren Bell, and "The Farm of the Dagger," by Eden Phillpotts.

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A new volume in the British Artists' Series, issued by George Bell & Sons, has just appeared. It is a revised and abridged edition of H. C. Marillier's work on Dante Gabriel Rossetti.

Three books on Napoleon are announced by George Bell & Sons, London. They are "Napoleonic Studies," by J. Holland Rose; "Napoleon and England, 1803-1813," by J. Connelle, and a cheaper edition of Rose's "Life of Napoleon I."

George Bell & Sons, London, are issuing a reprint of Wheatley's "The Diary of Samuel Pepys," in eight volumes, at 5s net per volume.

A splendid record of the history of English literature, compiled by Richard Garnett and Edmund Gosse, has just been completed in four volumes and published by William Heinemann, of London. The reader is presented with an

illustrated review of English literature from the earliest times right down to the twentieth century.

William Heinemann, 21 Bedford street, London, W.C., has begun the publication of a series of Favorite Classics, in sixpenny volumes. About sixteen of the plays of Shakespeare have already appeared and the remainder will appear at brief intervals. Then will follow the works of other authors of repute.

George Bell & Sons, London, are announcing a new series of biographies, "The Miniature Series of Great Writers," in which they have already issued the lives of Coleridge, Chaucer, Shakespeare, and DeQuincey. The series is uniform with this firm's "Miniature Series of Painters," and sells at one and two shillings, according to binding.

SIR GEORGE NEWNES IN CANADA.

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Sir George is at present on a visit to Canada, and during his stay in Toronto he favored Bookseller and Stationer with a brief interview. Asked about his publishing ventures, Sir George said:

"My first publication was Tit Bits, which I started in Manchester in 1881. Then, I was associated with Mr. W. T. Stead in the publication of the first issues of the Review of Reviews. That was the quickest-produced

magazine ever known. Stead had just left the Pall Mall, and he offered me the charge of three schemes of his. I accepted the Review of Reviews and told him I would have it out in a month if he accepted my terms. He did so, and the first number was got out inside a month. At once it became a success, for Mr. Stead did his work well as an editor.

"Then I commenced the Strand. I had always intended to have a magazine with a picture on every page. At that time American magazines had large circulations in England. When the Strand came on the scene it soon gained a large circulation in England, and it is largely read in America and Canada to-day."

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"I can't say," replied Sir George. "My confidence in the future of Canada is so great that one never knows what will happen. My opinion is that Canada is going ahead faster than any other country in the world."

Sir George was asked if he thought a Canadian ten cent magazine was possible.

"I don't see why Canada shouldn't have such a magazine. A magazine isn't a newspaper and doesn't require separate editors for two countries. I don't see why a magazine edited in Canada would not be as acceptable as one edited in London. However, there hardly seems to me to be a sufficient population to support one. Then, too, in order to carry the advertisements, you would require a larger circulation than you would be likely to get. Still I won't dogmatize."

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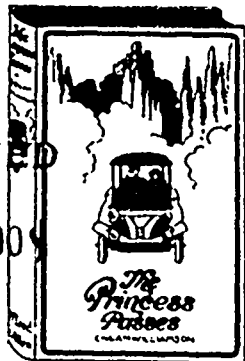
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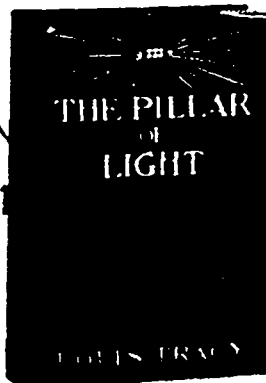
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THE writer has now in his possession two volumes of the new edition of the works of Alexandre Dumas, which Methuen & Co., of London, England, are publishing. This publishing house have undertaken an enormous task in producing this edition. Only about one-third of the novels of the great French romancer have hitherto been translated into English. Even these translations, excellent in many cases as they have been, do not approach the standard required by Methuen & Co., and, in consequence, every one of the novels to be included in the new edition will have to be translated.

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It is unfortunate that it cannot be recorded that Fall trade has opened with a vim which presages unusual activity during the Fall months. If the truth must be told trade is not booming, but rather it is in a healthy condition, which argues well for a good season. However, from the active preparations already made for the holiday trade, there is every likelihood of brisk business to offset some of the troubles which arose from some cutting in the school book trade.

Gift and holiday books are already displayed, although not occupying the centre of attention. It is questionable if premature display is not in some respects detrimental. Every type is catered to, the attention devoted to children's books being especially noticeable. One store catered to advance selling in this line by a neat sign on a table full of juvenile reading, "Holiday Books that Please the Young." All the old favorites with many new ones are included in this display. In fact, there is always a steady sale for such books as "Andersen's Popular Tales," "Jack and the Bean Stalk," "Little Stories of Little People," "Nursery Fairy Tales," "Arabian Nights," "The Age of Fable," etc.

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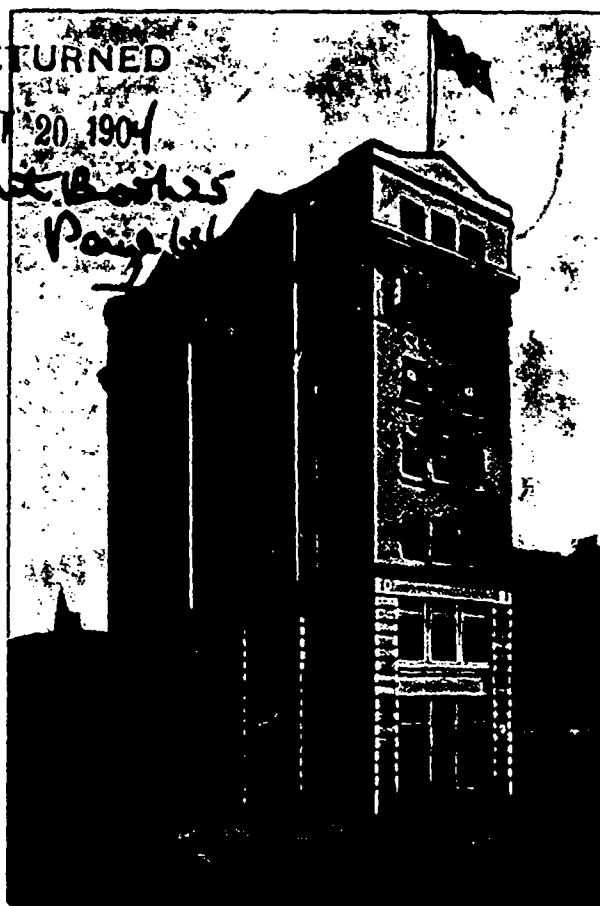


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catered to is the steady sale of old favorites. A card headed "Books of Well-Known Authors" did much to foster sales. Popular prices ruled. It is astonishing the number of people who accept a good bookseller's recommendation of books that have been out for a score of

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The new Renouf Bookstore recently opened in Montreal.

books of the same author, such as "The Trail of the of the Swords," "Pierre and His People," "The Right of Way," "Seats of the Mighty, etc." This again affords a chance for introducing other Canadian authors, and a revival is felt, and at least must be fostered for such books as "Black Rock" and "Glengarry School Days" by Ralph Connor. Drummond's "The Habitant," should also be shown. Similarly the interest shown in "Tommy & Co.," Jerome K. Jerome's new book, should call forth some of his old favorites.

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It must not be understood that credit insurance, as practised, covers the whole loss of a firm or corporation. It does not cover all bad debts, but simply the loss by bad debts, which is in excess of the ascertained normal loss. In the case of a merchant, whose total sales amount to \$500,000 a year, assume his average of loss by bad debts to have been one-half of one per cent., for six years past, that is \$2,500 per annum. This constitutes his normal or "own" loss and is not covered by his credit insurance. If his total loss for the year insured does not exceed \$2,500 he has no claim under his policy. But if his losses amount to \$4,000, he, himself bears the first \$2,500 and the company bears the balance or \$1,500.

The similarity in principle between credit indemnity and fire insurance is manifest. Both are the provision made by prudent men against the unexpected. Credit insurance, properly understood, is no incitement to undue extension of sales, but a safeguard against abnormal loss through causes which cannot possibly be foreseen. It in effect gives an absolutely responsible endorser and strengthens the position of the insurer with his banker, who is assured that disaster cannot befall him through loss by bad debts.

A company, known as the Canadian Credit Indemnity Co., Limited, has just been formed, to undertake the insurance of credits in Canada. Its board of directors includes such men as John W. Langmuir, John F. Ellis, Peleg Howland and W. K. McNaught, of Toronto. The authorized capital of the company is one million dollars in 10,000 shares of \$100 each.

FIRM INSURANCE.

A FEATURE of life insurance that is being rapidly developed in Canada is the department of firm insurance in which one or all the members of a firm carry insurance on their lives for the benefit of the firm. Firm insurance is done in two ways. The older method is the

writing of what are known as "joint life" policies. The firm in this case carries one life policy, and in the case of the death of one of the partners the insurance money is paid into the firm, and thus there is compensation to the surviving partners for the loss of their colleague. The disadvantage that this form of firm insurance labors under is the fact that in case of dissolution of partnership there is no way of satisfactorily arranging the policy. The only thing that can be done is to surrender the policy, and this means a considerable loss of cash to the policyholders.

As a result of this disadvantage the joint life system is being replaced by another system, under which each partner carries an individual policy, the firm in each policy being named as the beneficiary. Then, if there is a dissolution of partnership, the different policies can be adjusted in any way the holders desire, and anyone else's name may be substituted as beneficiary for that of the firm.

The joint life system is still in use in cases where there is practically no danger of dissolution of partnership, as, for instance, when the members of one family are the partners.

Often this variety of insurance takes the form of a single policy on the life of but one man connected with a business. This is generally the active manager. In the case of a company, with a number of silent partners or shareholders, it would obviously be a heavy loss to them to lose a successful manager. They accordingly insure his life. A case was recorded recently of the advertising man of a company being the one on whom a large policy was placed. The success of the business was considered to be due to him and the company decided to put \$50,000 on his life.

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

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232 McGill Street,
MONTREAL

10 Front St. East,
TORONTO

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333

Business, 048, 14, 130.

Broad Points, 312, 313, 314.

Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS

THE BROWN BROS., LIMITED
TORONTO.

ARE YOU TAKING ORDERS FOR

EMBOSSING PLATE PRINTING and ENGRAVING?

A SET OF ONE AND TWO LETTER
MONOGRAM DIES IN STOCK.

We have a full line of Greeting and Tally Cards for Fall trade.

Write for new style sheet of engraving.

Standard Embossing Company

82 and 84 Adelaide St. East,
TORONTO.

SAFES

Guaranteed fire and burglar proof

"The Winnipeg Safe" That's "OURS"

Country Merchants, we want to job with you and will make a very low price on a sample safe. Correspondence solicited.

EASY TERMS

Winnipeg Safe Works

Office, Cor Princess and McDermott
Winnipeg, Man.

**JOHN HEATH'S
PENS**

A good Pen is a good servant, and John Heath's Pens are made to serve!
ALWAYS READY AND ALWAYS WILLING.
They were 'first' 45 years ago, and are still leading the way. British made of British Steel

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

NEW TELEPHONE DIRECTORY.

THE BELL TELEPHONE CO. OF CANADA, LIMITED,

will issue a new

Subscribers Directory

for the

District of Toronto, about the 15th of October, 1904.

Orders for new connections, changes of Firm names or addresses should be sent in before the 1st of October to insure their appearance in this book.

K. J. DUNSTAN,

Toronto, Sept. 15th, 1904.

LOCAL MANAGER.

THE OFFICE END

DEVOTED TO THE
OFFICE STAFFS OF
BUSINESS
ESTABLISHMENTS

TO THE OFFICE EMPLOYEE.

