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BOOKSELLER and STATIONER



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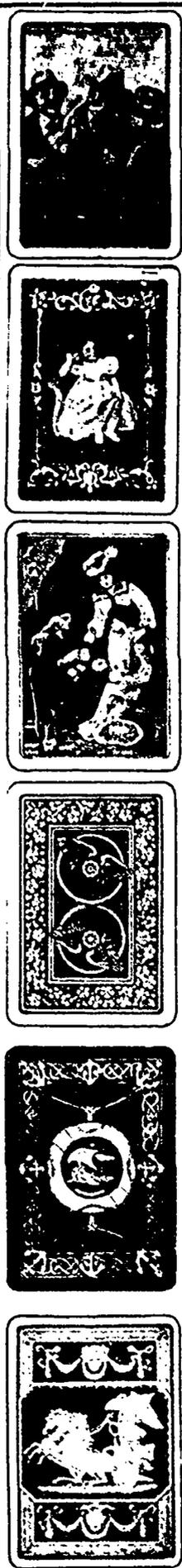


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Our samples have been somewhat delayed this year—
but unavoidably, the line being much more elaborate
and of a wider range than yet produced. We shall
include with this line the fancy Gun Metal, Silver,
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This is an exceedingly tasteful novelty, and will prove
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Our samples have at length arrived from **Town-
shend Art Metal Co., Limited, Birmingham**, and
are now on show. They include: A beautiful range of
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Vol. XX.

MONTREAL AND TORONTO, CANADA, APRIL, 1904.

No. 4.

CURRENT TOPICS

DURING the month of March the Inspectors' Department of the Winnipeg post office, which has in charge the opening up of new post offices in Manitoba and the Territories, made a record. Twenty-six new offices were established, being one in excess of the number opened in September, 1884, the month which has hitherto held the record. The rapid extension of the postal service opens up new areas of influence to the merchant, the jobber, and the manufacturer. The tradesmen who occupy these new fields are for the most part strangers to the trade. They have no established connections with any house. They are as the unbroken prairie, waiting to be tilled. There is in them the same rich promise as is in the soil. The wholesaler or manufacturer who cultivates their trade is sure to have an abundant return as the years pass.

The speediest and most potent means of impressing one's name and business upon these alert tradesmen of the West is through advertising in their trade newspaper. To establish a good impression is the first requisite in going after a new account. We are all prone to give our money more willingly for advertised goods than for non-advertised goods, to houses that advertise rather than to those that come to us out of the darkness.

NEXT issue of Bookseller and Stationer will, as last year, be the Special Summer Reading Number.

Attention will be directed to books for the holiday season, pleasant fiction to enliven the Summer journey, books of travel and topography to interest the seeker for new things, books of nature, etc. In fact the May number will be prepared with the express purpose of giving the bookseller an idea of just what the publishers have prepared along these lines. The number will also take up the question of tourist trade and will endeavor to explain what the bookseller and stationer can do to attract the trade and to serve it. The various departments which cater to the Summer visitor will be taken up in turn and their requirements discussed. The number will also devote attention to Canada's Summer

resorts, with a view to attracting the tourist trade and thereby increasing the business of local dealers.

AS much of the success of any newspaper, and a great part of its usefulness to the subscriber, depends upon its advertisements, it seems only fair that the name of the journal should be mentioned when answering advertisements. A newspaper cannot be run profitably without the advertising matter, and from a successful journal the subscriber reaps a two-fold benefit—one from the advertisements themselves, and the other from the added prestige and greater resources which accompany them. Apart from the justice of giving credit where it belongs, the good it does the journal, and the little trouble it is to include the name in the correspondence, there should be some consideration shown for the advertiser. He spends, it may be, thousands of dollars annually in bringing his goods before the public, and some of the mediums employed are used experimentally. At the end of his term he culls out the publications which have, in his estimation, been unprofitable, and a few are sure to suffer through no fault of their own, but from a carelessness on the part of their subscribers. When an advertisement in Bookseller and Stationer induces you to write to the advertiser, mention the fact.

SPRING has opened up in the book trade satisfactorily. Travellers for the various publishing houses, who have been covering the country, report business in good condition. The new Spring novels seem to have taken well. Several representatives of English publishing houses have recently visited Canadian centres. They one and all express the utmost satisfaction with trade in this country, though they note that the competition of the United States publishers is very keen. However, English standards are still in good demand in Canada and, when it comes to establishing Sunday school or similar libraries or adding volumes to them, the English publisher reigns supreme.

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| | BOOK BREVITIES | |
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THE Copp, Clark Co., Toronto, have just published "Strong Mac," the latest novel from the pen of S. R. Crockett. Towards the close of the month this firm hope to have ready for publication "The Crossing," by Winston Churchill. "Strong Mac" appears in both cloth and paper at \$1.50 and 75 cents, and "The Crossing" in cloth only at \$1.50.

Max Pemberton's latest novel, "Red Morn," is quite up to that author's standard and fully sustains his reputation as a gifted story teller. "Red Morn" resembles considerably "Wings of the Morning," not only in name but in plot. A man and a maid are shipwrecked together, suffer all manner of hardships, pass through many dangers and at length overcome all obstacles to their happy union.

The volume of "Sketches of Indian Life," placed on the market this month by William Briggs, contains the experiences and observations of a veteran Anglican missionary, Rev. T. Frost, among the Ojibway Indians on the northern shores of Lake Huron and Lake Superior. It abounds in exciting adventures, traditions, tales of native heroes, hunting bear and caribou, fishing for speckled trout, superstitions, dances, burial customs, camping in the forest, and other phases of Indian life. The publishers have done their work well. The cover is a neat imitation of birch bark, with a striking sketch of the head of an Indian on the front cover. A number of interesting illustrations embellish the book.

Paper editions of "Monsigny" by Justus Miles Forman, and "Follow the Glean," by Joseph Hocking, are promised shortly by the Canadian publishers of these books, the Copp, Clark Co. (75 cents.)

An interesting addition to the literature of Nature study is Miss Harriet L. Keller's "Our Native Trees, and How to Identify Them," which has just been placed upon the market by William Briggs. It is a beautiful volume, containing 178 full-page illustrations from photographs, and 162 smaller text illustrations. This will be a capital book for the student of nature to take with him in his rambles through the woods this Spring. A smaller volume that will also be found very convenient is Dr. Muldrew's pocket handbook, "Sylvan Ontario; a Guide to our Native Trees and Shrubs."

"Anna, the Adventuress," by E. P. Oppenheim, is one of the best of the Spring publications promised by the Copp, Clark Co. It will be ready shortly in cloth at \$1.25, and paper 75 cents.

William Briggs is supplying the trade with Frank M. Chapman's splendidly illustrated volume, "Color Key to North American Birds," containing upwards of 800 colored drawings. This is undoubtedly the best volume that the young ornithologist could have to aid him in identifying the birds.

Announcement was made in our last issue of the forthcoming publication by William Briggs of an important historical work by Rev. A. G. Morice, O.M.I., of Vancouver, entitled "History of the Northern Interior of British Columbia." In ordering a number of copies in advance for the library of the Legislative Assembly of British Columbia, Mr. E. O. Scofield, the librarian, writes to the publisher as follows: "In this connection I feel that I have to congratulate you in obtaining Father Morice's MS. for publication, as this material is undoubtedly of the greatest value historically. Indeed the work will be one of the most important ever published relating to British Columbia. I have the honor to know Father Morice personally, and have also some knowledge of the difficulties he has overcome in the preparation of his work, and for these reasons I particularly hope that it may prove as great a success as it deserves to be. The work deals with a very interesting period in our history, and, apart from its value from a historical point of view, it cannot but prove interesting--nay fascinating--to all those who love authentic narratives of the experiences of those hardy pioneer explorers and traders who first visited the great interior of British Columbia, or New Caledonia, as it was called at that time."

In "Tillie, a Menmonite Maid," the Copp, Clark Co. have found a splendid story, which has taken remarkably well. Equally good things are anticipated from "Denis Dent," the latest Hornung book to appear on the market. The latter is a capital story of adventure in Australia, England and the Crimea, with shipwreck, gold mining, love and fighting to keep up the interest (\$1.50.)

Among the books published last year by William Briggs few of them were so favorably commented upon as Mr. John Craig's "Ranching with Lords and Commons," a book of life on the cattle ranges of Alberta. The English press in their reviews are exceedingly complimentary to the book. The Edinburgh Scotsman remarks of it: "An attempt to clear up a mystery is always interesting, and the author of this book has put together within its pages the story of how he was taken in and done for by a big ranching company, composed for the most part of English noblemen. The yarn is sarcastic as to the qualifications of titled persons to run a ranching company, and the sneer of the practical man at the expense of the aristocratic neophyte in ranching affairs is plain on every page. The story is a most fascinating one, all the more so because it is true, and the book--which is strikingly bound--is embellished with portraits of the noble bunglers whose laxity brought about the downfall of the company."

A second "David Harum" has been found in "Cap'n Eri," a whole-hearted, lovable old sailor of the New England coast. He has been created by Mr. Joseph C. Lincoln, and is the hero of Mr. Lincoln's first novel. The story is full of homely wit, with a touch of pathos here and there and with the strands of two or three love stories interwoven. (New York: A. S. Barnes, \$1.50.)

William Briggs announces a new story by J. Wesley Johnston, author of "Dwellers in Gotham," "Riddle of Life," etc. This new book deals with the struggle between two rival trusts and is entitled "The Mystery of Miriam." It is full of exciting interest.

"Theodore Roosevelt: the Citizen," by Jacob A. Riis, which has been running serially in *The Outlook*, is now issued in book form by Morang & Co., Limited. It contains a number of chapters which did not appear in the *Outlook*, and seventeen illustrations, the frontispiece being a splendid drawing of the President.

William Briggs has secured the Canadian market for the new cheap edition of the popular novels of Emma Jane Worboise. These will be put on the market at the retail price of 70c, their former published price being \$1. This authoress proves to be as popular as ever, and this new cheap edition should have an enormous sale.

Dr. W. S. Rainsford's "Story of His Work" has been issued by Morang & Co., Limited. The chapters devoted to his labors in Toronto will interest those who remember his pastorate in that city.

The advance sales of Lorimer's new book "Old Gorgon Graham" are reported by William Briggs, who has the Canadian market for this book, as being uncommonly large. The Winnipeg dealers alone have taken 1,000 copies of the book. The great popularity of Mr. Lorimer's first book "The Letters of a Self-Made Merchant to His Son" has created a big constituency for another book by the same author.

A splendid edition of the poetical works of Robert Browning has been added by Nimmo, Hay & Mitchell, of Edinburgh, to their Edina series of poets, which already includes Tennyson, Whittier, Shakespeare, Longfellow and Elizabeth Barrett Browning. The book is of handsome proportions, legibly printed and is, we believe, the most complete non-copyright edition of Browning on the market. A short introduction by the Rev. Edward Hoerule has been prepared. (Price 3s. 6d.)

A second Canadian edition of Henry Harland's new story, "My Friend Prospero," has already been demanded. This was the best selling book during February at Wamamakers, Philadelphia; Messrs. Little, Brown & Company's, Boston, and three out of the four big book stores in Chicago. It will make a delightful companion for a Summer holiday trip.

Two volumes of *The York Library*, in which George Bell & Sons, of London, are reprinting some English classics, have come to hand. They are "Evelina," by Fanny Burney, and "Aids to Reflection," by Samuel Taylor Coleridge. These volumes are choice specimens of book-making, dainty in appearance, beautifully printed and pocket size. (Price 2s.)

Already the American sales of "Rebecca" have totalled above 110,000 copies, and the book is but at the beginning of its sale. Mrs. Wiggin's various stories have already reached the sale of nearly 1,000,000 copies. The English papers have been high in their praise of her new book. The *Glasgow Daily Record* declares that in it she "touches heights of delicious comedy to which the pen of Mr. Barrie can soar." The *London News* says: "In many respects it recalls 'Tom Sawyer.'"

A CANADIAN BRANCH.

AN announcement of special interest to the book trade is that Mr. Henry Frowde, manager of the old established, world-famous publishing house of the Oxford Press, of London, has decided to open up a Canadian branch, to be located in Toronto. The conduct of the Canadian business has been placed in the hands of Mr. S. Bradley Gundy, who for this purpose resigned the position of manager of the wholesale department of the Methodist Book and Publishing House.

Mr. Gundy is well and favorably known throughout Canada. He began his business career in 1884, at the age of fourteen, as a junior clerk in the W. J. Gage & Company establishment, then situated on Wellington street. After four years' experience in the book department he was entrusted with a set of samples and sent out to visit the trade in the eastern section of Ontario. For six years Mr. Gundy represented this house in that part of the province, proving himself an energetic, successful and popular traveller. In 1893, on the retirement of Mr. John A. Solomon from the management of the whole-



S. Bradley Gundy.

sale branch of the Book Room, Mr. Gundy was offered and accepted this important position while yet only 21 years of age. Throwing himself with energy into the work, he soon succeeded in largely increasing the business of his department. He visited the English market annually, securing many profitable lines for the house, and also succeeding in rapidly developing the output of the house in high-class fiction, having had the honor of introducing "David Harum" and "Mrs. Wiggs" to their large Canadian constituency of readers.