From the Business World

IF you work for another, your own best interests are served by trying to put yourself in the place of the man who employs you—not too literally, of course. To achieve any great success for yourself you must do something for him. Get into a position that permits you to have his viewpoint. See things with his eyes. Think of them as he does. Let the day's affairs come before your eyes as they come before his. Reach out ahead for new things, and handle those at your side now, from a policy which you see is the policy of the house; with the same purpose and end as that which animates its head.

"It won't matter a bit how smart you are, how gifted, how able, how strong—unless your gifts and strength and abilities are exerted in harmony with the efforts which your concern, as a whole, exert.

"You are 'in the same boat' as the firm for whom you work. If you would help them (and thus only can you help yourself) you must pull on your oar so as to fall into stroke with the others sitting near you. Otherwise what? Well, otherwise your strength will either be wasted or it will serve to stop the boat's headway. Remember you are not sculling, but rowing; and yours is but one of many oars. The old song says: 'A long pull, a strong pull, and a pull all together.' The long, strong pull were better omitted unless the rowers pull all together.

"Occasionally there is a little business started where one man is the whole thing. He can stand in the stern of his diminutive craft and scull his boat where he will. Progress means his strength, his judgment, his knowledge of the way. But as business grows and increases, this method must be exchanged for one yielding greater power of propulsion.

"Now he calls in others. Now his progress depends on unity of action on the part of all those who are working together for his good. If you are in his boat keep your eye on the same light he does, adopt the same rhythm of stroke, pull at the same time, in the same way, and for all you're worth. Work hard and faithfully for him. Forget yourself and struggle toward his harbor by harmonious means. If you get him there, you must, yourself, get there."

THE DRAFT SYSTEM.

H. R. W.

A SHORT time ago an article appeared on this page by "A. B. C." on the inconvenience to the retailer of settling accounts by draft. Mr. "A. B. C." states that if the retailer failed to meet an acceptance through miscarriage of the mails, the draft would be protested, thus proving expensive and also injurious to his credit. It might be said in answer to this that the majority of houses doing business with drafts have the "no protest" slip attached to draft, and a draft is rarely protested unless specially instructed or to hold an endorser. Mr. "A. B. C." also states that the retailer cannot always call in his money just as he wants it. This is also true of the wholesale merchant, in fact, he

is very often requested to grant extensions on lines for which he has paid spot cash, and although working on a larger capital finds it difficult to finance a large business at certain seasons of the year. Banks in Canada are opening up branches all through the country to such an extent that there are few towns which cannot be reached by draft.

If the retailer will look reasonably on this draft system, he will without doubt agree that the wholesaler could not conduct his business successfully unless some such method were adopted. We will say for example, that the wholesale house has some eight or ten thousand accounts on the books, of these about six thousand being out of town accounts. If no practical, systematic method of collection were adopted, it would be impossible to look after such a large number of accounts. No wholesale merchant prefers to make drafts and pay exchange, provided remittance is received for the account either by postoffice order or express order, but the difficulty is that the retailer does not remit within the time in which cash discount may be allowed, but sometimes thirty days after, and still deducts cash discount, and the wholesaler is obliged to give special attention to the individual account, necessitating thereby a very large and expensive office staff.

THE STATEMENT CHEQUE.

H. R. W.

A FORM of cheque being adopted very largely now by business houses is that with the statement form either at the left of the cheque proper or on the reverse side. The advantages are obvious. The regular endorsement is sufficient receipt, full particulars of the settlement appear on the statement form, and where no statement is received from the parties from whom goods were purchased, as is so often the case, it is a very convenient form of remittance. The advantage of having the statement form at the left, on the face of the cheque, is that the amount is before the person drafting the cheque and is less likely to be transposed than if it were carried from the statement on the reverse side. The only extra work involved in preparing this form is the insertion of the amount from statement received from the creditor, the vouchers when received from the bank being uniform. These forms should be numbered consecutively before being sent out, entered direct in the bank book or in the bank column in cash book, doing away entirely with cheque stubs, which require to be entered again, and when returned by the bank at the end of the month sorted and filed numerically, after being attached to any corresponding vouchers, such as statements, vouchers for unpersonal accounts, freight bills, etc., which have already been given the same voucher number as the cheque.

It is hardly necessary to say that no other form should be sent out with these cheques, such as a notice that cheque for a specified amount for an account to a certain date is enclosed, as this form gives full particulars of the account being settled.

Criticisms and replies to articles which appear on this page may be sent to the MacLenn Publishing Co., "The Office End"

A HOLIDAY WINDOW.

THE adaptability of dolls as features of a window display does not seem to have been generally grasped by merchants who handle them. Scenes of almost any description can be depicted in a most life-like way by the use of the various styles of dolls at ready disposal. The jointed style lends itself particularly to this. Many stores have found the dolls most serviceable as a detail of an arrangement for the display of almost any kind of goods.

In the cut shown which is a window used by the Imperial Store, Winnipeg, a most simple and yet effective arrangement is obtained. In the centre was a platform with a painted scene in the rear, to represent a theatre stage. On this were placed dolls in various costumes and in attitudes that represented action. In front was a piano

per pound of prepaid postage which they come in at, as against the excessive rate the British Government charges.

While efforts have been made in the past to reduce such a British rate nothing has as yet been accomplished. The most noteworthy attempt was made by Mr. Drysdale, Montreal, who wrote leading English newspapers regarding the situation some two years ago. While these letters were published nothing practical was done.

It is learned another movement is on foot to secure the lowering of the postal rate and this is heralded as bidding fair to win success. A petition is to be circulated among prominent booksellers for signature and this in turn is to be presented to the British Government by Mrs. Austin of the Primrose and Victoria Leagues.

An increase in the number of English papers and periodicals would undoubtedly do much to foster that closer union which is the modern desideratum and no-



A Holiday Window.

with a doll pianist and nearer the glass still was a row of seated dolls to represent an audience.

The remainder of the display was holiday goods, such as toilet sets, leather goods, etc. The background was simply made of a wooden frame with cheesecloth or other material stretched over it. On this, to make it more suitable for a bookseller, might be fastened, instead of handkerchiefs, small toys, pictures or other lines in stock.

ENGLISH POSTAL RATE.

BOOKSELLERS and stationers are aware of the restrictions placed upon English periodicals and newspapers, due to the high postal rate, and undoubtedly will welcome any means to lessen the burden. At the present moment the sale of papers and magazines from across the line is materially augmented by the low rate

thing would contribute so much to keep us in touch with the Motherland, and render practical Imperialism a certainty.

AN IMPOSING CATALOGUE.

THE 1904 illustrated catalogue of the Taber-Prang Art Co., Springfield, Mass. is a magnificent production, imposing in appearance and excellent in make-up. It contains nearly 200 pages, 14x10 inches, on which are reproduced in miniature thousands of the firm's beautiful art productions. Each cut is numbered and described and by means of a system of indices the price of each can be learned. The subjects are extremely varied and include the best work of all the world's most famous artists. The catalogue is itself an art production and affords several hours' pleasure to the person whose good fortune it is to be able to examine it.

<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>	<h3>Leading Canadian Accountants and Auditors</h3>	<p>adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.</p>
<p style="text-align: center;">DAVID HOSKINS, F.C.A. Chartered Accountant, Auditor, Financial Valuator. 27 Wellington Street East, Toronto, Canada.</p>	<p>This Space \$15 a Year.</p>	<p style="text-align: center;">JENKINS & HARDY. Assessors, Chartered Accountants, Estate and Fire Insurance Agents. 15 1/2 Toronto Street Toronto. 463 Temple Building, Montreal. 100 William Street, New York.</p>

<p>This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,</p>	<h3>LEGAL CARDS.</h3>	<p>organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature. For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.</p>
<p>TUPPER, PHIPPKN & TUPPER, Barristers, Solicitors, Etc. Winnipeg, - - Canada.</p>	<p>ATWATER, DUCLOS & CHAUVIN Advocates, Montreal Albert W. Atwater, Q. Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.</p>	<p>This Space \$15 a Year.</p>
		<p style="text-align: center;">I. L. O. VIDAL. Barrister, Solicitor, etc. Collections and Commercial Law. Montmagny and Quebec City, Que.</p>

<h2>Educational Department.</h2>		<p>The following institutions for the education of business men's sons and daughters are recommended by this paper :</p>
<p style="text-align: center;">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. Toussaw, } BELLEVILLE, ONTARIO. } J. Frith Jeffers, M.A., Secretary. } President.</p>	<p>YOU NEED Shorthand <i>METROPOLITAN Business College</i> Telegraphy - OTTAWA, ONT. - Typewriting Bookkeeping R. A. FARQUHARSON, B.A., Principal.</p>	
<h3>St. Margaret's College, Toronto</h3>	<p>One inch space in this dept. \$15 per year.</p>	
<p>A Boarding and Day School for Girls. Thorough courses in every department. Only teachers of the highest academic and professional standing employed. GEORGE DICKSON, M.A., Director MRS. GEORGE DICKSON Lady Principal</p>		

CONDENSED OR "WANT" ADVERTISEMENTS.

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

FOR SALE.

ONE of the largest and best known book and stationery businesses in Western Canada. Paving well and growing rapidly, a splendid investment for men of capital. Situated in a thriving city and with unlimited possibilities. Good reason for selling. Address Box 179 care BOOKSELLER AND STATIONER Toronto (110)

HOTEL DIRECTORY.

NEIL MCCARNEY, PROP **W. C. MCCARNEY, MANAGER**
THE PROVINCIAL
LEADING COMMERCIAL HOTEL GANANOQUE ONT
Located in Heart of Business Section Ten First-class Sample Rooms

HOTEL GRAND

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

ALCOHOLISM The best treatment for all persons afflicted with the disease of drunkenness, is known only to **DR. MACKAY**, Address City Hall, Montreal, Que.
Absolutely private treatment.

	<h2>IDEAL SCRAP BOOK</h2>
<p>Expansion Back. Leaves Removable. Triple Capacity. Unique can be read both sides. Has no equal. No fastenings. No sticky fingers. BIG SELLER. MANUFACTURED BY RIGHT PRICE. IDEAL SPECIALTY CO. THE BROWN BROTHERS, LIMITED Agents, - - TORONTO.</p>	

Headquarters for
WRITING TABLETS

Our Writing Tablets are beyond question the best in the market and the most profitable for the retail dealer to handle. We mention a few standard ones of our immense variety.

Silver Linen	Magnet
British Bank	Just Right
Irish Flax	Record Breaker
Bank Linen	Globe
Merchants Bond	Leader
Bankers Bond	Sans Pareil
Government Bond	Ivoryine
Sioux Bond	Coronet
Pioneer Linen	Imperial
Hiawatha	Britannia Linear
Etc.,	Etc.,
	Etc.

All have handsome, artistic covers and are padded by the "**Perfect Process**" which permits the removal of a sheet from any part of a tablet without injury.

Five dollar sample assortment sent on application.

New lines constantly being added.



W. J. GAGE & CO., LIMITED
 Manufacturing Stationers
TORONTO



MONTREAL STATIONERY TRADE.

FALL trade is opening up favorably in both retail and wholesale articles. Regarding papers and envelopes there is a lamentable lack of novelty. Fabric surface papers continue to hold sway. In envelopes, as noted last month, the deep pointed flap is seen, although the wallet flap is by far the more prominent. Although there is a lack of novelty there is no lack of new papers, which, however, bear the earmarks of fabric finishes.

Clever imitation woven materials in various weights are seen. The square shape is proving very popular. Hemstitched effects still continue in vogue. Regarding colors, grey and azure continue strong, although various tints are shown, but the sale is of a restricted order. The greyish-white tint and cream are particularly strong.

Papeteries are already well displayed at retail, and the line of picture boxes, as intimated last month, is very strong. Retailers should not forget that many of these boxes after the paper has been taken out are suitable for ties, collars, handkerchiefs, gloves, etc. Fabric papers, as well as linen, bond and parchment papers, are used. Children's goods are featured in this line also, small boxes and dainty shapes being used. These goods should be used to the fullest advantage to brighten and tone up holiday displays.

SOME GERMAN NOVELTIES.

IN Germany, according to the correspondent of the Stationery Trades Journal, many people, more especially in Government offices and old-fashioned business houses, still stick to the old gum prepared in time-honored fashion on the premises. This conservative tendency of gum users is rather an incentive to invention, as it preserves a field, to all appearances worth conquering, by the introduction of a good new thing. Such an one seems to be "Gumosan." In spite of its name it is a solution of gum arabic of remarkable clearness, and therefore almost water-like appearance, which, to judge by its odor, contains some antiseptic. Apart from its qualities, which are said to be all that can be desired, the bottle in which it is supplied is sure to recommend it. This bottle possesses a pinched-in neck, and the brush therefore passes through a kind of slit, when it is relieved of all superfluous gum. The brush is fixed into a stopper, the top portion of which consists of wood, while the lower part is made of candle paraffin. Not only will this stopper not stick to the bottle, but it even pushes any glue down into the interior which might accidentally have settled in the cylindrical portion of the bottle neck. For re-filling, "Gumosan" can be had in the cheap ordinary bottles.

Another sealing apparatus, or rather sealing-wax-melter has just been introduced, and is of thoroughly business-like appearance. Many of the older arrangements for the same purpose were mere toys. It consists of two parts, the heating stove and the melting pot. The latter possesses a slanting bottom and is provided with an outlet for the sealing wax, which has been copied from tar

tanks and other receptacles used for the conveyance and storage of thick fluids. This outlet has the shape of a horizontal slit which can be closed or opened by moving a lever. The latter closes the opening by cutting the stream of wax and then remaining in front of it. Very ingeniously arranged is the spirit lamp, as the flame can never come in contact with the wax, and will not do more than just melt it and keep it liquid. The melter is also suitable for heating by gas and is to be had either with a stand for use on a bracket or table, or it can be fixed to the wall.

Very pretty things are being shown in letter weights of porcelain, glass and metal. They consist chiefly of artistically modelled figures on a flat base, and many of them are suitable to serve more than one purpose. There is, for instance, a little monkey sitting on a black slab, holding a bright red bowl which can be used for pins, nibs, or even for tobacco ash. A similar but far superior sample shows a nicely draped kneeling female figure, likewise holding a bowl. While, however, in the former case glass forms the material, the female figure is cast in metal. There are of course a great many other designs, humorous and otherwise, but it would be next to impossible to do them justice by a mere description in words.

A very handy file for letters or documents consists of 25 or more shells, like the covers of books with the pages removed from them. If such a cover is placed on a table, the top portion will allow a strip of the bottom, one to be seen which corresponds with the breadth of the back. In the present case a letter of the alphabet is printed on the lower end of that strip, and by a simple arrangement a number of such covers can be joined together, one always overlapping the other. Placed in a drawer or on a table, documents arranged between the covers, according to the letters under which they have to be registered will easily be found.

A very handy new ruler has recently been patented which can also be used as a test for the hand when the last lines in a big thick book have to be filled, but I am very much afraid that I am unable to give a clear idea of its construction without the assistance of a sketch. A thin flat wooden ruler is covered on either side with strips of metal, which, the one to the right and the other to the left extend about half an inch beyond the wooden portion. At one end the wood with its metal covering is partly rounded off, and while the ruler is being held with the left hand that portion is placed on the edge of the book where the rest is required.

WHAT THEY SHOW.

A WALK through the showrooms of Warwick Bros. & Rutter, Limited, at their temporary warehouse on Queen street, Toronto, reveals a most complete stock of all the best staple and fancy lines.

On one hand rise piles of this firm's Half Arkona calf office books, including minute, cash and day books, journals and ledgers, containing from 300 to 1,000 pages.

The stock of stationery and papeteries is very complete. They show a couple of lines of new stationery

worth nothing. These are the Cetonia Batiste and the Homespun. The first is a dainty invitation shape, in three shades, grey, azure and white. The latter is a large size. They have their Lorraine brand now in note paper, which will match the envelopes provided for the Lorraine pads. Two new pads are on show. The Magna Charta Vellum in a handsome dark brown cover will sell at 10 cents. The Royal Belfast Linnen in a lighter cover sells at 15 cents. For the Christmas trade they have prepared boxes of Holly papeterie in two sizes. The envelopes are square, wallet-flap and the boxes sell at 25 cents.

They show a splendid line of fountain pens and fancy penholders. These holders will astonish the trade. They are in appearance worth ten times what is asked for them.

Austrian cut glass paperweights, with fancy transparent colorings, sparkle in the sunlight. These will brighten up any stationery stock.

Calendar pads, desk and date pads are now in heavy demand and this firm shows a good assortment. An extensive line of tally cards and the new issue of Congress playing cards are in stock.

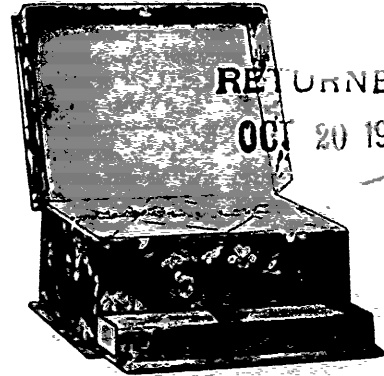
CANADIAN MADE PAPETERIES.

FOR artistic excellence, novelty of design and excellent workmanship, the range of new Canadian papeteries made by the Cepp. Clark Co. are worthy of the highest praise. The paper employed is the best linen-finish

dark blue; each box containing 36 sheet and 36 envelopes.

No. 115 contains 24 each sheets and envelopes in white, light or dark blue, the paper Salisbury size and the box covered with holly paper.

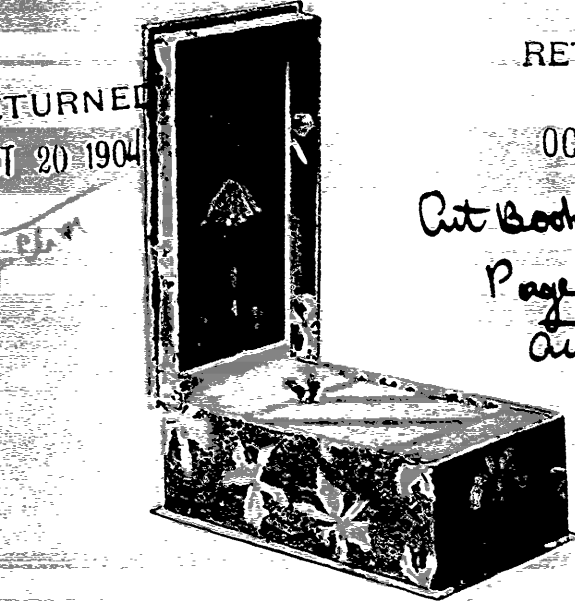
No. 112 is covered with violet floral paper and con-



No. 111.

tains 36 sheets and envelopes, regent size, in white and light blue.

No. 114 is a floral box, with reproductions of celebrated pictures inside the cover. Each box contains 36 sheets and envelopes in white and light blue.



No. 114.

and a variety of fancy colors have been used, which adds to the range a brightness and distinctiveness not usually found in the ordinary run of such goods.

No. 100 is a box covered with art marble paper, the contents made up in three boxes, with light blue and dark blue; each box containing 36 sheets and 36 envelopes.

No. 113 is covered also with art marble paper, the contents are mixed white and light blue and white and

RETURNED

OCT 20 1904



No. 107.

No. 111 is a floral box, containing 24 sheets and envelopes in white, light and dark blue.

No. 107 is a floral box, filled with assorted paper, white, light or dark blue, 48 sheets and envelopes.

SOME ITEMS WORTH NOTING.

THE Cepp. Clark Co. are showing their new Blank Book No. 5. This is a handsome book bound in green cloth and roan. The pages have the convenient unit ruling. They are made in all sizes and sell at 25 cents per 100 pages.

Just now they would advise their customers to forward their Winter orders for Stephen's inks before the frost sets in. They have a plentiful supply on hand, as well as a stock of the various brands of glues, pastes and fountain pen inks, for which they are agents.

A splendid present is made by this firm to any dealer who will take 25 gross Crucible pens. It is in the shape of a handsome oak cabinet, in which the pens can be displayed to good advantage. The line embraces 13 numbers. The patterns are similar in conformation to many of the leading makes. Most of the pens are silvered to

THE LINEN-FINISHED PAPER FOR THE PEOPLE!



Lingerie Note

DELICATE IN FINISH.

EXQUISITE IN STYLE.

Made in two sizes:

SALISBURY, 5 1/4 x 6 1/2.
REGINA, 4 1/4 x 5 1/2.

May be had in five colors:

White, Light Blue, Dark Blue,
Grey, Heliotrope.

ENVELOPES TO MATCH.

ORDER NOW

The Copp, Clark Co.
Toronto. Limited.

“DINNA FORGET”

TO ORDER A STOCK OF _____

- Stephen's Ink,
- Underwood's Ink,
- LePage's Glue,
- Chase's Glue,
- LePage's Paste, in tubes,
- Underwood's Paste, in bottles,
- Hitrite Mucilage, in 5c. bottles,
- LePage's Gold Medal Mucilage, in 10c. bottles.

LET US HAVE YOUR ORDER BEFORE THE COLD WEATHER
MAKES SHIPPING RISKY.

THE COPP, CLARK CO., Limited

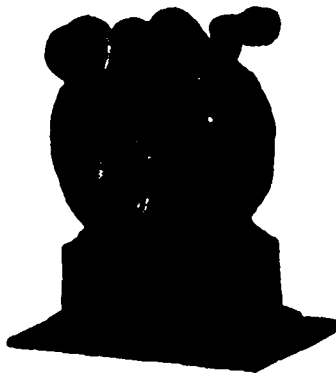
64 Front Street West, Toronto.

EBERHARD FABER'S

**"Lakeside"
Pencil Sharpener**

TEN TIMES THE CUTTING SURFACE
OF ANY OTHER SHARPENER.

The only
perfect
PENCIL
SHARPENER
made.



For use
in **BANKS,**
OFFICES and
SCHOOLS.

BECAUSE ...

The pencil can be quickly adjusted and a perfect point can be obtained without wasting the pencil, it will be as long after sharpening as before.

The pencil does not have to be held while sharpening.

A colored pencil containing a large lead can be sharpened.

No dirt. No washing of soiled hands.

Obtainable from the Leading Stationers.

HIGGINS INKS AND ADHESIVES



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

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



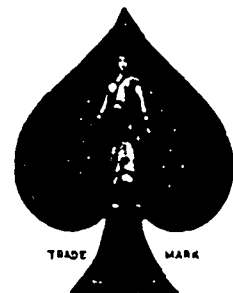
FRONT OF BICYCLE BOX.

**Bicycle
Playing Cards,
Imitated but
never equaled.**

Sell the best because
they are the best.

The genuine have King on Bicycle on front of
tuck case and our Trade Mark Ace on back.

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



TRADE MARK

prevent corrosion and this process gives them twice the life of an ordinary pen, while the cost is less. They are made in Birmingham and are highly guaranteed.

BROWN BROS. FALL OFFERINGS.

THE Brown Brothers, Limited, are now showing an extensive line of fancy papeteries suitable for the Fall trade, also children's papeteries, a special feature being their "Children's Games" series.

They have this season a complete stock of tally cards, programme pencils and cards attached, greeting cards and other requisites suitable for the holiday season.

A new consignment has just been received of their Swiss Cambrie black bordered stationery; they are now having the envelopes for this line made with the new shape "Diamond" flap. These are carried in stock in three sizes with paper to match and with several widths of border in each size.