Mr. Gundy is to be congratulated on his good fortune in securing the Oxford Press agency, with its unrivalled line of Bibles, the celebrated "Oxford" series, its incomparable editions of the standard poets, and its splendid range of superior book publications. We understand a warehouse is to be opened at some central location, and a complete range of the Oxford publications carried in stock. Travellers will visit the larger trade throughout Canada. Mr. Gundy sailed on the 6th instant by the steamer "Oceanic" from New York to complete arrangements for the opening of the Canadian branch.



NEW AND FORTHCOMING BOOKS



FICTION.

- "Adventures of Elizabeth in Rugen."** By the author of "Elizabeth and her German Garden." Toronto: Morang & Co. \$1.50.
- Bell, Lillian.** "The Interference of Patricia." Toronto: The Book Supply Co. \$1.
- Bell, Lillian.** "A Book of Girls." Toronto: The Book Supply Co. \$1.
- Brady, Cyrus Townsend.** "A Little Traitor to the South." Toronto: Morang & Co. \$1.50.
- Campbell-Praed, Mrs.** "Fugitive Ann." Toronto: The Book Supply Co. \$1.25.
- Chambers, Robert W.** "Maids of Paradise." Toronto: The Book Supply Co. \$1.50.
- Churchill, Winston.** "The Crossing." Toronto: The Copp, Clark Co.
- Crockett, S. R.** "Strong Mac." Toronto: The Copp, Clark Co.
- Curtis, Warden Allan.** "The Strange Adventures of Mr. Middleton." Toronto: McLeod & Allen. 75c.
- Eggleston, George Cary.** "Running the River." New York: A. S. Barnes & Co. Illustrated. \$1.50. A book for boys, describing the struggles of three youths to retrieve their father's fallen fortunes in the steamboat business of the Mississippi. Much instruction of a solid character is introduced and the picture of life on the river in the days of the early settlements faithfully delineated.
- Garland, Hamlin.** "Hesper." Toronto: The Book Supply Co. \$1.50.
- Harland, Henry.** "My Friend Prospero." Toronto: William Briggs. 75c and \$1.25.
- Hornung, Ernest W.** "Denis Dent." Toronto: The Copp, Clark Co. Price, \$1.50. Two or three of the descriptions in this book of adventure rank high as realistic portrayals of exciting events. A wreck on the Australian coast, with a daring rescue, the goldfields of Ballarat and the Crimean War are admirably handled. In addition there is a love story with plenty of intrigue and villainy, worked out in Hornung's best style.
- Johnston, Mary.** "Sir Mortimer." Toronto: The Book Supply Co. \$1.50.
- Johnston, J. W.** "The Mystery of Miriam." Toronto: William Briggs.
- Lincoln, Joseph C.** "Cap'n Eri." New York: A. S. Barnes & Co. \$1.50. Undoubtedly one of the books of the day. In sympathy, humor and freshness the peer of "David Harum." The scene is laid on the Cape Cod coast and the flavor of the sea is on every page. Captain Eri is one of the most lovable characters in recent fiction, and the other characters are equally interesting.
- Lorimer, G. H.** "Old George Graham." Toronto: William Briggs.

- Oppenheim, F.** "Anna, the Adventuress." Toronto: The Copp, Clark Co.
- Pemberton, Max.** "Red Morn." Toronto: Copp, Clark Co. \$1.50. A rousing story of shipwreck and adventure on the Atlantic, detailing the experiences of a young Englishman and an American girl, who are thrown unexpectedly together. Descriptions are graphic and the interest never fails from start to finish.
- Phillipotts, Eden.** "The American Prisoner." Toronto: Morang & Co. \$1.50.
- Rowland, Henry C.** "To Windward." New York: A. S. Barnes & Co. \$1.50. A tale of the struggles and ultimate successes of a splendid young man, who, beginning as a sailor and shipbuilder, became a famous surgeon. The book displays an intimate knowledge of the medical profession and should interest doctors and nurses. The love story which traverses its pages is told sympathetically.

HISTORY AND BIOGRAPHY.

- Blackburn, Vernon.** "Mendelssohn." London: Bell & Sons. 1s. Bell's Miniature Series of Musicians.
- Cummings, William H.** "Handel." London: Bell & Sons. 1s. Bell's Miniature Series of Musicians.
- Dawson, W. H.** "Matthew Arnold." New York: Putnam's Sons. Price, \$1.75.
- Dowden, Edward.** "Robert Browning." New York: E. P. Dutton & Co.
- Farrar, Reginald.** "The Life of Frederic William Farrar, sometime Dean of Canterbury." New York: Crowell & Co. \$2 net.
- Morice, A. G.** "History of the Northern Interior of British Columbia." Toronto: William Briggs.
- Plunkett, Sir Horace.** "Ireland in the New Century." New York: E. P. Dutton. \$1.75 net.
- Prout, Ebenezer.** "Mozart." London: Bell & Sons. 1s. Bell's Miniature Series of Musicians.
- Sedgwick, Henry D.** "Francis Parkman." Boston: Houghton, Mifflin & Co. Price, \$1.10. To be published on April 27.
- Shedlock, J. S.** "Beethoven." London: Bell & Sons. 6 1/4 x 4 inches. 1s. net. Bell's Miniature Series of Musicians.
- Rainsford, W. S.** "A Preacher's Story of his Work." Toronto: Morang & Co. The book is made up of a series of talks with the clergyman who has done so much for the upbuilding of a struggling New York church. Dr. Rainsford once labored in Toronto.
- Reich, Emil.** "Foundations of Modern Europe." London: George Bell & Sons. Price, 5s. The book contains 12 public lectures delivered under the patronage of the University of London. The author has taken the great facts of European history since 1756.



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has analyzed them in simple form and has shown their significance. The book is written simply but with strength and is admirably indexed. As a brief and complete summary of modern history, it can be highly recommended.

Riis, Jacob A. "Theodore Roosevelt, the Citizen." New York: The Outlook Co. Toronto: Morang & Co. \$2. Mr. Riis is an intimate friend of President Roosevelt and his hands are on the book has been written at close touch. It is unconventional in style and is rather in the form of a series of delightful essays, than in that of a connected biography. Roosevelt's boyhood, college life, entrance into politics, fight for civil reform, career as Rough Rider, Governor and President, are in turn touched on.

Thacher, John Boyd. "Christopher Columbus." 3 vols. New York: Putnam's Sons. Per set. \$27. The set has just been completed by the addition of the third volume.

Tolhurst, Henry. "Gounod." London: Bell & Sons. 1s. net. Bell's Miniature Series of Musicians.

Wyndham, H. S. "Sullivan." London: Bell & Sons. 1s. Bell's Miniature Series of Musicians.

MISCELLANEOUS.

Bridge. A Short treatise on the game of "Bridge." By Templar. London: George Bell & Sons. This handbook supplies complete details about the game of bridge and how to play it. Price only 1 shilling.

Browning, Robert. Poetical Works. Edina Edition. Edinburgh: Nimmo, Hay & Mitchell. Price, 3s. 6d. The most complete non-copyright edition on the market in England.

Burney, Fanny. "Evelina." The York Library. London: George Bell & Sons. Cloth, 2s. A dainty reprint of Miss Burney's famous novel, in compact form, legible type and printed on thin paper.

Chapman, Frank M. "Color Key to North American Birds." Toronto: William Briggs.

Clark E. H. and Graham, John. "Practical Track and Field Athletics." New York: Fox, Dunfield & Co. Athletes will welcome this work as its authors are recognized authorities on athletics. Mr. Graham as instructor at Harvard, and Mr. Clark as "All-round champion of America," and as they have covered in a comprehensive manner the entire subject of track and field athletics. Illustrations of the famous athletes of the day are given, as well as records and methods of training.

Coleridge, Samuel Taylor. "Aids to Reflection." The York Library. London: George Bell & Sons. Price, 2s. This pocket edition on thin paper, contains also Coleridge's "Confessions of an Inquiring Spirit" and other essays. It is an edition any booklover would be proud to possess.

Collingwood, W. G. "Ruskin, Relics." New York: Crowell & Co. \$2.50. An extremely handsome volume, printed on heavy paper with numerous splendid illustrations. In it, the biographer of Ruskin has taken up with sympathetic skill, a number of the articles and favorite spots, which will forever be associated with the great man's name. His chair, his library, his jewels, his music and his drawings are treated among other things and in each the accompanying illustrations add to the interest.

Fountain, Paul. "The Great Northwest and Great Lake Region of North America." London: Longmans, Green & Co. This work is a sequel to two former books, "The Great Deserts and Forests of North America" and "The Great Mountains and Forests of South America" and is the last of the series. The author has succeeded in making the present work exceedingly interesting and full of accurate information, pleasing to the scientific as well as the general reader. His researches date from 1865 when as a boy he settled near the head waters of the Ottawa River, in the Temiscaming District, and they extend through forest, mountain and wilderness to Arizona, covering a period of 37 years.

Frost, Rev. T. "Sketches of Indian Life." Toronto: William Briggs.

Graham, J. A. "The Sporting Dog." Toronto: Morang & Co. American Sportsman's Library.

Hart, Horace. "Rules for Compositors and Readers at the University Press, Oxford." Fifteenth edition; revised. London: Henry Frowde. A compendium of rules intended for the instruction of compositors and proofreaders.

Keller, Harriet L. "Our Native Trees." Toronto: William Briggs.

McFarland, J. H. "Getting Acquainted with the Trees." Toronto: Morang & Co. Profusely illustrated.

Santos-Dumont, A. "My Air-ships." New York: The Century Co. \$1.40.

Steffens, Lincoln. "The Shame of the Cities." New York: McClure, Phillips & Co. \$1.20. Reprinted from McClure's Magazine and indicting municipal corruption in the United States.

Stutfield, Hugh E. M. and Collie, Norman. "Climbs and Explorations in the Canadian Rockies." London: Longmans, Green & Co. Not only to the mountain climber but to the Canadian who wishes to obtain a minute and detailed description of the beauty and magnitude of the Rockies, is this volume of absorbing interest. Much historical as well as geographical information is given about the "great lone land" and the story of the fur trade is traced from 1670. The book contains 377 pages with 80 illustrations from photographs.

Whitney, Caspar. "Musk-Oxen, Bison, Sheep and Goats." Toronto: Morang & Co. American Sportsman's Library.

RELIGIOUS.

Carroll, John S. "Exiles of Eternity." An Exposition of Dante's "Inferno." New York: E. S. Gorham. \$3 net.

Hepworth, George H. "Making the Most of Life." New York: E. P. Dutton & Co. \$1.

McConnell, Dr. "Christ." Toronto: Morang & Co. By the rector of All Souls' church, New York.

McFadyen, John Edgar. "The Messages of the Psalmists." New York: Charles Scribner's Sons. \$1.25. A new devotional book from the pen of Prof. McFadyen of Toronto.

Spurgeon, Charles H. "Pictures From Pilgrim's Progress." Toronto: Fleming H. Revell Co. \$1.

Whyte, Alexander. "Bishop Butler, an Appreciation, with Selections From His Writings." Toronto: Fleming H. Revell Co. \$1.



NEWS FROM BOOK CENTRES



THE MONTREAL BOOK TRADE.

THE Easter trade in the city has been of small proportions, only a few of the booksellers and stationers making any special Easter display. E. M. Renouf has been holding a discount sale preparatory to moving into his new building at the corner of St. Catherine and University streets, and the privilege has been taken advantage of by a great many people.

In books, Mrs. Lovell's Cook Book, referred to last month, has been selling very well. "Pigs in Clover" and "Wings of the Morning" have sold among the best of the novels, and H. Rider Haggard's "Stella Frigilus" is selling in paper covers much better than it did in cloth.

Books of almost any kind dealing with the countries at present at war with one another in the Far East, of course, are in demand. Among the best of them, so far as sales go, are Hamilton's "Korea" and Clement's "Handbook of Japan."

C. B. Fry's Magazine is a new English monthly, well illustrated, which makes its bow to the public this month. It is another of Newnes' publications. The Rapid Review, Pearson's new periodical, has been selling very well.

Of the new books, "He that Eateth Bread With Me," by Mrs. H. A. Mitchell Keay, a Canadian lady, is being very well received. "Sir Mortimer" is selling well, and George Ade's "Breaking Into Society," another book of "fables," is being demanded by that writer's admirers.

NEW YORK NEWS.

DODD, MEAD & CO. are announcing the publication next Fall of a new novel by Jerome K. Jerome, something in the vein of his great success "Three Men in a Boat."

"The Pillar of Light" is to be the title of the new novel by Louis Tracy, author of "The Wings of the Morning." It is announced for publication about the middle of May.

Mr. Norman Duncan, the young Canadian author, has written a tale of the Labrador coast, which he has named "The Champion." Fleming H. Revell Co. are to be the publishers and the book will probably appear next Fall.

Appleton & Co. have received the first instalment, consisting of 50,000 words, of Hall Caine's new novel, "The Prodigal Son." The completed novel will attain 120,000 words and will be brought out serially before publication in book form.

To commemorate the hundredth anniversary of the birth of Nathaniel Hawthorne, which occurs July 4, Dodd, Mead & Co. will issue his "Scarlet Letter" in an edition de luxe, limited to 125 copies, on Japan paper, and one copy on vellum. The letterpress will be a fac simile of

the original edition. It will have fifteen original colored illustrations, full page, by A. Romandi and C. Graham.

Not since the days of the Seaside Library has there been a series of really good novels in paper covers at so low a price as twenty-five cents. This Spring the Mac-Millan Company are to bring out such a series, the various issues in it being the most popular novels of the last six or eight years. Mr. Wister's "The Virginian" will inaugurate the series on the fourth of May.

Lucas Malet's new novel, on which she has been so long at work (ever since the publication of "Sir Richard Calmady"), is announced by Dodd, Mead & Company for publication this Fall. Its title will be "The Paradise of Dominic."

LONDON BOOK NOTES.

MR. CLARK RUSSELL has finished another novel of the sea, which he entitles "The Yarn of Old Harbor Town." That indicates the scene of its opening, and the period of it is the early years of the nineteenth century. An admiral and his son, and a retired captain of the mercantile marine and his daughter, are the chief characters in the story.

The publication of Mr. Anthony Hope's novel, "Double Harness," is postponed until the Autumn.

The Pall Mall Gazette has induced its readers by the offer of a five-pound note to the winner, to name the ten best novels of the last year. The prize was divided between seven competitors, so that no one has amassed a large fortune from the competition. The noticeable thing about the voting is that the late Mr. Seton Merriman's novel, "Barlaseh of the Guard," was given the first place, having received 81 per cent. of the votes cast. Mrs. Humphrey Ward's "Lady Rose" came next, but with only 65 per cent. of the votes.

E. E. Speight and R. H. Walpole, of Teignmouth, Devonshire, announce the commencement of a new library of finely produced books for collectors and booklovers, to be entitled "The Saracen's Head Library." The first six volumes will consist of reproductions of old works of travel, exploration and adventure, to be named "The Mary Kingsley Travel Books."

Musicians will welcome the charming set of monographs on famous composers, which George Bell & Sons, of London, England, have just issued in the form of dainty little pocket volumes. Six of the series have already been published dealing with Beethoven, Gounod, Handel, Mendelssohn, Mozart and Sullivan. In each case the preparation of the book has been entrusted to a competent musical critic. The result has been the production of admirable little treatises, tastily printed and bound, and well illustrated, such as every musician will long to possess. The price per volume is one shilling in cloth or two shillings in leather.



LIBRARY COLUMN



THE ONTARIO LIBRARY ASSOCIATION.

ABOUT fifty delegates attended the fourth annual meeting of the Ontario Library Association in the Canadian Institute, Toronto, on April 1 and 5. The president, H. H. Langton, librarian of the University of Toronto, occupied the chair, and among those present were H. H. Langton, University of Toronto, W. Tytler, Guelph, Norman Gurd, Sarnia, D. D. Moshier, Sarnia, Dr. C. R. Charteris, Chatham, John Corkery, Peterboro', James English, Peterboro', Rev. W. A. Bradley, Berlin, Jas. E. Kerr, Galt, W. J. Robertson, St. Catharines, R. J. Blackwell, London, Miss Clara M. Whyte, Lancaster, R. Alexander, Galt, J. H. Knight, Lindsay, C. Ramage, Durham, James Bain, Toronto, Albert Sheldrick, Chatham, Prof. A. B. Macallum, Canadian Institute, Toronto, E. A. Hardy, Lindsay, W. F. Moore, Dundas, Geo. W. Cork, Waterloo, Miss Janet Cathoehan, Niagara, Miss Carrie A. Rowe, Brockville, Miss Mary T. Butters, Niagara Falls, Mrs. E. Weber, Burlington, Miss E. W. Davies, Guelph; Miss T. A. Reesor, Markham, H. A. Gould, A. C. McClurg & Co., Chicago, J. A. Brown, Whitby, Rev. F. J. O'Sullivan, Lindsay, J. E. Farewell, K. C., Whitby, W. H. Keller, Uxbridge, H. W. Brown, Seaford, C. H. L. Flinterman, Library Bureau, Ottawa, Miss Hester Young, University of Toronto, J. P. Hoag, Brantford, W. S. Bell, Paris, Paul Wickson, Paris, Laurence J. Bupee, Department of Justice, Ottawa, Miss Lois Saunders, Queen's University, Kingston, J. Steele, Stratford, E. D. Henwood, Brantford, W. A. Silvester, Stouffville, E. L. Hill, Guelph, W. H. Stevens, Lindsay, Miss Minnie A. Rowe, Brockville, A. Fitzpatrick, North Bay, A. F. Wickson, Toronto, Alex. Steele, Orangeville, G. M. Jones, Hagersville, Richard Lees, St. Thomas, John Seath, Education Department, Toronto, W. A. Fraser, Georgetown, J. Macdonald Oxley, Toronto, A. H. Gibbard, Niagara Falls.

Secretary E. A. Hardy in his report stated that the year just passed had been the most active in library matters Ontario had experienced. Many library boards had appealed to their municipal councils for funds, and the question had obtained considerable publicity.

The report of the committee on travelling libraries was presented. It showed that the Ontario Education Department had appropriated \$1,200 in 1901 for eight libraries of 50 volumes each, \$2,000 in 1902 for eleven libraries and \$4,000 in 1903 for twelve libraries. These had been sent mainly to mining, lumber and construction camps.

A paper was read by Mr. W. J. Robertson of St. Catharines, entitled, "Should the Education Department Issue a Librarian's Certificate?" This was followed by a paper read by Mr. Norman Gurd of Sarnia, on "How to Deepen Public Interest in the Library." Both papers were well received.

In the evening the two Canadian authors, W. A. Fraser and J. Macdonald Oxley, delivered addresses. Mr. Fraser's theme was "Nature Stories," but his address resolved itself into a complaint of the lack of appreciation on the part of Canadians for Canadian writers. Mr. Oxley addressed the delegates on boys' books, urging

return from the monotonously bloody diet of to-day to the more refined works of Scott, Dickens, Kingsley, Kingston and Hughes.

On Tuesday morning the committee appointed to consider the question of qualification for librarians reported, recommending: "That the librarians of public libraries receiving not less than 75 per cent. of the maximum Government grant shall hold junior leaving (or equivalent) English standing, and in addition be required to pass a professional examination in library work under the control of the Education Department, this regulation to apply to present librarians, and that a committee be appointed to wait on the Minister of Education to present the views of the association relative to the matter in question." The resolution was adopted unanimously.

Mr. C. H. Gould, librarian of McGill University, spoke briefly of a librarian Summer course of training at McGill next June. This will be the first training course for librarians in Canada.

The officers for the ensuing year were elected as follows: President, W. Tytler, Guelph, vice-presidents, W. J. Robertson, St. Catharines; N. Gurd, Sarnia, secretary, E. A. Hardy, Lindsay, treasurer, Prof. A. B. Macallum, Toronto; councillors, W. F. Moor, Dundas, Dr. James Bain, Toronto, A. Sheldrick, Chatham, H. H. Langton, Toronto; A. Steele, Orangeville.

Secretary E. A. Hardy read an interesting paper on *library buildings in Ontario, compiled from data obtained in response to a circular issued to libraries*. During the past eighteen months nineteen libraries have been built in Ontario with Carnegie donations, and three other buildings have been erected. In addition two Carnegie donations have been accepted and not utilized: Toronto, \$350,000, and St. Thomas, \$15,000. Thorold declined a donation, and three are not yet finally arranged, those to Pembroke, Sault Ste Marie and Fort William. The Carnegie buildings have been erected as follows: Berlin, \$21,500; Brantford, \$30,000, Brockville, \$15,000; Chatham, \$19,000; Collingwood, \$12,500, Cornwall, \$7,000, Galt, \$20,000; Goderich, \$10,000; Guelph, \$20,000, Lindsay, \$13,000; Ottawa, \$100,000; Palmerston, \$10,000; Paris, \$10,000; Sarnia, \$15,000; St. Catharines, \$25,000, Smith's Falls, \$11,000; Stratford, \$15,000; Waterloo, \$10,000, Windsor, \$27,000. Total, \$390,000. Buildings not by Carnegie donations were erected at Lancaster, Napanee and Newington.

A paper was next presented by Mr. J. P. Hoag of Brantford, on the co-operation of library and school. After discussing a proposal to amalgamate with the Ontario Educational Association and the question of the Government grant, the convention adjourned.

NOTES.

Listowel has decided to accept the offer of Mr. Carnegie of \$10,000 for the erection of a free public library building.

At the meeting of the city council of St. Thomas on the 5th inst. a resolution was passed in favor of purchasing lands in the rear of the city hall, on which to erect a Carnegie library.

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

The Importers' Guide, A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 1000, fillings per piece of 46 yards; by H. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, \$1.00.

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

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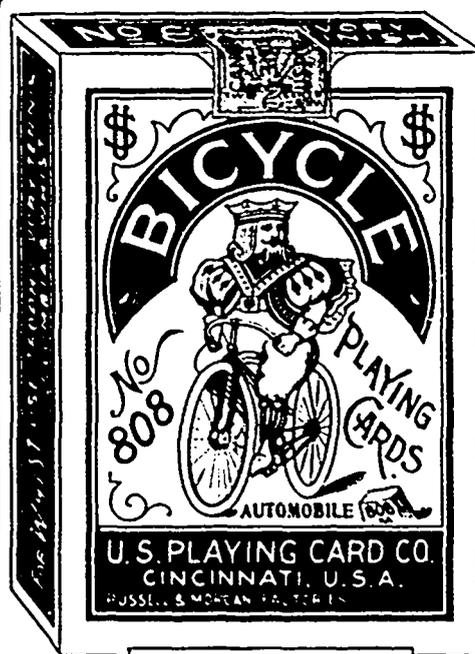
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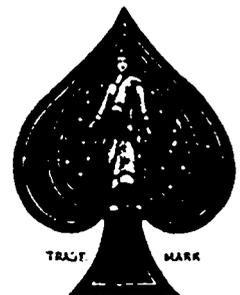
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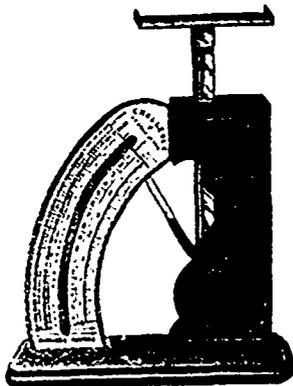
FOR a good many years the firm of Warwick Bros. & Rutter of Toronto handled an English brand of stationery, known as the Duchess, which won instant and continued favor in Canada. They are now pleased to announce that they have placed on the market a Canadian made line of equal excellence, which they have christened "The Edward Rex." This note paper has been manufactured in four sizes with envelopes to match. It has a beautiful mill finish and the envelopes are provided with the favorite wallet flap. The paper has been made up in quires.

In addition to this line the "Moire Velour" is a candidate for popular favor. It has an artistic cloth finish and comes in two shades and one size. A similar paper has been made up into pads and bears the name "Lorraine."

THE LATEST PELOUZE.

BOOKSELLER AND STATIONER takes pleasure in illustrating herewith the latest addition to the series of Pelouze scales, "The Challenge."

The new scale is of 4 pounds capacity. It registers by half-ounces and shows exact cost on all classes of mail matter. It is beautifully finished in both enamel and aluminum, with handsome line and design embellishment.



The dial of the Challenge, it will be observed, extends out from the frame. The pointer or hand is double pointed and works from the top downward. The dial has a slot—a patented feature common to all Pelouze scales, for which the company makes strong claims for two-fold merit.

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FASHION IN WEDDING STATIONERY IN ENGLAND.

COMMENTING upon changes in the fashion of wedding cards, the Daily Mail observes that, as compared with the styles adopted a few years back, the tastes of "smart" people have now reached a stage where, in this case, at any rate, everything must be as plain and unornamental as possible. Ten years ago elaborate borders and festoons of twined ivy leaves were almost always added to the invitation cards to a wedding as well as to

the cards sent round by the bride after the event announcing the fact that she will be at home on a certain date. Cards were always employed for both purposes, and through the maiden name of the lady on the tiny cards enclosed with the cake an arrow was always drawn. None of these would be considered the thing nowadays.

In the first place, cards are not used. Neat sheets of white or cream laid note paper of good quality are substituted. Crests, though sometimes still used on these, are generally discarded, and the old type of large unwieldy initials or monograms with which the corners of the cards were sometimes embellished, have quite disappeared. A perfectly plain sheet of paper with merely the invitation on it, printed in copper-plate, is what is most used by everybody who is anybody. If an initial is used, it is put on in the smallest and neatest possible way, probably enclosed in what is called a lozenge.

Furthermore, the small cards which heretofore were placed in the wedding cake boxes have been discarded. Wedding cake is not sent now, except in the country. But to make up for the dropping out of old styles, there are several additions to wedding stationery, two of which are both pretty and interesting.

First of these is a novel substitute for the sending of wedding cake, which takes the shape of a neatly-printed replica of the marriage certificate, usually a lithograph from the actual document on a card, which is sent round to the friends of the bride and bridegroom as an intimation that the happy event has taken place.

The idea is both pretty and original, and promises to catch on immensely before long, as the card is a lasting memorial of the event which can be kept, instead of the very transitory kind of reminder which cake, particularly the almond-iced confection associated with weddings, is likely to be.