This firm have just been appointed Canadian agents for the well-known series of English made steel pens manufactured by M. Myers & Son, of Birmingham. As these goods are in good hands, it goes without saying that they will enjoy a largely increased sale.

The time is now at hand for the stationer to order his stock of valentines for the coming season, and if he wants to show his customers something entirely out of the ordinary next year he should see the line published by Woodbury E. Hunt. The Brown Brothers, Limited, are the Canadian agents for these goods.

They are carrying a complete range of envelopes suitable for mailing Fall catalogues, trade announcements, etc. These are known as the Columbian Clasp and afford absolute security in passing through the mails.

A FEW NOVELTIES.

ARTIFICIAL holly and Autumn leaves, made of cloth and tissue paper, afford a cheap means of decoration.

Both lines are extremely realistic and a close inspection is necessary to prove that they are not the real article. Warwick Bros. & Rutter handle them.

Umbrella pen and pencil holders are a novelty to charm the youngsters. They are made of wood with lead pencil and pen inserted in the ends and look for all the world like rolled up umbrellas.

Invitation cards, linen faced, with envelopes to match, in the regent shape are shown to retail at 25 cents a box. The goods are a Newton mill product and will fill a long felt want. They are shown by Warwick Bros. & Rutter.

Holly and mistletoe picture post cards for the holiday trade are in preparation by Warwick Bros. & Rutter. Views of any Canadian town can be inserted in a pretty Christmas design.

CARD PLAYERS' REQUISITES.

THE new Canadian whist tray for duplicate whist, named the Wallace, in honor of Mr. James S. Wallace, president of the Canadian Whist League, is now ready for the Canadian trade. It possesses all the best features of the most popular trays and is for sale by the Copp, Clark Co.

This firm are also stocked with a full line of Goodall's Imperial Club playing cards, comprising four or five different designs in bicycle cards, jobbing at \$2 a dozen. These have become very popular with the trade since the

United States cards have been barred out under the provisions of the dumping clause. In addition, they have in stock several fancy back designs. Among these are the London Bridge, The Little Pet and The Fortune Teller. They also handle special whist cards in a number of styles.

IRISH POPLIN.

THIS is a name given to an exceptionally fine quality of note paper that is made up by Buntin, Gillies & Co., Limited, Hamilton. It is a beautiful linen paper with a prominent watered effect which gives it



Irish Poplin.

style that cannot be had in any other linen papers. A cut of the note paper box is shown here so that dealers may see the artistic way in which it is put up. The paper is boxed in one-quarter reams and the envelopes in hundreds, in any one of the four colors, viz: white, grey, azure and bisent, and stationers desirous of having the best for the money will do well to see samples of this paper before ordering other lines.

WRITING TABLETS.

THE sale of writing tablets has got to be a very important item in the retail stationer's business. W. J. Gage & Co., Limited, report a steady increasing demand for their writing tablets. They are now making a very extensive and complete line with elegant attractive covers and their goods are all padded by the "Perfect Process" which they claim permits a sheet to be taken out of the pad anywhere without injury to the binding. This is a very important feature and doubtless will be fully appreciated by the users of tablets.

INDESTRUCTIBLE BOOK.

The new series of Dean's indestructible and washable rag books which proved such good sellers last year are again on the market this year, and William Briggs, who has control for Canada, reports a very large importation for the Fall and Christmas trade. These rag books are sure of a large and growing sale on account of their indestructibility. The fact that these books can be sent to the laundry along with the rest of the household linen and returned practically a new toy book is a great saving on the household purse.

TURNED

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at Book 25

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ens.

FANCY GOODS

A PAYING DEPARTMENT.

It is in the realm of fancy goods, including toys, games, etc., that more new things are produced each year than in any other line. The children soon tire of a toy or a game and a new doll is a delight, however many more there may be around. The knick-knacks of the fancy goods department form the chief resort of the holiday buyer. Presents can be purchased here by everyone for everyone and at almost any limit of price, and no matter what it is it is always acceptable.

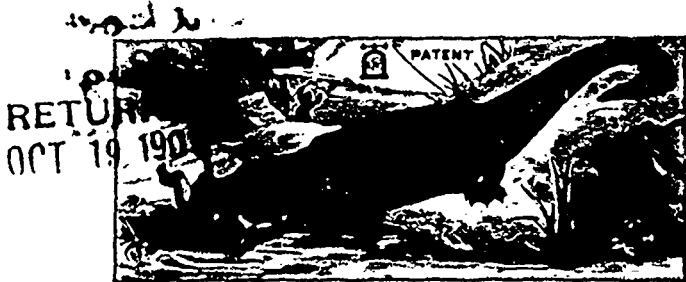
That is why it pays to have an attractive department

glass cases. Leather goods are usually displayed on tables.

IN TOYLAND.

THE mechanical toy occupies the centre and all sides of the field. Other lines are merely auxiliaries to this, and for this reason a wonderful development has taken place in the ideas included in cheap and dear toys that twist and turn, swim, jump, climb, tumble and do everything else we see in life. Musical toys are strong features and will amuse the smallest youngster. Some of the cuts show a few of the newest offerings. Masks must be laid in for Hallowe'en. They include negroes, Chinamen, animal faces, clowns, and all the other weird effects. Among the useful toys is a typewriter that can be bought for a few cents and produces very creditable work.

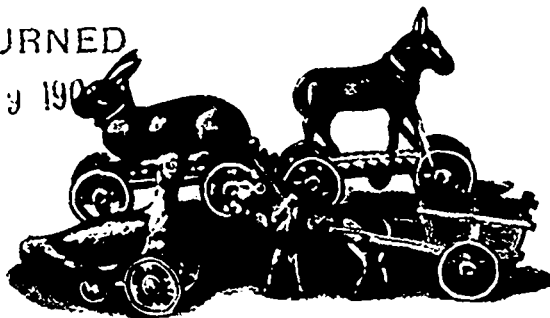
And combined with all these novel ideas and interesting manoeuvres of the mechanical toy is a cheapness that



A walking alligator that can be sold for 25c.

for the handling of these goods. A good corner of the store which is distinctly separate from the other departments will be found to pay and too much attention cannot be devoted to the arrangement of it. It is not so important that this line should have the benefit of daylight, as fancy goods are, in the majority of cases, improved by artificial light. A bank of shelves up the wall will hold any amount of goods in little space and display them to advantage. If artificial lighting is used a background of dark cloth is advisable. For toys there should be an unoccupied table for the display of the workings of mechanical toys, as these make up 90 per cent of the toy

RETURNED



A group of 5c toys shown by Nerlich & Co.

stock. Hunting around for a clear space or using the floor loses many a sale. Dolls can be set up on shelves, laid in glass show cases or enclosed in upright glass wall cases, the latter two keeping the dust off the delicate finery of the model doll. Fancy work must be shown in



A musical rabbit.

A ladder climber.

makes one wonder how it can be done. No one is too poor to be able to afford a toy for the boy that will keep him in ecstasies for a long time. For five cents he can have performing animals, jumping figures, etc., and for a quarter of a dollar the most complicated motions are at one's command.

HOLIDAY SPECIALS.

FANCY goods for the holidays are becoming of more and more interest to the general trade. Samples of the most attractive and novel goods contain striking creations from the Japanese and Chinese markets.

Lines of china, cups and saucers in multitudinous designs are featured. The general line of these goods is so varied that an adequate impression is impossible and only an

outline can be given of some particularly noticeable lines suitable for holiday selling.

A novelty which is gruesome enough to be enthralling is a Japanese bust in the form of a hat rack. Doubtless

Advance showing is made at this early date of Easter goods, and while the various animals occupy their usual place, a distinct novelty is in the form of an Easter egg showing a hatching chicken, the whole set upon a little box which may be filled with chocolates.



Hallowe'en masks shown by Nerlich & Co.

searchers for oddities will pounce with avidity upon this object. The variety of paper decorations in fantastic patterns leaves nothing to be desired, in fact the chief care in buying is to avoid undesirable patterns. Screens and umbrellas are in deserved prominence. Screens have sold well for import, and assorting orders are heard of already. The large 6-foot varieties are in best favor, although the smaller ones are highly spoken of.

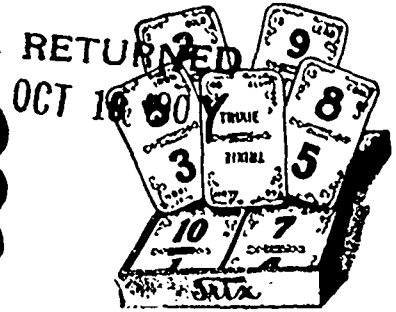
Tobacco jars, which always demand attention at holiday time, are seen in fantastic Japanese designs and can be retailed at moderate prices. Jardinieres in various sizes and patterns are also good for holiday trade. Handsome tea cosies in pale blue and other colors are wonderful pieces of work. Waste paper baskets in sets of three, of square shape in Japanese designs in an unlimited range, are priced to prove popular at retail.

FOR old and young games are essential for the Yuletide. The season is one of festivity and joy, and while toys are not supposed to amuse grownups, they are not loath to indulge in the holiday games. Last year such games as Pit and Fling captured the public and

GAMES.



A season's novelty. A terrifying squirmer.



Trix, the new game, shown by Nerlich & Co.

were sold in such quantities as to make the supply inadequate for the demand. These games are still shown and are freely selling.

This year, however, three or four new games are on the market. Sherlock Holmes is an adaptation of the terms that would be connected with a detective's

Play the New Game



Newstand Best of all Card Games

For Sale Everywhere, of sent, postpaid, by the publishers

Price 50 Cents



66 Picture Cards including 49 Portraits of the Most Popular Actors and Actresses



Printed in Three Colors

THE AMERICAN NEWS COMPANY, NEW YORK, Selling Agents At all Department, Stationery, and Toy Stores C. M. Clark Publishing Company (Inc.), Boston, Mass., U.S.A., Sole Proprietors and Publishers

career, such as burglar, robber, thief, run, clue, etc., and the object is to collect as many of the first three named as possible. From three to eight can play and an everpresent attention is required to succeed. It is a jolly, interesting game that demands rapidity of thought. As such it is a typical Christmas game and one of which one will not quickly tire in spite of the tension existing from beginning to end.

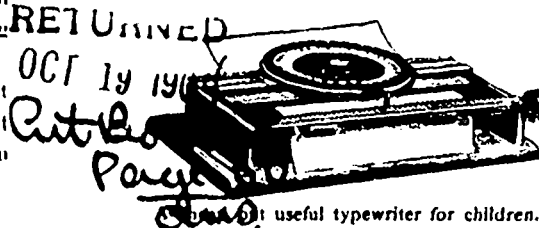
Trix is a more complicated application of the best points of a number of other games. Some ten distinct games can be played with the cards, each differing from the other so completely as to make the pack a never-ending source of pleasure.

Military Euchre was described in detail in the last issue of Bookseller and Stationer. It has proved very popular in the United States and is taking well in Canada.

Another highly entertaining card game is being boom-

LEATHER GOODS.

IN leather handbags the envelope and avenue bags are among the most popular. The former was originally after the shape of a wallet with handles attached but has not been closed at the ends and becomes the avenue bag or much similar to it. The handles to these are two



Handy, useful typewriter for children.

long straps fastened one on each side. A flap buttons over on one side. Some have two flaps covering two different sections.

A new design of handbag has a triple frame like some large purses. The handle is then attached to the middle frame. Another style shown in New York has a buckle at the side of the frame. Patent leather envelopes are being pushed, as well as those made of decorated leather. A handbag of Japanese frog skin has caught on, on the other side of the line, as also have bags made of calf and antelope skin with the hair on. The pedestrian bag is still selling to some extent as is the Peggy. One bag has the inside purse attached to the frame.

The braided handle is in good demand, but the strap handle is more favored. Some of these are exceedingly long. A novelty in ladies' leather belts is one along which two straps of leather extend, edged with white cloth. These are usually in black or white. They are likely to take with the trade.

CATALOGUE OF GAMES.

The annual catalogue of games of the Copp, Clark Co. is now ready for distribution. It is slightly smaller this year on account of the fire, but nevertheless its contents include all the very best games, such as Authors, Golden Locks, British Tar, Young Canada, Our Donkey Party, Parhest, Old Maid, Snap, Nations, The Lost Heir, Crokinole, etc. A copy will be mailed on application.

CANADIAN ART CALENDARS.

In past years it has always been matter for regret that in procuring Christmas cards and calendars no special Canadian designs were procurable. The lines were always very beautiful, of course, but there was nothing which one could describe as distinctively Canadian. Fortunately the Copp, Clark Co., Toronto, have stepped into the breach, and this year they are placing on the market four Canadian art calendars which are sure to be warmly welcomed by both the fancy goods trade and the public. These calendars are four-card affairs, each card a maple-leaf shape, and the four bound together with red ribbon. Each card bears inside a gold border, and in addition to the calendar, an appropriate colored picture. One set, No. 635, illustrates Canadian flowers; another, No. 655, illustrates Canadian sports, a third, No. 615, is entitled "Historic Canada," and shows Louisburg, Wolfe's Cove, a blockhouse on the Don, and an old western fort. The fourth set, shown here, and No. 665 in the series, reproduces the main street of Winnipeg in 1872, the remains of French fortifications at Louisburg, Fort Mississauga at Niagara, and a giant tree in British Columbia

RETURNED

OCT 20 1904

Cut Book 25
Page 63
Ans.



Pretty Calendar Illustrating Canadian Scenes -Copp Clark Co

ed this Fall under the name of Stage. Its cards bear the portraits of all the leading actors and actresses, and, even apart from the game itself, the cards possess an interest of their own.

Ask to See Our 'Xmas Papeteries.

G. A. WEESE & SON

Wholesale Jobbers In _____

Smallwares, Fancy Goods, Notions, Novelties, Jewellery, Stationery, and other things.

44 Yonge Street TORONTO

Near the Station and Wharf.

Our Travellers call on the Trade.

The Picture Post Card House of Canada

(Established 15 years)

The Orders Booked

Justify us in believing we have the **Right Goods at the Right Prices.**

View Post Cards Fancy Post Cards Christmas Post Cards

SAMPLES ON APPLICATION.

The Montreal Import Co., 17 St. John Street, Montreal

Picture Post Cards

Souvenir Books

There will be a good Christmas demand for Picture Post Cards and Souvenir Books. We have a full line of Canadian cards, over 700 subjects, and Canadian books, 25 titles, from Newfoundland to the Yukon. Let us have your orders for Christmas stock.

Now is the time to place your orders for sets of cards for Spring delivery. Our colored cards are very fine and have a big sale. We can make you up a set of your locality at moderate prices.

W. G. MacFARLANE,
SATURDAY NIGHT BLDG. TORONTO.

TALLY CARDS AND DINNER CARDS
For Special Occasions

We are the only firm making cards specially for 'Hallowe'en and other Holidays.

Have you seen our **UNIQUE, STANDARD or ARTISTIC** assortment of Calendar Pads?

Ask your jobber or write direct to

The Chas. H. Elliott Co.
17th and Lehigh Avenue. - Philadelphia, Pa.

THE Picture Postcard Co

We are constantly adding to our stock of

View Postcards
of Canadian cities and scenes and have also a full line of

Fancy Postcards
in colors, as well as a complete range of beautiful

Christmas Postcards.

We also stock a nice line of

Postcard Albums
of all styles and prices, as well as

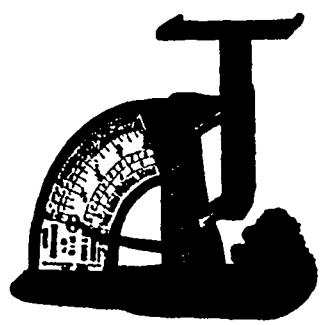
Display Stands,
both stationary and mechanical. These save space, carry quite a stock, show it to advantage without handling and save the cards from becoming finger-marked and shop-worn through constant handling. Ask for prices.

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

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Page 11



MADE IN FOUR SIZES

The "SUPERIOR,"	capacity 4 lbs	by 10z
The "IDEAL,"	" 2 "	" 1 "
The "GEM,"	" 1 "	" 1 "
The "RELIANCE,"	" 8 oz	" 1 "

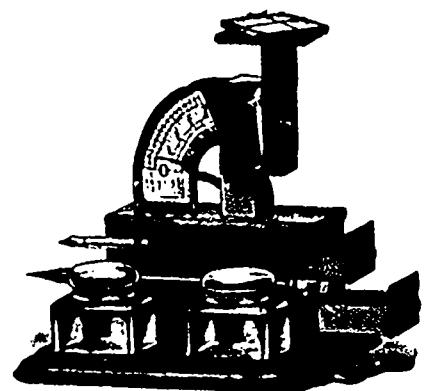
THE TRINER POSTAL SCALE

RECORDS INSTANTLY THE EXACT COST, IN CENTS, ON ALL CLASSES OF MAIL MATTER.

Article can be placed anywhere on the platform, yet always show accurate weight. Our successful development of this scientific principle has produced the only perfect postal scale.

They save stamps—Your jobber has them.

Triner Scale & Manfg. Co.,
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FAST MAIL.
Capacity 1 pound by 4 ounces

THE MAGAZINE COUNTER

FEATURES OF PRESENT AND FUTURE ISSUES.

FOR the convenience of readers of Bookseller and Stationer, who devote attention to the sale of periodicals, the following magazines have been carefully examined and lists of leading features, both in current and promised issues have been prepared. It is hoped that dealers will make effective use of this list.

Blackwood's. (September). Topics of timely interest are "Mr. Chamberlain's Agricultural Programme," "The Ultramontane Debacle in Scotland," and "The War in the Far East." There are numerous other articles and stories.

Booklovers. (October). Nature and pictures of nature take up a considerable portion of this number. Among the features are "Above a Sea of Clouds," "The Life History of a Star," "Forest Trails in the White Mountains," and "The Colossal Cavern of Kentucky." The other articles and illustrations are well up to the magazine's standard.

Canadian. (November). "Canada at St. Louis" will be the leading feature of this number. "The Argentine Gaucho" gives further information about the South American republics. "The Things that are at Night" tells of the sights and scenes of a city during the hours of night. W. Albert Hickman will contribute a story.

Cassell's. (October). Has a special article on the power works at Niagara Falls, profusely illustrated with many photographs, also numerous stories and articles on the motor boat, the east end of London, celebrated gardeners and Mr. John Hare, the actor.

Century. (October). Contains "Innoculating the Ground," "The Cossacks," "New Material Concerning the Lewis and Clark Expedition," "Villas of Venetia and Genoese Villas," "Togo, the Man and the Admiral," "The Real Dangers of the Trusts," Jack London's serial "The Sea-Wolf," increases its interest with every fresh installment.

Craftsman. (October). With this number this handsome publication appears in a striking new dress. The pages, instead of being double column, are single column, with a larger type face. Colored illustrations have also been introduced and the whole magazine has been enlarged.

Critic. (October). Among the noteworthy contributions are "A Pilgrimage to Goldsmith's Deserted Village," "The Literary Life," by Laurence Hutton, "The Cost of Living in France," and "The Biblical Play." The illustrations are as usual, numerous and well executed.

Everybody's. (October). Everybody's is creating a sensation with its disclosures of the doings of the amalgamated copper trust by Thomas W. Lawson. In Hall Caine's serial, "The Prodigal Son," they also have a strong drawing card.

Forum. (October-December). The usual reviews cover

"American Politics," "Foreign Affairs," "Finance," "Applied Science," "Literature" and "Education." The special articles are "Protection against Fires and Faulty Construction," "Private Societies and the Enforcement of the Criminal Law," "The Negro's Part in the Negro Problem," and "Is the Human Brain Stationary?"

Gunton's. (October). Contains "Great Britain's Crown Colonies," "Writing for the Magazines," "Wages and the Cost of Living," "Modern Ideals of Friendship" and "The Labor Vote and What Controls it."

Lady's Home Magazine. (September). The numerous short stories and illustrations in this number are particularly good. "The Servant Problem" is discussed by several eminent ladies.

Lippincott's. (November). All admirers of the work of Charles G. D. Roberts will be pleased to learn that his latest story "The Prisoner of Mademoiselle de Bienecourt," will appear complete in this number. Besides seven short stories there will be articles on "Gladstone's Friendship with Lord Acton" and "Legends and Pageants of Venice."

Macmillan's. (October). In the "Humors of a Canadian Watering Place," by A. G. Bradley, Canadians will find a good description of Murray Bay. "The Dilemma of the Scottish Churches" is handled by Daniel Johnston.

McClure's. (November). Stewart Edward White will begin a new serial, "The Rawhide." Senator Lodge will contribute an article on Roosevelt and Grover Cleveland one on Parker. There will be some first-class fiction by well-known authors.

Metropolitan. (November). This number will deal in the main with American politics. In addition there will be some strong love stories, a gallery of portraits of noted men and women of the stage and a number of illustrated poems.

Munsey's. (October). As usual this magazine is brimful of excellent material and interesting illustrations. Mention might be made of "Precedence in Europe and America," "Foreign Born Educators," "Freemasonry," "The Wives of George IV."

Pall Mall. (November). Articles of a high order of merit are promised for this number. There will be "Lion Shooting with Prince Ranjitsihji," "Waxworks in Westminster Abbey," "London's Historical Houses," "The Value of Scientific Research" and "Stories for Stained Glass Windows."

Pearson's. (American, November). Pearson's editors call their November number a "climax," as in it the numerous serial articles reach the height of their interest. "Thomas Nast's Career," Dr. Brady's "Indian Fights and Fighters," "The Chronicles of Don Q" and "Sannatha at St. Louis" are all features.

Pearson's. (English, October). This number is so full of good reading that it would be impossible to enumerate

even one quarter of it. Possibly the most readable article is "Side-Lights on Social Life in America," by Henry W. Luce, of "Punch."

Political Science Quarterly. (September). The contents include "Egypt and England," "The Cession of Louisiana to Spain," "Cleveland School Administration," "Monopoly and Tariff Reduction," "The Electoral System" and reviews of recent historical and economic publications.

Review of Reviews. (October). The Presidential election occupies considerable space, but there are other articles of importance, such as "Chemistry as a Modern Industrial Factor," "The Bankers' Convention," "Dr. Dillon, Journalist and Traveler" and "The Steepest Railway in the World," and several articles on the Russo-Japanese War.

Scribner's. (November). "Such Stuff as Dreams are Made of" is an account of the making and manipulation of stage scenery. "The Royal Academy" describes the great English art gallery. "Correspondence from the Russian Army" and "Captain Mahan's War of 1812" are two excellent war articles. In addition there is a good supply of fiction.

Strand. (October). Mr. E. W. Hornung publishes in this number the first of the "Stingaree Stories," which will be a feature of future numbers. Mr. W. W. Jacobs' "Dialstone Lane" is also in course of publication. "The Memoirs of Sarah Bernhardt" and "Models for Famous Pictures" are important articles, and there are numerous stories.

Theatre. (October). This publication grows in size

and interest every month. In this issue there is a profusion of scenes from the new plays of the year, interspersed with many portraits of actors and actresses.

World To-Day. (November). This remarkable ten-cent magazine gives an excellent bill of fare for November. A few of the articles are "British Towns and British Mayors," "How a Great City Amuses Itself," "An Experiment in Communism that Failed," "British and American Dramatists" and "The Coming Thing in Fiction."

World's Work. (November). This issue will begin the fifth year of this magazine. The story of wheat and the story of cotton start a notable collection of first-hand revelations. Submarine boats are described by Major Robertson and there are other articles on insurance and schools.