The second is an idea for the bride herself, who now sometimes has special note-paper printed in silver with her new initials in the left-hand corner and her address in the right, on which to acknowledge the receipt of her wedding presents.

COMMENDABLE INTEREST.

BOOKSELLER AND STATIONER is constantly being told, and often thinks itself, that British firms are lacking in enterprise, when the matter of securing a greater share of Canadian business is concerned. It is therefore a pleasure to hear, as one does occasionally, that a British house is making a real effort to secure as much business here as the merit of their goods justify them in believing they can command. Wolff & Son, of London, England, manufacturers of lead pencils, are about to carry out an advertising scheme which should prove eventually a very satisfactory investment. Their plan is to send a sample of their pencils to every business office in Canada; this proceeding proves that Wolff & Son are convinced that their products will compare favorably with any other line in the market. Bookseller and Stationer wishes Wolff & Son every success in their enterprise.

MADE IN CANADA PAPETERIES.

W. J. GAGE CO., Toronto, are putting in the hands of their travellers the samples of a new range of holiday papeteries which will interest stationers who are desirous of keeping their stock up to date. Encouraged by the success of last season they are bringing out a much larger and more attractive series of these goods. The manufacture of papeteries has developed in such a manner that it is now one of the most important branches of this large concern and goods "Made in Canada" are now equal in every respect to the imported lines.

FANCY GOODS

A VISIT to the fancy goods houses is well repaid by the freshness and attractiveness of the goods shown. The entire import samples are now on the shelves, and those who were able to buy in this way will receive lines that will be sure to sell. In this country there is only a small proportion who feel safe in buying from the samples submitted in this early part of the year, but the number is growing year by year and the attraction of better prices is proving a strong drawing card. The larger stores are favoring this method of buying, and the wholesale houses are doing good work in encouraging it and in supplying the demand.

Among the new goods shown for import orders are very catchy metal figures of Dutch men and women. They are bound to sell on account of their quaintness and neatness. They vary from four to six inches in height. The art nouveau designs which have appeared in metal thermometers, ash trays, ink stands, etc., are good examples of that popular style of art. Small figures made of celluloid and placed on pedestals are very cheap and exceedingly lifelike. These figures are of camels with riders, horses with riders, boy and dog, bear and man, and their tiny size, being only about three inches high on an average, is certain to tell in their favor. Celluloid napkin rings with odd figures attached to them are among these.

CHRISTMAS CARDS AND CALENDARS.

A REPRESENTATIVE of Bookseller and Stationer recently had the pleasure of examining the extensive complete and attractive collection of latest creations in fancy stationery, Christmas and New Year cards and calendars, secured by the Copp, Clark Co., of Toronto, from the leading manufacturers of Europe and the United States, and can, with confidence, say that the stationer who fails to make himself acquainted with this brilliant collection of good things, will be making a grave mistake as far as his own interests are concerned.

The Copp, Clark Co. are again sole Canadian agents for Hill & Co., of London, Eng., manufacturers of the "For the Empire" series of cards and calendars. In this country Hill's lines have become particularly popular, last year Messrs. Hill's volume of Canadian business being greater than their United States trade. Encouraged by this success Mr. Hill himself visited this country a short time ago and no doubt the remarkable advance shown in this year's samples over any previous productions owes itself to the careful study made by Mr. Hill of the requirements of the Canadian market.

It is impossible to do full justice to the line on paper. One has to personally inspect the goods to fully appreciate how exceptionally attractive and saleable they are. One line which seems sure to become extremely popular is series number 1229—a range of hand-painted cards of special Canadian designs—maple leaves, etc. These cards will retail at from ten to fifty cents.

Other series of special interest are Nos. 362 and 363. These cards are especially suited for those who desire to send cards to other countries. The designs are hand-

somely embossed and the cards have a special Canadian wording.

There are numerous other series of equal merit. No. 417 is an embossed maple leaf card with verses from the song "The Land of the Maple." No. 461 is a card with the Dominion arms embossed on the front and a Canadian verse inside—a very neat card and a sure seller. The full assortment of "For the Empire" series comprises 264 different numbers, among them being cards of every description—Masonic designs, floral designs of great beauty, comic cards and special cards for Toronto and other cities.

The Copp, Clark Co. are expecting a much heavier trade in private greeting cards during the coming season and have devoted a great deal of careful attention to the selecting of the lines suitable for this class of trade. The offering this year is again the "For the Empire" series. The range is, however, much more extensive than previously, and although the sample books will contain cards suitable for every taste, nothing that has been previously shown in Canada or elsewhere will be included. The cards are as artistic and handsome as it is possible to conceive.

Davidson's lines of cards and calendars have proved extremely popular in the past and again this firm have met the demand made upon them and turned out lines which the Copp, Clark Co. have every confidence in presenting to their friends. The "Golden Casket" of fifteen hand-painted cards will create a favorable impression on all who see them. Other lines of this make are the "Marlborough" box of twelve cards and the "Champion" cabinet of thirty cards and envelopes. Both are lines which will commend themselves to buyers of experience.

The Copp, Clark Co. are again the sole selling agents in Canada for Castell Bros. This firm are known for their autographic cards and assorted packages and have produced many lines which will assist them in doing a record business in Canada this year.

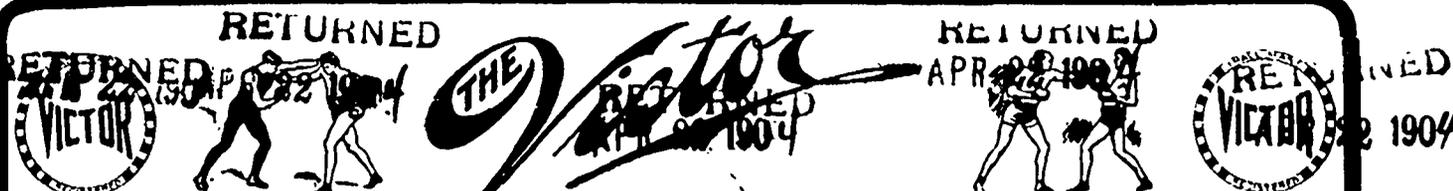
The Christmas postal cards made by Castell Bros. will prove a popular and useful line to handle. The custom of using this class of card is rapidly increasing, so that the cabinet of thirty cards which this firm has put up should be a sure trade bringer.

Turning to the calendar stock one is struck by the artistic worth of the selection as well as by the great increase in numbers and variety. The booklet calendar this year will, it is anticipated, prove more popular than ever. The designs from which this line has been made are such as will guarantee them being bought by those who are competent judges. Another line of special merit is one consisting of sporting designs, auto-car, riding, coaching, tobogganing, riding in the park, etc.

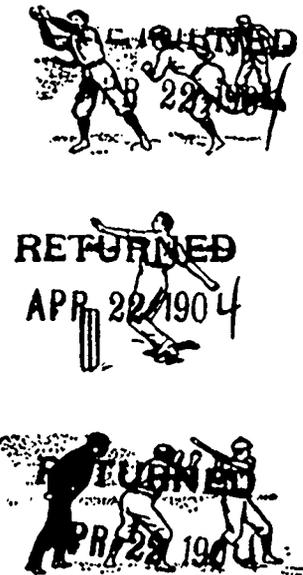
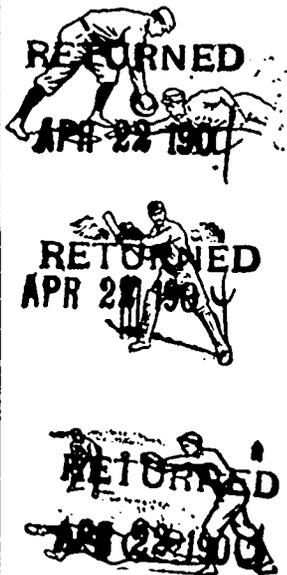
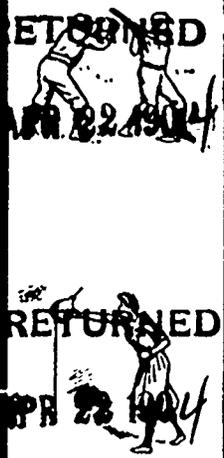
Among Davidson Bros' productions are sixteen series of calendars to retail at from five to fifteen cents.

The Art Lithographic Co. are turning out lines which will go to make their hold of this market even more secure than it was previously. Their assortment include drop, turnover, fans, floral decorations, etc., illustrated by landscape and marine views. Another line of calendars, of European make, is the "panel" series. These are 18 by 15 inches and 12 by 3 inches in size and are of pretty designs in heads, etc.

The Copp, Clark Co., Limited, are making a great effort to produce a line of Canadian calendars which will



IF YOU SEE THE VICTOR TRADE MARK ON SPORTING GOODS IT IS A POSITIVE GUARANTEE THAT YOU GET A DEPENDABLE ARTICLE AT A REASONABLE PRICE.



Victor Sports of all Sorts

MADE IN CANADA applies to the bulk of VICTOR Sporting Goods illustrated in our

1904 Catalogue.

If you have not got one, WRITE US TO HAVE YOUR NAME PUT ON OUR MAILING LIST.

In the season just passed VICTOR goods MADE ANOTHER LONG STRIDE IN PUBLIC FAVOR, and the 1904 line so accurately reflects the players' needs that any dealer handling Sporting Goods who does not include VICTOR goods HANDICAPS HIMSELF TO HIS OWN HURT.

YOU CANNOT PROFITABLY IMPORT the lines we manufacture.

A SATISFIED CUSTOMER is the kind of advertisement we are looking for. If you give us a trial order YOU WILL BE A SATISFIED CUSTOMER.

THE FANCY GOODS COMPANY OF CANADA

MAKERS OF

Limited

VICTOR SPORTING GOODS AND ATHLETIC SUPPLIES

50 Yonge St. and 6 Wellington St. West, TORONTO

E. A. KANTEL, Managing-Director

C. L. BURTON, Secretary

in every way eclipse the range shown last year. We shall in a future issue be able to give our readers some details of their "Made in Canada" line. The reputation gained by the Copp, Clark Co. for the up-to-date and thorough way in which they cater to the requirements of their patrons is this year likely to be added to in no limited degree.

ALL RECORDS BEATEN.

THE interest taken in the display of import samples in the warerooms of Warwick Bros. & Rutter, at Toronto, has been most gratifying. Dealers have come from far and near with the express purpose of seeing the assortment of goods and still they are coming. This year's trade, as a result, has far outstripped that of every previous year.

The samples are now being sent out to other centres. Already displays have been made at St. Thomas, Montreal, Winnipeg and St. John, with satisfactory results. In each case the display is in charge of a manager and an assistant.

FASHIONS IN WRIST BAGS.

THERE is no doubt but that this is the season of great changes in the bag fashions. In the season just passed, and until the first of the year, wrist bags with long chains were essentially correct. Now Dame Fashion decrees that chains are passe and that leather handles are to be used. Last season metal frames, very ornate in oxidized or gold finish, were correct. Now, plain leather covered frames, 7, 8, 9 or 10 inches are right. Last year colors were grey, brown and bright reds. Now black must be worn. All these items show to what extent fashion's edicts govern the fancy leather goods business. All dealers who appreciate having their stock up-to-date and being to the front with the styles that sell should see the great variety of new bags now being shown by the Brown Brothers, Limited. The hand bags with 7, 8, 9 and 10 in. leather covered frames are exceptionally hands-on being made in walrus, elephant, polar seal, morocco and other staple leathers. Their "Peggy from Paris" is a good one indeed and compared with imported lines is splendid value.

This firm are showing a splendid range of belts for Spring or Summer wear. Their trellis belt in 2 and 3 straps is a splendid high grade belt. Another good line is their crushed belts, running from 25c up. These are also shown trimmed with gold or gun metal trimmings.

CHINESE LANTERNS.

The Copp, Clark Co., Limited, are offering an attractive line of Chinese lanterns which should be made a note of by fancy goods dealers. It is a special assortment of twenty-five of various sizes and colors, put up in a cardboard box. The price for the assortment is two dollars.

PERSONAL MENTION.

Mr. G. A. Little, of Lindsay, paid a visit to the leading Toronto jobbing houses recently.

Mr. E. M. Renouf, of Montreal (bookseller), expects to move to new premises shortly.

Mr. E. T. Wingate, who has been connected with the firm of Warwick Bros. & Rutter, of Toronto, for the past five years, has accepted a position with the Gurney Foundry Co.

Mr. E. Marentette, of Windsor, visited the leading Toronto houses a few days ago. He was accompanied by Mrs. Marentette.

Mr. E. S. Brown, of Collingwood, was in Toronto a few days ago looking over the sample rooms of the leading jobbing houses.

James Hope & Sons have received the contract for supplying all stationery for the corporation of the city of Ottawa for 1904.

Mr. O. Letourneau, of A. McDougall & Co., spent the fore part of the month transacting some business in Quebec.

Mr. W. Miller Jones, of E. Faber's, recently paid his second visit this year to Toronto. Mr. Jones' special line this trip was rubber bands.

Mr. Malins representing the firm of Nelson & Sons, London, England, is in Canada. After spending some time in Toronto Mr. Malins has gone west.

Mr. A. McDougall, of A. McDougall & Co., has returned from his business trip to Europe. He is at present greeting old friends on his Eastern Ontario ground.

Mr. Geo. O. Lees, of Montreal, the Canadian representative of Mander Bros., is making a business trip through Western Canada. He expects to get as far west as Manitoba early next month.

Mr. Davidson, of C. M. Higgins & Co., New York, is at present in Canada. The demand for Higgins' inks and adhesives among the trade in this country is steadily increasing and doubtless Mr. Davidson is booking record orders.

The Ford Stationery Company, of Winnipeg, has sold out its business to a new company with a capital of \$30,000, in \$100 shares. The purchasers who form the new concern include H. Lee Willson, F. E. Martin, Fred Ford, George M. Stunden, Mrs. C. L. Willson, and Mrs. Florence M. Martin.

Messrs. Richardson & Bishop, of Winnipeg, wholesale stationers, who had the misfortune to be burned out recently, have displayed remarkable enterprise in coping with the situation, and have already got their old premises refitted and part of their new stock in. Their patrons are congratulating them upon their achievement.

WHO'S WHO.

"Who's Who" for 1904 is out again in its familiar red cover, this time containing something over 1,700 pages of condensed information about the world's noted people, with over 17,000 biographies, each one of which has been submitted for personal revision. From time to time the tables, which formed the first part of "Who's Who" have been deleted, both for reasons of space and in order that the book might be more completely what it professes to be—a biographical annual. This year these tables are issued as a separate book, called "The Who's Who Year Book." This new volume contains a large amount of information which does not properly find a place in a biographical annual, such as lists of Government officials, Privy Councillors, societies and their secretaries, etc., etc. The price of "Who's Who" is 7s. 6d. and of its companion, "The Who's Who Year Book," 1s. Accompanying these two volumes is "The Englishwoman's Year Book," 24th issue, 2s. 6d. The editress has compiled a large amount of information on English women and their work, and the progress in religious work, charitable and public work, music, art and literature is carefully recorded. Published by A. & C. Black, Sch. London.

"Dancing Girl"
Crêpe.

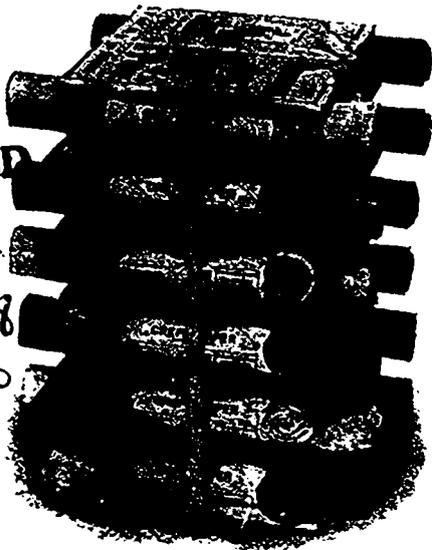


RETURNED
APR 18 1904
in
40 colors.

SAMPLE "STACK"
OF

"DANCING GIRL" **39** TURNED
MILK **18** 1904
CREPE PAPER

Registered No 408453.



RETURNED

APR 18 1904
Cut Book 18
O age 10
aw.

Measuring 4 1/2 in. x 4 1/2 in. x 6 in. and containing 24 miniature rolls.

These little rolls can, amongst many other uses, be put to the following:—

- Covering small Fern Pots.
- Dressing Dolls.
- Making Candle Shades.
- Kindergarten Purposes.
- Making Artificial Flowers.
- Decorating all small ware Boxes.
- Decorating Xmas Trees.

One of the advantages of these "Stacks" is that ladies can by purchasing them obtain up to 24 Colors of "Dancing Girl" Crepe Paper for a small outlay.

This "Stack" contains 24 miniature Rolls of "Dancing Girl" Crepe Paper and is an excellent method for displaying the goods in any desired shade or shades, thus saving all wear, tear and damage incurred by showing the full size rolls in windows or on counters, etc.

FOR SALE BY ALL THE LEADING JOBBERS.

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. }

AGENTS
WANTED

by an
English
Manufacturer
for the
New Diamond
Gold Pen
everywhere.

A Good Income
Can Be Secured

Whole or spare time. Male or female.
Good wages and constant employment can be earned by intelligent agents
The new Diamond Gold Pen, superior to the best Gold Nibs, cost ONE TENTH only. Points finished like Diamond Shape.
One nib will last for many months.
Advantages of the new Diamond Pen:—Beautiful touch—glide smoothly over the paper—make writing a pleasure—improve in use—durable—non-corrodible—one nib will last longer than grosses of steel nibs.

Every man, woman, or child should use the new Diamond Pen
To start at once send 40 cents (stamps will do) for Agents' Sample Box, or One Dollar for large size Sample Box, post free by return, to all parts of the world, with particulars of the best paying agency.

STANDARD CORPORATION,
DIAMOND PEN WORKS,

49 Newgate Street, London, E. C. ENGLAND.



THE ART OF DISPLAY



POSSIBILITIES OF CREPE PAPER.

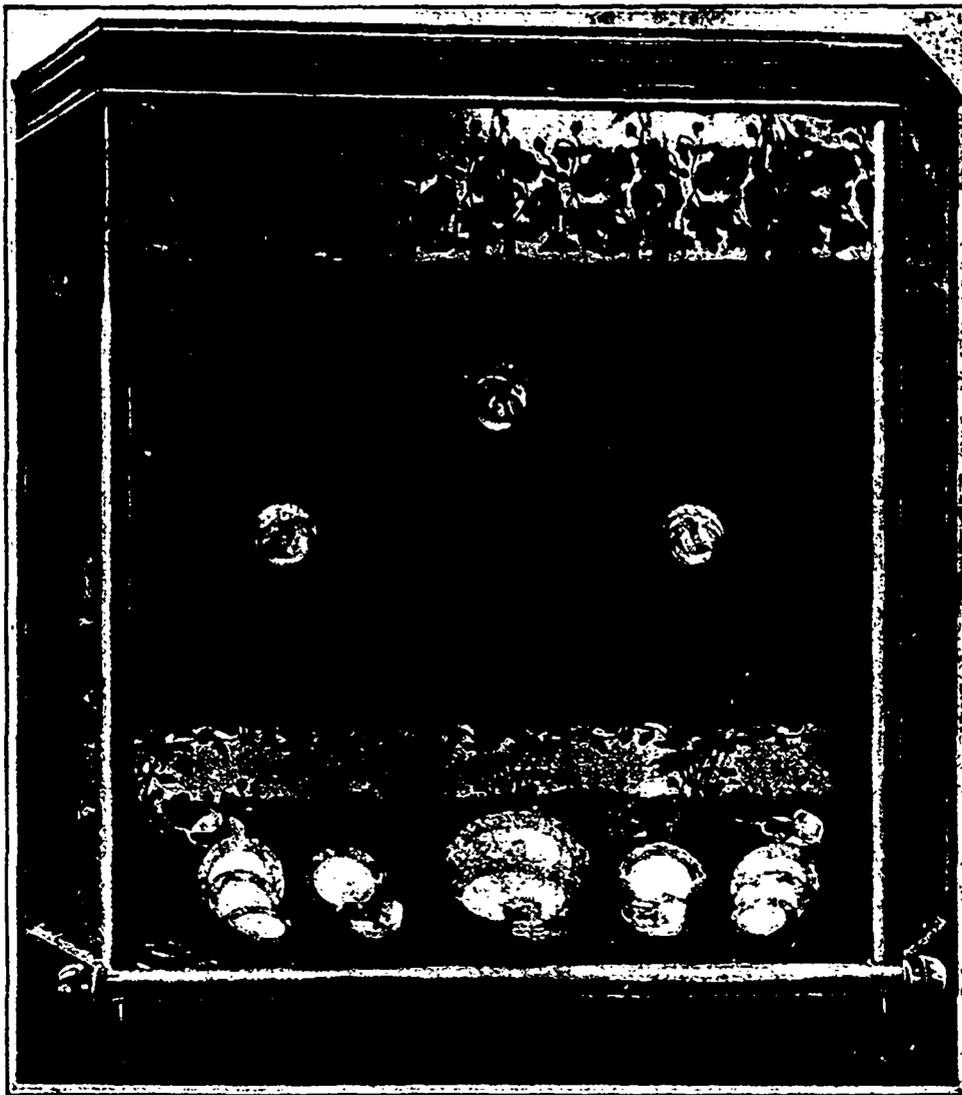
ONE of the problems which faces every window dresser is how to secure material which will be at once suitable and novel. The old stand-bys have had their turns so often as to have become a weariness to the flesh and the difficulty is to find something new. In crepe paper the window dresser finds just such a novelty and, once used, it proves an invaluable ally.

A window, in which crepe paper has been employed

allowed to show. Festooned with rope and four green tassels made of crepe paper.

Around the top (sides and front) the same design of decorated crepe is tacked on straight (without pulling), forming a very pretty border. In each of the corners half a fold of crepe (cut lengthwise) is bunched at top and tacked, then stretched to the bottom and again tacked, forming a pillar effect.

The brackets are made of ordinary boards, the top piece six inches square, nailed on a piece six inches by



Dennison

with much success is illustrated on this page. The material used consisted of 10 rolls of Dennison's yellow crepe paper A 4 and 10 rolls of Dennison's decorated crepe paper, No. 807. The back of the window was covered with the yellow crepe paper. Over this background, at top and back of window, platted crepe paper is draped, the folds or platts dropping perpendicularly. For this a large yellow poppy design of decorated crepe paper was used, fixed with plain yellow, one inch of the latter being

twelve inches. This is covered with green crepe paper and finished with a rope border on edges.

The bottom of window is covered with plain yellow crepe, the decorated border being cut from a fold of decorated crepe and laid around the edges.

Those interested in window decorations with crepe paper can secure a practical handbook on this subject free by writing the Dennison Mfg. Co., Coristine Building, Montreal, and mentioning the Bookseller and Stationer.

Picture Post Cards

We have in preparation the largest line of Canadian Stock subjects on the market, black and white, colored and embossed.

Write for Prices.

We can get you up a special series of your town or city black and white, colored or embossed.

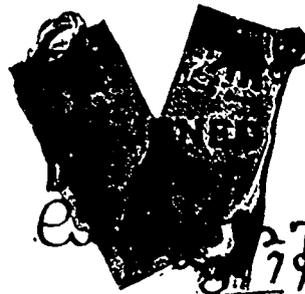
Write for Prices.

We can get you up a souvenir view book of your locality.

Write for Prices.

W. G. MacFARLANE,

SATURDAY NIGHT BLDG. TORONTO



No Misrepresentation

Every piece of goods we ship is as good as the sample shown. Our prices are right and we are not afraid to publish them. Ours is the only catalogue and price list of such goods published. Write us for one now. You will find it most convenient.

The Chas. H. Elliott Co.

Seventeenth and Lehigh Ave., - Philadelphia.

New York Office and Salesroom:—156 FIFTH AVE.

DENNISON'S

- SHIPPING TAGS
- M'DSE TAGS
- GUMMED PAPER
- GUMMED LABELS
- TAG ENVELOPES
- CLASP ENVELOPES
- COIN WRAPPERS
- COIN BAGS
- BILL STRAPS
- SEALING WAX
- GLUE
- PASTE
- MUCILAGE
- HANDY BOXES

WHY NOT INCREASE YOUR TRADE?

PUT IN A COMPLETE LINE OF

DENNISON'S STANDARD PRODUCTS

USEFUL - PRACTICAL

CALLED FOR DAILY AND ABSOLUTELY ESSENTIAL FOR CARRYING ON THE BUSINESS OF TO-DAY IN ALL LINES--MEETING IN EVERY WAY THE AGGRESSIVE DEMANDS OF 20th CENTURY BUSINESS LIFE.

The most complete, up-to-date and profitable line for Stationers.

Ask for 150-page Catalogue

DENNISON MANUFACTURING CO.

CORISTINE BUILDING, MONTREAL

BOSTON - NEW YORK - PHILA. - CHICAGO - CINCINNATI - ST. LOUIS

DENNISON'S

- CREPE PAPER
- CREPE PAPER NAPKINS
- CREPE TABLE COVERS
- CREPE DOILIES
- TISSUE PAPER
- PRICE TICKETS
- PIN TICKETS
- HOOKS and CARDHOLDERS
- PAPER FASTENERS
- PASSE PARTOUT BINDING
- SAGGAGE and DUPLICATE CHECKS

NO STATIONERY STORE IS COMPLETE WITHOUT

Esterbrook's Pens

LEADING NUMBERS:

Fine Pens, A1, 128, 333

Business Pen, 048, 14, 130.

Broad Points, 312, 313, 314.

Turn-up Points, 256, 477, 1876.

CANADIAN AGENTS:

THE BROWN BROS., LIMITED

51 Wellington Street West, - TORONTO.

YOU ARE INTERESTED IN SOMETHING.

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

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

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

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

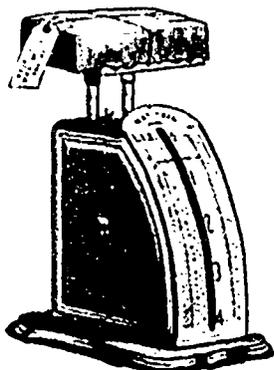
We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL.

10 Front St. East, TORONTO

See our classified list and alphabetical list of advertisers on last page.