UNIQUE PRIZE COMPETITION.

A UNIQUE prize competition has been announced by Raphael Tuck & Sons Co., Limited, of London and New York, which should interest every dealer in picture post cards throughout Canada. Five hundred prizes of the combined value of £3,000 will be awarded for the best selected 300 of Tuck's post cards. The competition closes on September 25th, 1905. Full information will be supplied on application to the New York office of the company at 122-124 Fifth Avenue. A useful feature will be found in the circulars which are being issued and on which the imprint of any dealer in Tuck's cards will be inserted free of charge.

First Prize £100 for 300 Post Cards

RAPHAEL TUCK & SONS' "Third" Post-Card Collectors' Prize Competition

500 PRIZES of the combined value of £3000 will be awarded for the best selected 300 TUCK'S POST CARDS

THE COMPETITION CLOSSES SEPTEMBER 25th, 1905

JUDGES

The Competitors themselves; Adolph Tuck, Esq., Managing Director; Sir Arthur Conan Doyle; Alfred Parsons, Esq., A. R. A.

Full particulars, together with rules of Competition, list of prizes and entry form, will be supplied free on application. Dealers throughout the United States and Canada supplied with circulars with their imprint, without charge.

RAPHAEL TUCK & SONS CO., "LTD."

122-124 FIFTH AVENUE, NEW YORK CITY

WALL PAPER

TENDENCIES OF WALL PAPER DESIGN.

W. H. ELLIOT, in *Canadian Architect*

BEFORE attempting to outline the tendencies of wall paper design at the present time I should like to earnestly direct the attention of architects especially to a kindred subject, one at least inseparably connected with the decorator's work. I think I can say without exaggeration that decorators approach the work of covering the plaster walls of houses and other buildings erected of late years with trepidation amounting almost to terror as to the results. To see one's best laid plans and most cherished schemes completely frustrated by the treacherous under surface is more than disappointing. The "skin or putty coat" so much in use to impart that beautiful snowy smooth surface which so strongly appeals to some people has usually no actual adhesion to the coat beneath it and only waits the application of some material to sever its weak connection and destroy the decorator's work. The so-called sand finish of many plasterers is almost as great a delusion. On walls thus treated many patches will be found into which no sand and very little plaster of Paris has entered—nothing but lime. Plasterers freely admit these imperfections and also

that it is possible to get as good results as were obtained in houses a generation ago, but they claim that current prices do not admit of the use of sufficient plaster nor of sufficient time being given to the work. Surely it is a false economy to cheapen a material which is admittedly imperfect at best, which covers so much surface and which places a stamp of dilapidation on the house out of all proportion to its relative cost to the total cost of the building. I feel satisfied that this work does not receive the attention it deserves at the hands of the architect, and that not only would the problem of decoration be greatly simplified but that the life of the plastering would be materially lengthened if honest work were insisted upon.

Another feature in the preparatory work of ceilings and walls for decoration deserves more than passing notice. I refer to the obtaining of true perpendicular and horizontal lines in the angles of the room. It is no uncommon thing to see the ceiling run from one to one and one-half inches out of true in a wall of twelve or fifteen feet. The upright angles of the room are frequently as much out and in many cases meander in and out of line as they climb to the ceiling. Many rooms are two or three inches wider at one end than at the other. It can be easily understood how difficult it becomes under these circumstances to apply pattern of any sort so that it shall not appear to be leaning one way or the other. These defects are not by any means confined to cheap buildings but may be seen in some of our most pretentious structures.

THE LATEST MUSIC.

"Our Protectors," March and two-step by H. Appel, one of the catchiest two-steps published within the last year. It has plenty of go and swing and will doubtless be a favorite on dance programmes during the coming winter. Whaley, Royce & Co., Toronto.

"Stella," Ballad; words by E. Dustin, music by H. Spencer. This song is written in a popular style, but is anything except commonplace. The melody is pretty, one of those that stay with one, while the chorus is particularly effective. "Stella" will be a welcome addition to the repertoire of lovers of light songs. Whaley, Royce & Co., Toronto.

"Sailing down the Bay," Song, by J. Brochman. A sentimental song written in waltz time with chorus which will appeal to the popular taste.

Priscilla Waltzes, by C. J. Wolcott. A worthy and legitimate successor to such old favorites as "The Gondoliers" and "When the Lights are Low," written in a similar style. Like many of the newer productions it appears with a most artistic title page of white and silver. Whaley, Royce & Co., Toronto.

"My Sunburnt Lily," song by Al. Trainor. This decidedly novel and original southern ditty has a melody suggestive of some of the more successful coon songs and is one of the most characteristic songs of its class that have recently appeared. Whaley, Royce & Co., Toronto.

"Southern Roses," march and two-step, by J. Brew. A very pretty two-step in the popular rag-time style which is sure to become a favorite among connoisseurs of dance music. Whaley, Royce & Co., Toronto.

"Swallow's Return," descriptive sketch for piano, by L. Fisher, the composer of "The Robin's Return." It is easy, attractively scored and will be in demand as a popular primary teaching piece. Whaley, Royce & Co., Toronto.

"I Want My Daddy Back," ballad, music by J. J. Stohwasser, words by W. Sagar. This touching little song is most effective for a juvenile voice. The melody is simple and sweet and the refrain happily conceived in valse lute time. Whaley, Royce & Co., Toronto.

"La France," waltz, by J. Martorell. This is undoubtedly one of the most successful contributions to the library of dance music within the last two or three years. It has individuality which is a rare thing in dance music nowadays, yet at the same time it has the peculiar rhythm and swing requisite to a first-class waltz. Whaley, Royce & Co., Toronto.

"Parsifal," favorite airs from the opera arranged for the piano by H. T. Finck with story of the opera and analysis. Mr. Finck is doing a great service to the cause of instrumental music in editing Wagner's operas in such an attractive way for the use of piano students. The "Parsifal" selections are most successful in their way and the forty odd pages of musical manuscript serve to give the student a very fair idea of Wagner's masterpiece. This volume will meet with a hearty welcome at the present time in view of the fact that "Parsifal" is to be sung in several of the larger Canadian cities during the coming winter. Whaley, Royce & Co., Toronto.

DOES ADVERTISING PAY?
WE THINK IT DOES!

DO YOU?

WE ADVERTISE FOR OUR
DEALERS IN THEIR OWN TOWN
PAPERS.

WE BELIEVE THAT WE
HAVE UNUSED SPACE IN YOUR
PAPER, MR. STATIONER. WILL
YOU HELP US TO USE IT?

WRITE FOR OUR PROPOSI-
TION.

THE
COLONIAL INK CO.,
LIMITED
PETERBOROUGH, CANADA

Wall Papers

Dealers who have handled Staunton Goods in largest quantities in the past are the most enthusiastic about the 1904-5 line—the best line on the road. —See it.

**STAUNTONS LIMITED
TORONTO**

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NO
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1880.

C. F. Rumpff & Sons

CABLE ADDRESS:
"RUMPSO."

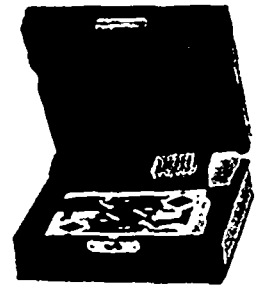


TOURISTS'
INK STANDS

Manufacturers  Exporters

FINE LEATHER GOODS

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



PLAYING CARD
CASES.

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

C. Brandauer & Co.'s - Limited



CIRCULAR POINTED PENS

SEVEN PRIZE MEDALS.

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, Gd., 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.

PERSONAL AND TRADE NOTES.

MR. B. CAIRNS, manufacturer of rubber stamps, seals, stencils, etc., has removed to large and new premises at 23 Adelaide street west, Toronto.

Mr. J. Zaccarelli, Dawson, B.C., stationer, suffered loss by fire recently.

Mr. John Sullivan, Ottawa, dealer in fancy goods and stationery, has sold out.

Linton Bros., booksellers and stationers, of Rosslund, B.C., have been succeeded by H. S. Wallace.

The Bee Hive Bazaar, Winnipeg, have advertised the sale of their stock of fancy goods by auction.

The Library Bureau of Canada, Limited, Montreal, have registered. Mr. G. F. Furlong is manager.

A chattel mortgagee is in possession of the drug and stationery stock of Gordon & Co., Chesley, Ontario.

Mr. Geo. R. Hamilton, who for a number of years conducted a stationery business in Orillia, accidentally shot and killed himself in London.

Abraham & Alton, dealers in fancy goods, etc., New Elskard, Ont., have dissolved partnership. The business will be continued by M. Abraham.

Mr. Parker Smith, of the firm of Smith, Stone & Knight, paper manufacturers, of Birmingham, Eng., is on a visit to Canada and the United States.

It is with regret that we note the assignment of Mr. G. B. Salmon, bookseller, of Brockville. He was building up a good business in that city and it is to be hoped he will be able to come to a satisfactory arrangement with his creditors.

Mr. Fred G. Inwood, who until recently called on the trade in Toronto in the interests of Brown Bros., Limited, has accepted a position with A. H. Stratton & Co., stationers, of Peterborough, Ont., where he will fill an inside position in their large establishment.

On September 19 last, Mr. G. W. Begg, of Toronto, was married to Miss Annis Miller Lee, of Gananoque. Mr. Begg is one of the Copp, Clark Co.'s popular travelers and a right good fellow. *Bookseller and Stationer* takes this opportunity of congratulating him and wishing him many years of conjugal happiness.

A change has occurred in the Toronto bookselling trade. William Tyrell & Co., who have been located for some years near the northwest corner of King and Yonge streets, have removed to larger premises on King street east, two or three doors east of Yonge street and near the King Edward Hotel. A further description of the new store will be given next month, by which time the firm will be completely settled in their new quarters.

A gentleman closely connected for many years with the book and stationery trade of this country, passed away at Sarnia on September 30, in the person of Mr. David McMaster. From 1863 to 1901 he conducted a book and stationery business in that city. He was for several years a member of the municipal council and at the time of his death held the post of assessor. He was a man of obliging disposition, genial temper and engaging personal qualities, whom to know was to like, and whose good fortune it was in consequence to number all his acquaintances as personal friends.

Col. Andrew Haggard, brother of Rider Haggard, the famous novelist, was in Montreal the last week of September, spending sometime with Mr. S. O. Armstrong, of the C.P.R., getting information about the North

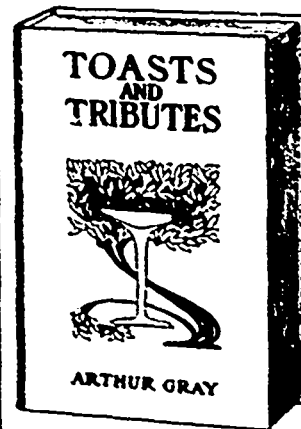
Lands of the Dominion, and looking at photos of Canadian scenes. It is learned that encouraged by the success of his "Canadian Girl," Col. Haggard has decided to use his pen once more in depicting Canadian life. A novel with Canadian scenes as a background, he realizes, will engage attention among English readers over the world. Another tribute to the expansion of Canada.

Mr. John Sutherland, late of the firm of J. & J. Sutherland, Brantford, has purchased one of the best business stands in Woodstock and on January 1 will open out a book and stationery store there. He intends to carry on his business on these lines which have made the Brantford store famous all over Western Ontario. He will have all the advantages of buying with Mr. James Sutherland, and in that way will be in a position to give the citizens of Woodstock unusual opportunities as regards both goods and prices. Mr. Sutherland has been associated with the firm of J. & J. Sutherland for over 36 years, the greater part of that time being in partnership with his brother James.

AN AGENT IN CANADA.