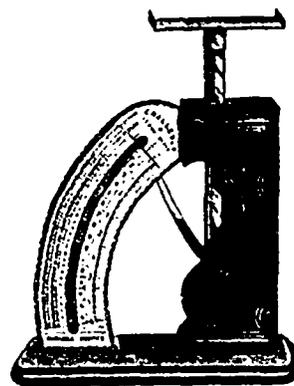
New "NATIONAL."
National, 4 lbs. Columbian, 2 lbs.
Union, 2 lbs. Star, 1 lb.
Crescent, 1 lb.

Postal Scales.

PELOUZE POSTAL SCALES are the best in the world,---admittedly. They always register accurately without regard to location of article weighed. They are good sellers and pay liberal profits.

Buy of Your Jobber. Send to us for Catalogue.

PELOUZE SCALE & MFG. CO.
118-132 W. Jackson Blvd., Chicago.



New "CHALLENGE."
Challenge, 4 lbs.
See the double needle index that starts at the top--no guess work. Always accurate

PRETTY PICTURE POSTALS

We have the best proposition

in PICTURE POSTAL CARDS yet offered to the trade, that is if you consider quality, for this is everything when it comes to selling this line. Cheap Dauby Scenes are not going to sell; the collector and tourist want a fine clear view, delicately colored and finished with art. THIS IS THE ONLY KIND WE SELL. We were the first firm to introduce cards in this country and our experience cannot be equalled. We have built up an immense trade in picture cards on our reputation and principle of never publishing anything but the highest class of work. Our speciality is making a series of cards for one dealer and giving him the exclusive control of the line for his place.

Well assorted stock of beautiful Canadian Scenery, Canadian Types and Fancy Cards. Write us for samples and particulars.

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



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: S. St. Bride St., E.C.



Book Buyers and Book Sellers

should send for a Specimen Copy of

The Publishers' Circular.

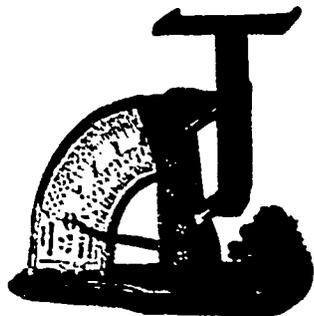
Post Free, from
St. Dunstan's House, Fetter Lane,
E. C., London, England.

Souvenir Post Cards

1000 all one subject, including cost of half-tone, \$3.50
Duplicates, same subject, 1000 - - - 2.25

Not less than 1000 at above prices. You furnish the photograph for reproduction-- 4 x 5 or larger.
At above price cash must accompany the order.

Wilbur M. Waite Co., 20 Dawes Street, SPRINGFIELD, MASS.



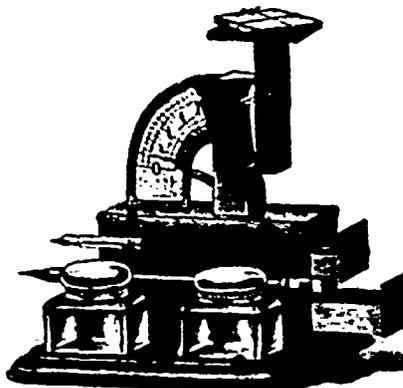
MADE IN FOUR SIZES

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.



FAST MAIL.
Capacity 1 pound by 1 ounce.

| | | |
|----|-----------|-------------------------|
| TR | STATIONER | Capacity 1 lb. by 1 oz. |
| TR | DEPT | 2 |
| TR | GEN | 1 |
| TR | RELIEF | 5 |

Triner Scale & Manfg. Co.,
128-130 S. Clinton St., CHICAGO, Ill., U.S.A.


ART DEPARTMENT


PICTURES FOR BOOKSELLERS.

THE interest being taken by booksellers in pictures is growing, and the inquiry is for pictures of a saleable sort. Good pictures never fail to hold the attention. A good picture is continually disclosing some new feature, and so its value to the owner keeps on increasing. Of late years pictures of remarkably good quality have been offered and the departure from the cheap print or chromo has had a universal welcome. Best of all the price of good pictures is no greater than what people have been accustomed to pay for poor ones. The note of humor, rich and striking, introduced into many of the modern offerings has found a hearty response, especially among younger picture buyers. Such pictures add

Toronto, who are the Canadian agents of Messrs. Landecker & Brown, London, England, owners of the copyright privileges. Bookseller and Stationer feels assured that there is a big sale in store for "A Billiard Match" series, and a set of these pictures in the windows or stores of retailers makes a first-class advertisement.

MILLIONS OF CARDS.

OVER 1,000,000 high class pictorial postcards printed and sold in six weeks! Such is the record of Watwick Bros. & Rutter, of Toronto. Every card issued was an artistic production and the range of subjects covered numerous.



RETURNED
APR 15 1904
at Book 18.
Page 4
aus.



greatly to the furnishing of "dens," students' rooms, libraries, and billiard rooms. The series herewith illustrated is in colors, and has the popular poster effect. Its humor is broad, the treatment so simple that the full strength of the pictures is immediate, the romance contained in them finds an echo in every heart. Billiard "matches" occasionally have unexpected endings. The illustrations of the series in Bookseller and Stationer is made possible by the courtesy of Messrs. Menzies & Co.,

This company already use eleven designs, in which engravings are inserted. These designs are three-colored and embossed in most cases and present an extremely handsome setting for the pictures. The Union Jack and the Maple Leaf are largely employed, giving the cards a patriotic flavor.

Any bookseller and stationer can have a series of these cards made illustrating his locality. They are put up in tasty envelopes, which bear the name of the dealer.

This idea has taken well and dealers from Halifax to Vancouver have published sets.

In addition to pictures of localities, Warwick Bros. & Rutter have issued a series of prominent Canadians, including the cabinet ministers and prominent men in Opposition. They also contemplate other series of equal interest. Owing to the embossing and color work, these cards are distinctly in a class of their own.

A PRIZE FOR SOUVENIR CARDS.

THE craze for souvenir postcards seems to have swept almost around the wide world, and in no part thereof is it more popular than on the continent of America.

Thousands of souvenir postcards are sold yearly in Montreal and Quebec, the tourists buying them eagerly to send to their home circle and friends. The temptation to buy is irresistible, and no one makes a strong and determined effort to fight against it.

cards at that time, and to-day their cards are known all over the country. The company's principle of never publishing anything but the best work has earned for them the reputation of being a most reliable firm for this line; indeed, every sample of their cards is an advertisement in itself of the high standard they maintain. Mr. Gumlich has just returned from Europe, where he picked up many new and interesting designs in cards, etc. Stationers who are handling souvenir postal cards (and this will be a very good line for the coming season) should be sure and ask for samples of the Montreal Import Co's work, which they will be pleased to mail free to any interested members of the trade.

NEW TALLY CARDS.

THIS month Bookseller & Stationer is able to produce illustrations of several of the new lines of tally cards of the Chas. H. Elliott Co., of Philadelphia. It is generally acknowledged that this firm has this season eclipsed all their past achievements, and that the line they are now offering to the trade is one of the best on the market. The samples seen certainly make one believe the line will find favor with Canadian stationers.

RETURNED

21 1904

Book 18



Type of French-Canadian "Habitant."

Of this trade the Illustrated Postcard Co. of Montreal is doing a large share. Thanks to the excellence of their cards, this firm are building up a substantial business in all parts of the country. As a means of keeping up the interest they offer a prize of \$50 for the largest collection of postcards published by them during 1901. New and pretty scenes are issued every week.

THE FIRST PICTORIAL POSTCARD.

THE trade in picture postcards has lately developed to an extent that was hardly anticipated some years ago by the importers of this line. Mr. Gumlich, the manager of the Montreal Import Co., Montreal, states that he introduced the first pictorial postcards sold in this country some seven years ago, and that the sale then was very limited. His was the only firm which handled



Series of Canadian History.

They are clever and novel in design and beautifully printed on stock especially suited for the use to which it has been put.

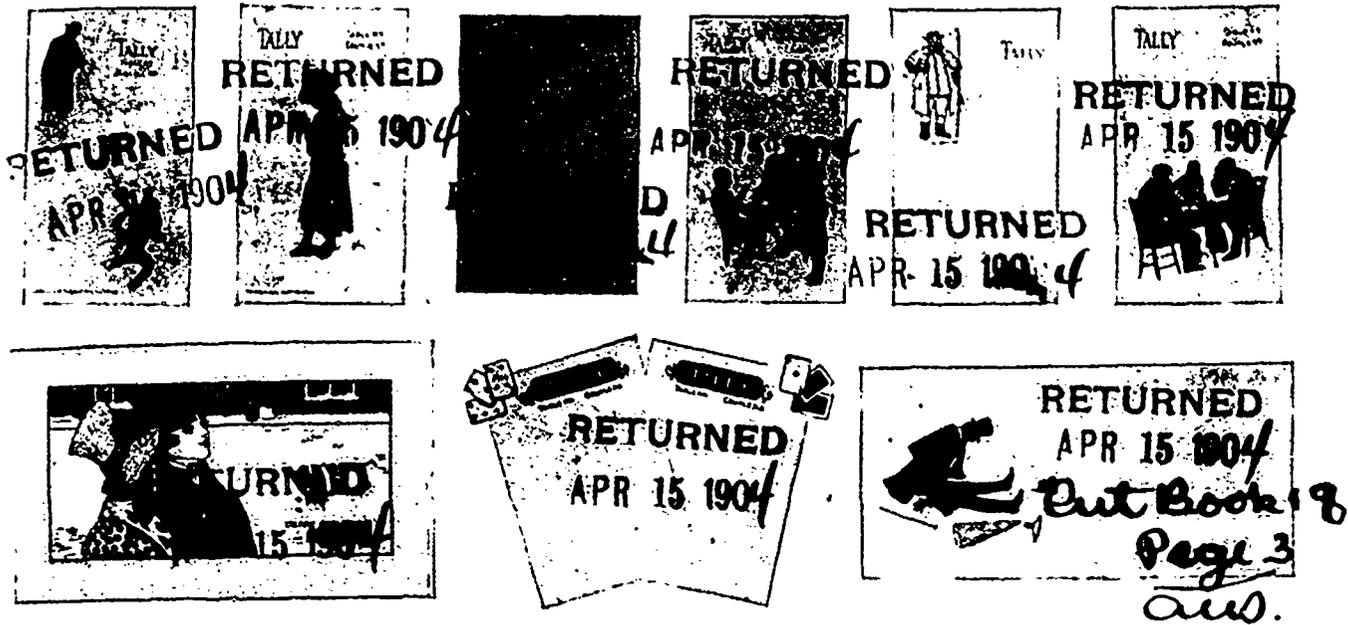
One of the series shows well-known characters from the works of Thackeray, Dickens, and other famous writers of English classics. These are produced from line-cuts and resemble black and white sketches in pen and ink.

A particularly brilliant line is the Irene Bentley card. It is one of the most unique ideas the Elliott Company has ever used on a tally card. It is after a copy-righted photograph of the famous actress in the role of "The Gypsy Fortune Teller." The portrait is splendidly produced on heavy glazed card and has a pretty bow and tanger of pink ribbon attached.

Another series shows half-tone engravings of amusing incidents that are apt to arise at the card table. Still another very good series shows reproduction of the muses made famous in Greek and Latin verse. These have an archaic finish, which, with the gold lettering and colored silk cards, goes to make up a very rich card.

A good novelty is the card which shows part of a hand of cards displayed and partially cut out in the upper right hand corner. These cards are fully reproduced

natural colors, while still others are of an amusing type, such as, for instance, the sport who apparently has been feasting and is shown in a state of collapse.



in colors and the printing throughout matches the color work in the cards.

Some place cards show exquisite pictures of young ladies done in natural colors. Others show fruit, also in

Space is not available to illustrate the whole of the lines, but Messrs. Elliott will be pleased to send their catalogue to any readers of Bookseller & Stationer, on receipt of trade card.

REVIEWS OF RECENT MUSICAL PUBLICATIONS.

"The Lilac Tree."—Song—words and music by Frank L. Moir. Published in C (A to C), D (B to D), Eb (C to E) and F (D to F). An exquisite lyric set to a haunting, plaintive, melody, that is bound to appeal to song lovers. Both words and music are reminiscent of "The Rosary." Anglo-Canadian Music Co., Toronto.

"La Reponse du Coeur."—Suite of waltzes by Angelo A. Asher. Notwithstanding the fact that there is "nothing new under the sun," these waltzes are characteristic and tuneful and have the additional merit of being comparatively easy. They should be in everyone's repertoire of dance music. Anglo-Canadian Music Co., Toronto.

"The Soldier's Request."—Song—words and music by Godfrey Marks. A not uncommon style of military song, with lots of martial ring and swing to it, and likely to become popular for baritone voice. Anglo-Canadian Music Co., Toronto.

"If I Were Only You."—Song, words by H. W. Williams, music by Egbert Vanalstyn. A pretty waltz song in the popular style made famous by such songs as "Mary Green" and "After the Ball." Whaley, Royce & Co., Toronto.

"Funny Folks."—Rag time march and two-step, by W. C. Powell, composer of "The Gondoliers." Both these numbers have made a great hit in Canada and the United States and are undoubtedly among the best offerings of the season. Whaley, Royce & Co., Toronto.