Canadian booksellers will learn with interest that a permanent agent for the English houses of T. Fisher Unwin, Burns & Oates, Limited, G. W. Bacon & Co., Limited, Gale & Polden, Limited, and The Scientific Press, Limited, has been appointed, with headquarters in Toronto. The agent is Mr. George Smith, and his temporary address is 207 Gerrard street east. He is also in negotiation with several other prominent London publishers, which will probably be added to the above list shortly.

A REAL BOOK OF TOASTS



READY
**Thursday
 Oct. 27th**
**Toasts and
 Tributes**

Compiled by ARTHUR GRAY,
 editor of "Bachelors and
 Bachelors," "Over the Black
 Coffee," "The Little Tea Book,"
 etc., etc.

A collection of unique toasts by Wallace Irwin, Creswell MacLaughlin, John Ernest McCann, Allan Forman and other celebrities, combined with a fine assemblage of original and classical tributes (1200 toasts and tributes in all) treating a large variety of subjects.

Handsome 12mo. with wrapper, gilt top, untrimmed edges. Printed in two colors on English leatherweight paper, 304 pages (sixteen blank pages reserved for original toasts) with ten decorations.

Ornamental cloth cover design in three colors, \$1.25 net
 1 1/2 imp leather, ribbon marker and box 2.00 net

PUBLISHERS

ROHDE & HASKINS, 16 Cortlandt St., NEW YORK

THEIR NEW WAREHOUSES.

W. J. Gage & Co., Toronto, are making preparations to move from their temporary premises back to their old site on Front St. and hope to accomplish it by October 20th. and to have their factory working by November 1st. Had it not been that the labor troubles seriously delayed building operations, these premises by this time would have been practically completed. Notwithstanding the difficulties of working in temporary premises and having their various departments scattered over the city, Gage & Co. have made and shipped more goods since July 1st than in any other three months of the firm's history, an accomplishment which speaks well for the company organization. The new building on Front St. will possess all the necessary facilities to enable Gage & Co. to improve the process of manufacture and will compare with any premises of a similar class on the continent.

W. J. Gage & Co., Toronto, are building in addition to their Front St. premises, a large factory on Spadina Avenue between King and Adelaide Sts. The lot is 100 x 100 ft. and the building is to consist of four storeys with a total of 80,000 square feet of floor space. The equipment will be of the most approved type and already preparations have been made to install an elevator which will carry a railway lorry from the ground to the top floor enabling it to be loaded or unloaded with the least possible loss of time.

The Poole Publishing Co., Limited, of Toronto, have taken out letters of incorporation.

Persons addressing advertisers will kindly mention BOOKSELLER AND STATIONER.

PAYSON'S INDELIBLE INK



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

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

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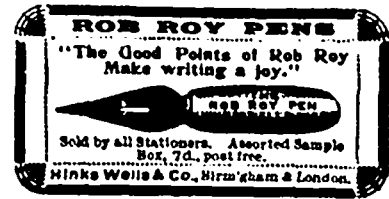
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**'ROB ROY'
PENS**

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

**TURNED-UP POINTED and
other PENS,**

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

Is. 6d. and Gross Boxes Sold by all STATIONERS.

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CREPE PAPERS

Our line for this season represents many new designs and striking departures from past treatments.

**DENNISON'S NAPKINS
DENNISON'S DOILIES**

will prove most attractive to your customers, and when well shown will serve to beautify your store. They will be shown by our representatives or carefully explained on application to any of our stores. REMEMBER Dennison Introduced Crepe Paper in 1890 and are the Leaders in its Development, Manufacture and Sale to-day.

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

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

BELLEVILLE

- 1 "The Pillar of Light," by Louis Tracy, McLeod & Allen
- 2 "Wings of the Morning," by Louis Tracy, McLeod & Allen
- 3 "Huldah," by Alice MacGowan, McLeod & Allen.
- 4 "My Japanese Princess"
- 5 "The Singular Miss Smith," by Alice M. Kingsley, Morang.
- 6 "Letters of a Son to his Self Made Father," by Merriman.

CHARLOTTETOWN,

- 1 "Rockhaven," by Munn.
- 2 "The Crossing," by Winston Churchill, Copp, Clark Co.
- 3 "The Banner of Blue," by S. R. Crockett, Briggs
- 4 "The Spenders," by H. L. Wilson, McLeod & Allen.
- 5 "The Mystery of Miriam," by Johnston.
- 6 "The Pensionnaires," by A. R. Carman, Briggs.

QUELPH

- 1 "A Ladder of Swords," by Gilbert Parker, Copp, Clark Co.
- 2 "The Singular Miss Smith," by Alice M. Kingsley, Morang.
- 3 "In the Bishop's Carriage," by M. Michelson, McLeod & Allen.
- 4 "The Spenders," by H. L. Wilson, McLeod & Allen.
- 5 "The Crossing," by Winston Churchill, Copp, Clark Co.
- 6 "The Pillar of Light," by Louis Tracy, McLeod & Allen.

HALIFAX.

- 1 "The Last Hope," by H. S. Merriman, McLeod & Allen.
- 2 "The Crossing," by Winston Churchill, Copp, Clark Co.
- 3 "The Queen's Quair," by M. Hewlett, Morang.
- 4 "My Friend Prospero," by Henry Harland, Briggs.
- 5 "The Silent Places," by S. E. White, Morang.
- 6 "Sir Mortimer," by Mary Johnston, Poole Pub. Co.

HAMILTON,

- 1 "The Coast," by D. G. Phillips, McLeod & Allen.
- 2 "The Castaway," by H. E. Rives, McLeod & Allen.
- 3 "Anna the Adventuress," by E. P. Oppenheim, Copp, Clark Co.
- 4 "The Pillar of Light," by Louis Tracy, McLeod & Allen.
- 5 "Thoroughbreds," by W. A. Frazer, Morang
- 6 "The Spenders," by H. L. Wilson, McLeod & Allen

KINGSTON.

- 1 "The Crossing" by Winston Churchill, Copp, Clark Co.
- 2 "The Imperialist," by Mrs. Cotes, Copp, Clark Co.
- 3 "Barlasch of the Guards," by H. S. Merriman.
- 4 "John Burt," by F. U. Adams.
- 5 "Pastime of Eternity," by B. D. Lloyd
- 6 "The Pillar of Light," by Louis Tracy, McLeod & Allen.

MONCTON.

- 1 "The Crossing," by Winston Churchill, Copp, Clark Co.
- 2 "The Pillar of Light," by Louis Tracy, McLeod & Allen.
- 3 "In the Bishop's Carriage," by M. Michelson, McLeod & Allen.
- 4 "Beverly of Graustark," by G. B. McCutcheon, McLeod & Allen
- 5 "The Last Hope," by H. S. Merriman, McLeod & Allen
- 6 "Old Gorgon Graham," by G. H. Lorimer, Briggs

MONTREAL.

- 1 "The Crossing," by Winston Churchill, Copp, Clark Co.
- 2 "The Woman with the Fan," by Hitchens
- 3 "The Last Hope," by H. S. Merriman, McLeod & Allen
- 4 "The Queen's Quair," by M. Hewlett, Morang
- 5 "The Interlper," by Violet Jacob.
- 6 "Rachel Marr," by Morley Roberts, L. C. Page
- 7 "The Pillar of Light," by Louis Tracy, McLeod & Allen

OTTAWA

- 1 "The Last Hope," by H. S. Merriman, McLeod & Allen
- 2 "The Pillar of Light," by Louis Tracy, McLeod & Allen.
- 3 "Azalim," by Mark Ashton, Wm Briggs
- 4 "Yellow Holly," by Fergus Hume.
- 5 "The Challoners," by E. F. Benson
- 6 "The Viking's Skull," by J. R. Carling.

QUEBEC.

- 1 "Over the Border," by Robert Barr, Copp, Clark Co.
- 2 "The Imperialist," by Mrs. Cotes.
- 3 "The Last Hope," by H. S. Merriman, McLeod & Allen.
- 4 "The Pillar of Light," by Louis Tracy, McLeod & Allen.
- 5 "He That Eateth Bread With Me," by Keays, Musson.
- 6 "Sir Mortimer," by Mary Johnston, Poole Pub. Co.

ST. CATHARINES.

- 1 "The Crossing," by Winston Churchill, Copp, Clark Co.
- 2 "The Pillar of Light," by Louis Tracy, McLeod & Allen.
- 3 "The Spenders," by H. L. Wilson, McLeod & Allen.
- 4 "The Imperialist," by Mrs. Cotes, Copp, Clark Co.
- 5 "I'm from Missouri," by the author of "John Henry," Langton E. Hall.
- 6 "Little Shepherd of Kingdom Come," by John Fox, jr., McLeod & Allen.

SARNIA.

- 1 "The Pillar of Light," by Louis Tracy, McLeod & Allen.
- 2 "A Ladder of Swords," by Gilbert Parker, Copp, Clark Co.
- 3 "The Last Hope," by H. S. Merriman, McLeod & Allen.
- 4 "The Crossing," by Winston Churchill, Copp, Clark Co.
- 5 "The Silent Places," by S. E. White, Morang.
- 6 "In the Bishop's Carriage," by M. Michelson, McLeod & Allen.

STRATFORD.

- 1 "Follow the Gleam," by Joseph Hocking, Copp, Clark Co.
- 2 "The One Woman," by Thomas Dixon, jr., McLeod & Allen.
- 3 "The Crossing," by Winston Churchill, Copp, Clark Co.
- 4 "The Red-Keggers."
- 5 "I'm from Missouri," by the author of "John Henry," Langton E. Hall.

TORONTO.

- 1 "A Ladder of Swords," by Gilbert Parker, Copp, Clark Co.
- 2 "The Last Hope," by H. S. Merriman, McLeod & Allen.
- 3 "The Pillar of Light," by Louis Tracy, McLeod & Allen.
- 4 "The Castaway," by H. E. Rives, McLeod & Allen.
- 5 "Queen's Quair," by M. Hewlett, Morang.
- 6 "The Spenders," by H. L. Wilson, McLeod & Allen.

VANCOUVER.

- 1 "He that Eateth Bread with Me," by Mrs. Keays, Musson.
- 2 "The Spenders," by H. L. Wilson, McLeod & Allen.
- 3 "Sir Mortimer," by Mary Johnston, Poole Pub. Co.
- 4 "Uriah the Hittite."
- 5 "Queen's Quair," by Maurice Hewlett, Morang.
- 6 "Rulers of Kings," by Gertrude Atherton.

VICTORIA.

- 1 "The Last Hope," by H. S. Merriman, McLeod & Allen.
- 2 "The Queen's Quair," by M. Hewlett, Morang.
- 3 "The Virginian," by Owen Wister, Morang.
- 4 "The Blazed Trail," by S. E. White, Morang.
- 5 "Maid of Paradise," by R. W. Chambers
- 6 "He that Eateth Bread with Me," by Mrs. Keays, Musson.

WINNIPEG

- 1 "The Pillar of Light," by Louis Tracy, McLeod & Allen.
- 2 "The Effendi," by F. B. Whitehouse, Musson.
- 3 "The Crossing," by Winston Churchill, Copp, Clark Co.
- 4 "The Silent Places," by S. E. White, Morang.
- 5 "The Barrier," by Allen French, Briggs.
- 6 "The Lightning Conductor," by Williamson, McLeod & Allen

CANADIAN SUMMARY.

A first place counts 10 points, second place 8, third place 7, fourth place 6, fifth place 5 and sixth place 4.

	Points.
1. "The Pillar of Light," by Louis Tracy.....	84
2. "The Crossing," by Winston Churchill.....	81
3. "The Last Hope," by H. S. Merriman.....	64
4. "The Spenders," by H. L. Wilson.....	35
5. "The Queen's Quair," by Maurice Hewlett.....	31
6. "A Ladder of Swords," by Gilbert Parker.....	28

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during September, 1904

Canadian Banking Practice, John T. P. Knight, Montreal.

The Inventor's Adviser, Marion & Marion, Montreal.

Ode to Perry, John W. Campbell, Toronto.