"Katunka."—Intermezzo march and two-step, by L. O. Smith. A decided novelty in dance music with the peculiar and characteristic Indian coloring that is so popular at the present time. "Katunka" is to be recommended as a first-class two-step. Whaley, Royce & Co., Toronto.

"Lovecraft Waltzes"—By W. E. Russell. An exceedingly pretty suite of waltzes with melodies original and catchy and the rhythm well marked, the latter of which characteristic is absolutely essential in a good waltz.

"Only a Bunch of Violets."—Song; words by A. B. Sterling, music by C. M. Vandersloot. Another valuable contribution to the already large list of sentimental songs—very effectively harmonized. Whaley, Royce & Co., Toronto.

"Mister Butt-in."—Comic song, by S. Bullock and L. N. Isaacs. The latest contribution in the line of comic songs, and one which will undoubtedly take well with the public, as the music is tuneful and the words ridiculous in the extreme. Whaley, Royce & Co., Toronto.

"Mother of Mine."—Song, words by Rudyard Kipling, music by Frank E. Tours. Published in Bb (C to D) and in D (E to F). The most successful song of the season. The composer has succeeded in giving Kipling's beautiful poem an ideal musical setting. No repertoire of songs should be considered complete until "Mother of Mine" has been added. Whaley, Royce & Co., Toronto.

WITH THE TRAVELLERS

A FANCY GOODS TRAVELLER HONORED.

THE Royal Canadian Humane Association have unanimously awarded the association bronze medal to M. Frigon for conspicuous courage and heroic action in saving four lives from the fire at Victoria Hotel, Quebec, on December 4, 1902. Mr. Frigon is a well-known and popular traveller for Nerlich & Co., importers, Toronto.

A TRAVELLER ON THE TRAVELLERS.

THE travelling men are really a great body of national educators. To the remotest hamlet they carry the news of everything new under the sun. All that science, art, literature and invention have produced they quickly place before their customers.

The discomforts of travel and the weary anxieties of their nomadic life make them all look forward to a golden time of comfort and happiness, when they will no longer wander from their own firesides. I have seen him at the little lonely country depot, waiting for the belated snow bound midnight train. The weary Winter wind was moaning through the sobbing wires as he paced restlessly about the dimly lighted depot. Occasionally he would take out his watch, not to see the time of night, but to look at the one "fair woman under the sun"—she and none other, his wife.

As he put up the watch he murmured "God bless her." The simple prayer came from the depths of his loving heart, and it went straight to heaven. Love of home and family is, I believe, stronger with commercial travellers than any other class of men, the old aphorism, "absence makes the heart grow fonder," finding its fullest exemplification in the ranks of this great army of home loving men.

When things "are coming his way" he is liberal and generous to a fault—nothing is too good for him or his. When it is otherwise, he accepts the situation regretfully but philosophically, and proceeds to sacrifice himself for those he loves. I have known him to carry his heavy grip from the trains to the hotel and make the old overcoat do another Winter that the dear boy at home might have a bicycle. I have known him to quit smoking, saying that it didn't agree with him, that he might send the money to mother, who was having a hard time back in the old home in a distant state.

The bright oasis in their lives is when the six weeks' trip is over and for a week or ten days they enjoy the company and surroundings of home and the sweet, noble wife and the prattle of the children.

THE SALESMAN AND HIS IDEAS.

A SALESMAN in one sense may be regarded as a "clearing house" of commercial ideas. He is brought into daily contact with men of business; he absorbs an idea here, and giving it off there, receives in return another thought.

A merchant, who through an obstinate adherence to the belief that he knows it all, refuses to grant a salesman every possible courtesy, who does not give him an

opportunity to give out ideas, is neglecting the greatest possible source from which to draw thought, on which he may base right opinions for advancement.

PERSONAL MENTION.

Mr. A. G. S. Bompas, the genial representative of J. Nisbet & Co., Limited, the publishers, of London, England, was a recent visitor in Canadian book centres. He reports business excellent.

Another traveller for an English publishing house, who has lately traversed Eastern Canada is Mr. John Soloman, representing Frederick Warne & Co. A good business was done by him.

Mr. Whitlock, of John Walker & Co., London, Eng., has completed a Canadian tour in the interests of his firm.

Mr. Thomas P. Milligan, of the J. L. Shoemaker Co., Philadelphia, has been visiting the Canadian trade recently. Messrs. Shoemaker & Co. make a specialty of bookbinders' supplies and are working up a very satisfactory connection in this country.

Mr. J. R. Gay, of the Book Supply Co., Ltd., Toronto, was in Montreal recently. He reports business as very satisfactory. The demand for "Sir Mortimer" is heavy. "Hesper" is also having a large sale. Mr. Gay has started on his trip to the coast and doubtless our readers in the West will be placing large orders with him shortly.

Mr. Clarence Caldwell, of Messrs. Dana Estes, of Boston, was in Toronto recently. From here Mr. Caldwell left for San Diego, Cal. He reported business as being very satisfactory.

Mr. A. O. Hurst is finding business exceptionally good in the East. The several new lines of Goodall's playing cards are being bought in large quantities by the jobbing trade. The "Canada Ocean to Ocean" souvenir card is proving, as we expected it would, a big success. The demand for other lines of Messrs. Goodall & Sons is unusually heavy.

Mr. Clark, of Messrs. Ward, Lock & Co., London, England, is paying his annual visit to Canada. Mr. Clark found business brisk in all parts of the country.

A SUCCESSFUL DEALER.

MR. J. GEO. CLOKE, one of the leading booksellers and stationers of Hamilton, Ont., was in Toronto a few days ago on business. Mr. Cloke makes a specialty of his book trade and particularly Canadian publications. That his business has been a successful one is evident from the fact that his present store on James street south has become altogether too limited. In order, therefore, to comply with the growing requirements of his business he has secured the four-storey building at No. 16 King street west, and expects in a short time to be settled in his new quarters.



'ROB ROY' PENS

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

TURNED-UP POINTED and other PENS,

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

1s. 6d. and Grass Boxes Sold by all STATIONERS

DO NOT TAKE ANY substitution, imitation or variation OF THE WAVERLEY PEN

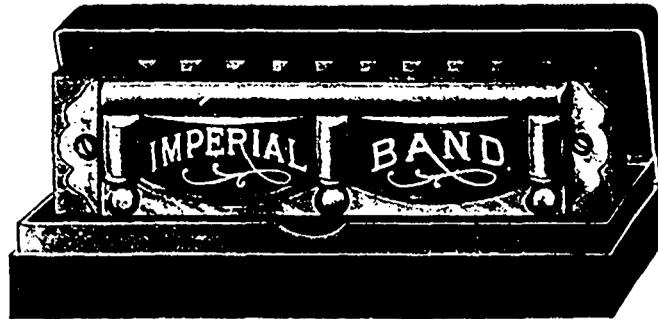
They come as a boon and a blessing to men, The Pickwick, the Owl, and the Waverley Pen.

SOLD BY ALL STATIONERS.

MACNIVEN & CAMERON, Limited EDINBURGH AND BIRMINGHAM

...TO THE TRADE...

THE IMPERIAL BAND HARMONICAS



NEW

and a

DECIDED

NOVELTY.

No. 622

NO. 622—10 Holes, 20 Reeds, Heavy Nickel-Plated Covers, Brass Reed Plates, in neat Hinged Boxes.

NO. 624—10 Double Holes, 20 Reeds, Heavy Nickel-Plated Covers, Brass Reed Plates, in neat Hinged Boxes.

NO. 621—10 Double Holes, 40 Reeds, Heavy Nickel-Plated Covers, Brass Reed Plates, in neat Hinged Boxes.

Retailing at 25c., 50c. and 75c. each.

These Instruments are exceptionally powerful in tone—Are well made—Are easy to blow—Attractive in appearance—And profitable for the trade to handle.

WRITE FOR PRICES.

Whaley, Royce & Co.,

Limited

Western Branch: 356 Main St., WINNIPEG.

158 Yonge St., TORONTO.

No. 123

in the Crown Pen Series

Is an exact reproduction of the "Waverley Pen" — the fame of which has been so loudly sung—with one variation, however: No. 123 Crown Series has turned-up points.

Crown Pens are gold coated, and so are non-corrosive. Delightfully smooth. Wear a long time. 6 styles. Trade price 65c. per gross. Send for samples.

Imperial Pen Co., Limited

WARWICK BROS. & BUTTER
Canadian Agents, TORONTO.

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.

C. Brandauer & Co.'s - Limited



SEVEN PRIZE MEDALS.

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

CIRCULAR POINTED PENS

London Warehouse:

124, NEWGATE STREET, E. C.

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

WALL PAPER.

AN UNFAIR DUTY.

A CORRESPONDENT directs our attention to a grievance in the wall paper trade, which certainly merits attention. He writes:

"I wish to direct your attention to the uncalled for and most unfair duty of 15 cents a pound that has been placed on wall paper sample books, at least on part of them, I should properly say. The duty itself is an excellent one as regards the books sent broadcast through the country by the jobbers on the other side of the line, but I think it is very unfair that a dealer who buys from one of the manufacturers and pays 35 per cent. duty on his goods, should be charged fifteen cents a pound for three or four sample books made up from the exact patterns and designs that he imports. In the smaller towns the average dealer cannot procure the facilities for putting these books together and consequently asks the manufacturer to do it for him so that he can show his goods to better advantage. I think if the wall paper dealers sent a deputation to Ottawa and put the matter before the Government they could procure a new ruling to govern the case. Say for instance that a limited number of sample books coming with a bona fide purchase of say \$40 or over and which are shown to be and sworn as being only the same designs as said purchase, that they should come in free or as wall paper with a duty of 35 per cent. This would only be just and fair and I am sure the Canadian manufacturers would not object in the least to such a ruling. I have no doubt but that all dealers will agree with

me on this matter as it means a duty of five or six dollars extra on the cost of their paper at the present rating."

HINTS FOR DISPLAY.

AS very much of the success of the wall paper department depends upon the care that is given their display, it is important that the merchant and window dresser devote some of their time and ingenuity to thinking out schemes that will be effective. While at first thought there seem to be few designs available in the display of wall paper, there will be found after one or two arrangements, that many others present themselves in rapid succession. The designing of the first two or three displays is the most difficult.

A very good plan is to hang a roll of wall paper from the ceiling at the back of the window, dropping to the floor, and over this but falling a shorter distance as each paper is put on to hang the border and then the ceiling. Another paper can be worked in by showing the bottom one as intended to be run only as a dado, and above this a centre wall paper to extend to the moulding, and then the frieze and ceiling. The two first papers where one is supposed to extend up six or seven feet in the room and the second, a flaring conspicuous design, the remaining distance to the ceiling, can be shown together. In front of these rolls hanging the back, can be set up the regular display stands, showing almost the same scheme except that no more than three papers and preferably two, should be used on the one stand. The upper samples look best if allowed to hang in a fold rather than in a straight end.

Be sure that the colors in adjacent samples do not clash too much.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

BELLEVILLE.

- 1 "Letters from a Son to His Self-Made Father," by Merriman. Briggs
- 2 "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.
- 3 "Rebecca," by Kate D. Wiggin. Briggs.
- 4 "My Friend Prospero," by Henry Harland. Briggs.
- 5 "The Duke Decides," by Headon Hill. McLeod & Allen.
- 6 "Mrs. M'Leerie," by J. J. Bell.

COLLINGWOOD.

- 1 "Rebecca," by Kate Douglas Wiggin. Briggs.
- 2 "Mrs Wiggs," by A. H. Rice. Briggs.
- 3 "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.
- 4 "Wings of the Morning," by Louis Tracy. McLeod & Allen.
- 5 "Flame of Fire," by Joseph Hocking. Copp, Clark Co.
- 6 "O'er Moor and Fen," by Joseph Hocking. Briggs.

GUELPH.

- 1 "Sir Mortimer," by Mary Johnston. Book Supply Co.
- 2 "My Friend Prospero," by Henry Harland. Briggs.
- 3 "Wings of the Morning," by Louis Tracy. McLeod & Allen.
- 4 "Rebecca," by Kate Douglas Wiggin. Briggs.
- 5 "The Forest," by S. E. White. Morang.
- 6 "When I was Czar," by A. W. Marchmont. McLeod & Allen.

HAMILTON.

- 1 "The Lightning Conductor," by Williamson. McLeod & Allen.
- 2 "Deliverance," by Ellen Glasgow.
- 3 "Wings of the Morning," by Louis Tracy. McLeod & Allen.
- 4 "The Vagabond," by F. Palmer. Scribner.
- 5 "Vice-Admiral of the Blue," by R. B. Molineux. Copp, Clark Co.

KINGSTON.

- 1 "Barlath of the Guard," by H. S. Merriman. Copp, Clark Co.
- 2 "Wings of the Morning," by Louis Tracy. McLeod & Allen.
- 3 "The Vagabond," by F. Palmer. Scribner.
- 4 "My Friend Prospero," by Henry Harland. Briggs.
- 5 "Gordon Keith," by T. N. Page. Copp, Clark Co.
- 6 "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.

LONDON.