The Mystic Spring and Other Tales of Western Life, David William Higgins, Victoria, B.C.

Ste Anne de Beaupre (Litho.) Frederiek S. McKay, Sherbrooke.

A Ladder of Swords, Gilbert Parker, London, England.

His Grace the Archbishop of Canterbury, Four Photographs, William Notman & Son, Montreal.

Empire March, Marche militaire, By Nathanael Spady, Waterloo, Ont.

Hunting Scene, showing two English Setters in the

foreground and a Hunter in the background. (Photo.) Robert Samuel Tyus, Toronto.

Select Poems of Wordsworth and Longfellow, Edited from Authors' Editions with Introductions and Annotations. By Frederick Henry Sykes, A.M., Ph.D. W. J. Gage & Co., Limited.

Maritime Single Entry Bookkeeping. (Book.) Kaulbach & Schurman, Halifax.

A Concordance of the Railway Act, 1903. Compiled by J. E. W. Carrier.

Principal Grant. By William Lawson Grant and Frederick Hamilton. Morang & Co., Limited, Toronto.

The Princess Passes. By C. N. and A. M. Williamson. (Book.) McLeod & Allen, Toronto.

Souvenirs, Impressions, et Reflexions: France et Algerie. Par J. L. Gougeon, Montreal.

Official Rugby Guide, 1904. (Book.) Harry H. Love, Toronto.

Rules for Preventing Collision in Fog. (Chart.) George Herbert Cooper, New Westminster.

A Shakespeare Song Cycle. By Grace Wassall. (Music.) The John Church Company, Cincinnati, Ohio.

John Murphy, Steeple Jack, at the Top of a Steeple. (Photo.) John Murphy, Montreal.

Danse Florentine. By Theodore Lack. Op. 236. The John Church Company, Cincinnati, Ohio.

Forever and a Day. Words by Hester C. Oakley. Music by Charles Gilbert Spross. The John Church Co., Cincinnati, Ohio.

Oh, Had I Only Known Your Guile. (Oh, je n'y prenaiss pas garde.) Translation by Mary McBryde McCully. Music by Frank Squire Welsman. The John Church Co., Cincinnati, Ohio.

'Twas in A Garden Nook. Words by Mary McBryde McCully. Music by Frank Squire Welsman. The John Church Co., Cincinnati, Ohio.

God That Madest Earth and Heaven. Words by R. Heber and R. Whateley. (From The Hymnal.) Music by Harvey B. Gaul. The John Church Co., Cincinnati, Ohio.

The Trust Company Idea and Its Development. By Ernest Heaton, B.A., Oxon. Ernest Heaton, Toronto.

Priscilla. Waltzes. By C. J. Wolcott. Shapiro, Remick & Co., Detroit, Michigan.

The Circus Parade. March Two-Step. By E. T. Paull. The Canadian American Music Company, Limited, Toronto.

A-sa-ma. Two Step Intermezzo. By Egbert Vanalstyne. Shapiro, Remick & Co., Detroit.

Sing, O Heavens. Double Chorus. By Benjamin W. Loveland. The John Church Co., Cincinnati, Ohio.

The Makers of Canada: Joseph Howe. By Hon. J. W. Longley. Morang & Co., Limited, Toronto.

Marcella Waltzes. By E. R. Powell. The International Music Publishing Co., Toronto.

The Song of Love and Death. Words from Tennyson's "Lancelot and Elaine." Music by Catherine Stidston. The John Church Co., Cincinnati, Ohio.

In Yonder Bay. Words by Dolly Radford. Music by

Stanley A. Hughes. The John Church Co., Cincinnati, Ohio.

The Last Chantey. Words by Rudyard Kipling. Music by Theodore Andrea Cook. The John Church Co., Cincinnati, Ohio.

Commercial Course in Bookkeeping. By J. A. Dickinson and David Young. The Copp, Clark Co., Limited, Toronto.

A Ladder of Swords. By Gilbert Parker. (Book.) Gilbert Parker, London England.

Pen Pictures of Early Pioneer Life in Upper Canada. By A "Canuck" (of the fifth generation). Michael Gonder Scherck, Toronto.

The Farmers' Handy Account Book. James B. Nicholas, Toronto.

The Capitalization, Earning Power and Quotation Record of Active Canadian Securities. (Chart.) Frank Wilton Baillie, Toronto.

Old Gorgon Graham. By George Horace Lorimer. (Book.) William Briggs, Toronto.

God's Good Man. By Marie Corelli. (Book.) William Briggs, Toronto.

The Queen's Advocate. By A. W. Marchmont. (Book.) McLeod & Allen, Toronto.

Beverley of Graustark. By G. B. McCutcheon. (Book.) McLeod & Allen, Toronto.

The Dundonald March and Two-Step. Composed by Hector Dewhurst MacCarthy. Hector D. MacCarthy, Ottawa.

OPERATIONS COMMENCED.

THE Northern Mills Company with S. J. B. Rolland, president, the Hon. T. D. Rolland, vice-president, and Jean Rolland, manager, has commenced operations. The new mills situated at St. Adele Station, Que., have a capacity of 10 tons of pulp and paper daily, and needless to say to facilitate this enormous output the very latest improved machinery has been installed. Like all goods turned out by the companies with which these men are associated, a high standard is maintained. The very finest of high grade printing and writing paper is produced, as well as superior lithographing paper, while an entirely new departure is seen in the handsome papereries and the splendid fabrics designed for envelope use.

In connection with the opening of the mills an enjoyable outing was provided for the employes of the Rolland Paper Co., and J. B. Rolland & Fils in picnicking at St. Adele, and witnessing the mills in operation. A most pleasant holiday was thus made through the courtesy of the management, not only pleasurable but instructive. Almost 200 left in special cars on Saturday, the 3rd September and all voted the trip as highly enjoyable.

Music Orders attended to promptly and satisfactorily

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

Anglo-Canadian Music Publishers' Association

ABHDOWN'S 88 YONGE STREET, TORONTO Limited

The Berliner Gramophone Co., of Canada, Limited, Montreal, have registered with Mr. Samuel Bleut as president.

W. H. Hope & Co., Montreal, dealers in picture frames, have assigned to J. McD. Hains, and the assets have been sold.

"French Songs of Old Canada" is an exquisite album

of colored plates with the old music of French Canada. The edition has been limited by the publisher, William Heinemann, of London, to 500 numbered copies.

A cheaper edition of "In the Forbidden Land," by A. H. Savage Landor, has been issued by William Heinemann, of London, at 3s 6d. This remarkable book, detailing the author's strange experiences in Tibet comes at an especially appropriate time.

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- Barriers, Solicitors, Etc.**
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 - Tupper, Phippen & Tupper, Winnipeg.
 - Vidal, I. L. O., Montmagny and Quebec.
- Books.**
 - Bell, Geo., & Sons, London, Eng.
 - Bobbs-Merrill Co., Indianapolis.
 - Briggs, William, Toronto.
 - Clark, C. M., Publishing Co., Boston.
 - Copp, Clark Co., Toronto.
 - Heinemann, Wm., London, Eng.
 - McLeod & Allen, Toronto.
 - Newnes, Geo. Limited, London, Eng.
 - Partridge, S. W., & Co., London, Eng.
 - Rohde & Haskins, New York.
 - Richards, Grant, London, Eng.
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 - Boorum & Pease Co., New York.
 - Brown Bros., Toronto.
 - Buntin, Gillies & Co., Hamilton.
 - Warwick Bros. & Rutter, Toronto.
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 - Copp, Clark Co., Toronto.
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 - Dennison Mfg. Co., Boston, Mass.
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 - Confederation Life Association, Toronto.
 - London Guarantee and Accident Co., Toronto.
 - Metropolitan Bank, Toronto.
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- Fountain Pens.**
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- Glue, Paste and Mucilage.**
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 - Dennison Mfg. Co., Boston, Mass.
 - Higgins, Chas. M., & Co., Brooklyn.
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 - Grand Hotel, Galt.
 - Provincial Hotel, Gananoque.
- Inks—Indelible.**
 - Colonial Ink Co., Peterborough.
 - Cooper, Dennison & Walkden, London, Eng.
 - Payson's.
- Inks—Writing.**
 - Buntin, Gillies & Co., Hamilton and Montreal.
 - Colonial Ink Co., Peterborough, Ont.
 - Cooper, Dennison & Walkden, London, Eng.
 - Higgins, Chas. M., & Co., Brooklyn.
- Leather Goods.**
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 - Briggs Ledger System Co., Toronto.
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- Office Supplies.**
 - Brown Bros., Toronto.
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- Pens.**
 - Brandauer, C. & Co., London, Eng.
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 - Copp, Clark Co., Toronto.
 - Esterbrook Pen Co., New York.
 - Gage, W. J., & Co., Toronto.
 - Heath, John, London, Eng.
 - Hinks, Wells & Co., Birmingham, Eng.
 - Macniven & Cameron, Edinburgh & Birmingham.
 - Warwick Bros. & Rutter, Toronto.
- Pencils.**
 - Warwick Bros. & Rutter, Toronto.
- Pencil Sharpener.**
 - Faber, Eberhard, New York.
- Playing Cards, Picture Cards, Games, etc.**
 - Buntin, Gillies & Co., Hamilton.
 - Clark, C. M., Pub. Co., Boston.
 - Copp, Clark Co., Toronto.
 - Goodall, Chas., & Son, London, Eng.
 - Union Card & Paper Co., Montreal.
 - United States Playing Card Co., Cincinnati.
- Postal Scales.**
 - Triner Scale & Mfg. Co., Chicago.
- Press Clippings.**
 - Canadian Press Clipping Bureau, Toronto.
- Safes.**
 - Winnipeg Safe Works, Winnipeg.
- School Supplies.**
 - Copp, Clark Co., Toronto.
 - Gage, W. J., & Co., Toronto.
 - Weese, G. A., & Son, Toronto.
- Scrap Books.**
 - Brown Bros., Toronto.
- Sealing Wax.**
 - Cooper, Dennison & Walkden, London, Eng.
- Souvenir and Picture Post Cards.**
 - Gage, W. J., & Co., Toronto.
 - McFarlane, W. G., Toronto.
 - Montreal Import Co., Montreal.
 - Picture Post Card Co., Ottawa, Ont.
 - Warwick Bros. & Rutter, Toronto.
- Stationery.**
 - Brown Bros., Toronto.
 - Buntin, Gillies & Co., Hamilton and Montreal.
 - Copp, Clark Co., Toronto.
 - Gage, W. J., & Co., Toronto.
 - Tuck, Raphael & Sons, New York.
 - Warwick Bros. & Rutter, Toronto.
 - Weese, G. A., & Son, Toronto.
- Tally Cards, etc.**
 - Elliott, Chas. H., Co., Philadelphia.
- Telephones.**
 - Bell Telephone Co. of Canada.
- Typewriter Supplies.**
 - Colonial Ink Co., Peterborough, Ont.
 - Mittag & Volger, Park Ridge, N. J.
 - Standard Supply Co., Montreal.
- Wallpaper.**
 - Stautons Limited, Toronto.
- Wholesale Jobbers.**
 - Weese, G. A., & Son, Toronto.
- Writing Tablets.**
 - Gage, W. J., & Co., Toronto.

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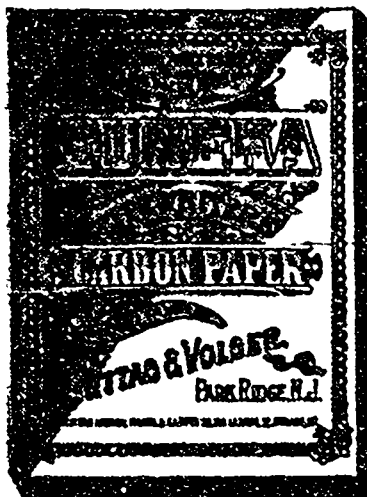
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