- 1 "The Silver Poppy," by Arthur Stringer. Briggs.
- 2 "Wings of the Morning," by Louis Tracy. McLeod & Allen.
- 3 "Rebecca," by Kate Douglas Wiggin. Briggs.
- 4 "Deliverance," by Ellen Glasgow.
- 5 "The Virginian," by Owen Wister. Morang.
- 6 "Lux Crucis," by S. Gardenhire. Book Supply Co.

PETERBORO'.

- 1 "When I Was Czar," by A. W. Marchmont. McLeod & Allen.
- 2 "The Pit," by Frank Norris. Morang.
- 3 "The Duke Decides," by Headon Hill. McLeod & Allen.
- 4 "The Hermit," by C. C. Munn. Lee.
- 5 "Little Shepherd of Kingdom Come," by John Fox jr. McLeod & Allen.
- 6 "Wings of the Morning," by Louis Tracy. McLeod & Allen.

MONCTON.

- 1 "The American Prisoner," by Eden Phillpotts. Morang.
- 2 "Letters from a Son to His Self-Made Father," by Merriman.
- 3 "The Silver Poppy," by Arthur Stringer. Briggs.
- 4 "The Lightning Conductor," by Williamson. McLeod & Allen.
- 5 "Pigs in Clover," by Frank Danby. Langton & Hall.
- 6 "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.

ST. CATHARINES.

- 1 "The Lightning Conductor," by Williamson. McLeod & Allen.
- 2 "The Yellow Crayon," by E. P. Oppenheim.
- 3 "Deliverance," by Ellen Glasgow.
- 4 "The Duke Decides," by Headon Hill. McLeod & Allen.
- 5 "On Satan's Mount," by Dwight Tilton. McLeod & Allen.
- 6 "The Hermit," by C. C. Munn. Lee.

VANCOUVER.

- 1 "The Long Night," by S. J. Weyman. Copp, Clark Co.
- 2 "Sir Henry Morgan," by C. T. Brady. Copp, Clark Co.
- 3 "Vice-Admiral of the Blue," by R. B. Molineux. Copp, Clark Co.
- 4 "Rebecca," by Kate Douglas Wiggin. Briggs.
- 5 "My Friend Prospero," by Henry Harland. Briggs.
- 6 "The Blood Lilies," by W. A. Fraser. Briggs.

TORONTO.

- 1 "Sir Mortimer," by Mary Johnston. Book Supply Co.
- 2 "My Friend Prospero," by Henry Harland. Briggs.
- 3 "The Lightning Conductor," by Williamson. McLeod & Allen.
- 4 "Rebecca," by Kate Douglas Wiggin. Briggs.
- 5 "Deliverance," by Ellen Glasgow. Musson.
- 6 "Red Morn," by Max Pemberton. Copp, Clark Co.

CANADIAN SUMMARY.

- | | Points. |
|---|---------|
| 1. "Rebecca," by Kate Douglas Wiggin. Briggs | 42 |
| 2. "Wings of the Morning," by Tracy. McLeod & Allen.. | 40 |
| 3. "My Friend Prospero," by Harland. Briggs..... | 33 |
| 4. "The Lightning Conductor," by Williamson. McLeod & Allen..... | 33 |
| 5. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen | 31 |
| 6. "Deliverance," by Ellen Glasgow. Musson..... | 26 |

WALL PAPER

APRIL AND MAY

are sure to bring demands for some lines you have overlooked when placing your stock order. We probably have in stock the lines you are short of. Write for samples.

STAUNTON'S

Mr. Stationer!

Would you prefer to push high-class Canadian-made goods in preference to others?

Free samples and particulars are obtained by sending a Post Card to

THE COLONIAL INK CO.

PETERBOROUGH, CANADA. LIMITED

Manufacturers of the

"JAPANESE"

Writing Fluid.

(The Ink that never fades.)

Typewriter Ribbons,
Carbon Paper,
Printing Ink.

THE VERY LATEST _____

ANOTHER NEW ONE _____

The Mayflower Papeterie Classic Vellum Papeterie

PERFUMED.

An attractive box, containing 24 sheets Superfine Note Paper and Envelopes to match, Oxford size, daintily perfumed.

Retails at 25c.

A new style of box with swing lid, which has receptacle for the Note Paper. This box contains 24 sheets of Fine White Vellum and Envelopes to match, Oxford size, and

Retails at 30c.

RETURNED
SEP 16 1904
Cut Book 23
Page 68
Curo.



THE "EUREKA" FOUNTAIN PEN.

Eureka is the Greek word meaning "I have found it," especially a discovery made after long search.

This title exactly explains our new Fountain Pen, as in it the user will have found what has long been looked for, a good serviceable Fountain Pen for a little money. This pen is made of hard rubber with latest style of cap, has perfect feed, and looks like a dollar pen.

Special price in gross lots which will allow them to retail at 25c.

Retails at 30c.

SEND FOR A SAMPLE DOZEN.

SOLE AGENTS: **W. J. GAGE & CO., Limited,**

TORONTO.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office Capital - \$2,000,000.00
 Toronto, Assets, over - - 3,546,000.00
 Ont. Annual Income - 3,678,000.00

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$1,000,000.00.
 TOTAL ASSETS, \$2,024,096.02
 LOSSES PAID SINCE ORGANIZATION, \$23,886,005.32.

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

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

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

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

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

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.
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HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE

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

HON. GEO. A. COX, President. S. E. WALKER, General Manager.

HEAD OFFICE: TORONTO, CANADA.

LONDON, ENG. OFFICE, 60 Lombard St., E.C. NEW YORK AGENCY, 16 Exchange Place.

The attention of exporters and importers is requested to the undernoted list of correspondents of this bank, embracing all parts of the world. In conjunction with its widespread system of branches, number 109 and covering all important points in Canada and on the Pacific coast of the United States, it is thus enabled to offer them unexcelled facilities for the transaction of domestic or foreign banking business.

List of Bankers and Chief Correspondents:

- | | |
|---|--|
| GREAT BRITAIN — The Bank of England, The Bank of Scotland; Lloyds Bank Limited; The Union of London and Smiths Bank, Limited; Parr's Bank, Limited. | INDIA, CHINA, JAPAN and the PHILIPPINE ISLANDS — Chartered Bank of India, Australia and China; Hongkong and Shanghai Banking Corporation |
| UNITED STATES — New York, The American Exchange National Bank, The Fourth National Bank; Boston The Bank of Nova Scotia, The National Shawmut Bank, The National Suffolk Bank; Buffalo, The Marine National Bank; Chicago, The Northern Trust Company; Detroit, The People's Savings Bank, The Commercial National Bank; Minneapolis, The North-Western National Bank; New Orleans, The Commercial National Bank. | SOUTH AFRICA — Standard Bank of South Africa, Limited; Bank of Africa, Limited. |
| FRANCE — Credit Lyonnais, Paris; Messrs. Lazard Freres & Cie, Paris. | AUSTRALIA and NEW ZEALAND — Union Bank of Australia, Limited; Bank of Australasia; National Bank of Australasia, Limited. |
| GERMANY — Deutsche Bank. | HAWAIIAN ISLANDS — First National Bank of Hawaii, Honolulu; Bishop & Co, Honolulu. |
| HOLLAND — Disconto Maatschappij, Rotterdam | SOUTH AMERICA — British Bank of South America, Limited; London & Brazilian Bank, Limited; Bank of Tarapaca and Argentina, Limited. |
| BELGIUM — Messrs. J. Mathieu & Fils, Brussels; Banque d'Anvers, Antwerp. | MEXICO — Banco de Londres y Mexico |
| SWITZERLAND — La Banque Federale, Zurich. | WEST INDIES — Bank of Nova Scotia, Kingston, Jamaica; Colonial Bank and Branches; National Bank of Cuba, Havana, Cuba; Bank of Bermuda, Hamilton, Bermuda. |

Foreign Exchange Bought and Sold. Commercial Letters of Credit Issued.

MANUFACTURERS AND MERCHANTS.

It may be necessary for your staff to have fidelity bonds. We act as surety on such. We are known the world over.

Write to us for terms and particulars.

The London Guarantee & Accident Co., Limited,
 D. W. ALEXANDER, General Manager for Canada,
 Canada Life Building, TORONTO.

CAPITAL PAID UP, - - \$1,000,000.
 RESERVE FUND, - - 1,000,000.

The Metropolitan Bank

—DIRECTORS—

REV. H. H. WARDEN, D.D., President. S. J. MOORE, Esq., Vice-President
 D. E. THOMSON, Esq., K.C. His Honor Mr. W. MORTIMER CLARK, K.C.
 THOS. BRADSHAW, Esq.

HEAD OFFICE, - - TORONTO.
 W. D. ROSS, GENERAL MANAGER.

GENERAL BANKING BUSINESS TRANSACTED

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

FINANCE AND INSURANCE

A SOMEWHAT new departure is to be taken in the United States in regard to the subject of life insurance, it being proposed to deliver lectures before various universities in Ohio, Illinois, Minnesota, Iowa, and Colorado on the subject of life insurance. The course of lectures are to be delivered by a well-known authority on insurance, and although the lecturer is travelling under the auspices of one of the leading insurance companies of the United States it is said that no attention will be drawn to this particular company. Of course, the company expects to get its compensation, not only from the general and increased interest which it is expected the lectures will excite, but it will naturally leak out in some way that this particular company is footing the bill. This announcement will, of course, be somewhat of an advertisement.

Why should not one or more of the companies in Canada inaugurate a similar campaign? Old as is the subject of life insurance there are still a great many people in gross ignorance of the subject and who require a great deal of educating in regard to its advantages. Rather than that one company should take it up it would be, perhaps, better that a number should combine for the purpose of paying the expenses entailed in such a campaign. And if the life insurance companies why not the fire insurance companies as well?

REPRESENTATIVE MORRELL, of Pennsylvania, who introduced a bill in the House of Representatives, Washington, to regulate child insurance and regulate the transmission of matter relating to insurance through the mails, has introduced a revised bill, in which he omits everything relating to the mails. His present bill proposes to create a bureau of life insurance in the Census Office and to require all persons, firms, or corporations transacting the business of life insurance within any state, district, territory, or insular possessions of the United States to file certificates from the proper officer or department of Government of such state, district, territory or insular possession, or of some foreign Government showing that he has lawful authority to engage in such business. The bill also proposes to require the refunding of part of the amount that has been paid in premiums on policies that are allowed to lapse in cases where the premiums are collectable in weekly or monthly installments.

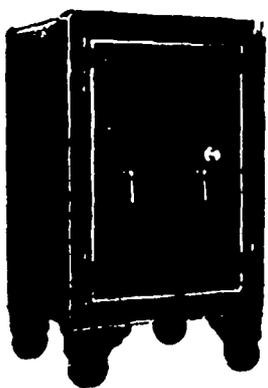
THE Russian Government has elaborated statutes on general life insurance by the state. The business is to be intrusted to the governmental savings banks. All kinds of policies will be issued and the insured will participate in the profits of the business. The insurance of the employes on all the Government railroads is in working order since July 13, 1899. Up to July 14, 1900, the number of policies issued was 6,770, to the amount of \$3,220,318, and 7,336 newly presented

petitions to join the association were in the hands of the authorities. The Government proposes, after a lapse of a certain number of years, to make the railroad employes' insurance obligatory. The premiums are to be paid monthly by deduction from the salaries of the insured.

IT is said that a very small part of the \$20,000,000 German loan that was negotiated in New York five years ago now remains there, and that the conversion scheme proposed by the Imperial Government will have little application outside of Berlin. The conversion changed the 4 per cent. Treasury notes to a 3 1-2 per cent. basis, although it is understood on London advices that an arrangement was been made whereby holders may decline to make the change. The first instalment of the loan falls due this month and the second instalment in June.

THE strenuous Winter has been the cause of very heavy loss to the railways of Canada. Their lines, however, are now practically clear, and, although the earnings of the Grand Trunk for the third week in March still show a decrease of \$92,000, this compares very favorably with the previous week's decrease of \$137,000. The C.P.R. has not at any time suffered as severely as the Grand Trunk, but even the most sanguine will be surprised to find that for the third week of March their gross earnings were \$849,000, or an increase over the same week in 1903 of \$9,000. Already Germany, according to Aemilius Jarvis & Co., of Toronto, has been purchasing in our market and in New York on the strength of this increase, and, barring any news of a special character, we should think that this stock would improve.

IN their review of the stock market, under date of March 25, Aemilius Jarvis & Co., Toronto, say: "It may be of interest to some of our clients to compare the prices of two weeks ago with those of to-day. C.P.R. sold two weeks ago on our Exchange at 110, while yesterday it sold around 115, having gone as high as 116 a couple of days ago. Twin City, which closed two weeks ago with \$75.8 as the best bid, sold to-day at 92. Riche-lieu & Ontario was offering around 79 on the 11th and has been selling recently around \$4. Nova Scotia Steel, which was between 73 and 74 on the 11th, sold recently at between \$1 and \$2. Dominion Coal, which was offering on the 11th at between 53 and 54, after a rapid rise to between 61 and 62, reacted again to around 58. Dominion Steel bonds sold on the 11th at 53, and have since sold between 57 and 58. These are the securities which have been most generally dealt in, and, while the rise is better than one could have looked for in so short a time, we are of opinion that from an investment standpoint there are yet excellent opportunities, both in these and other stocks which have not yet shown the effect of the better financial conditions."



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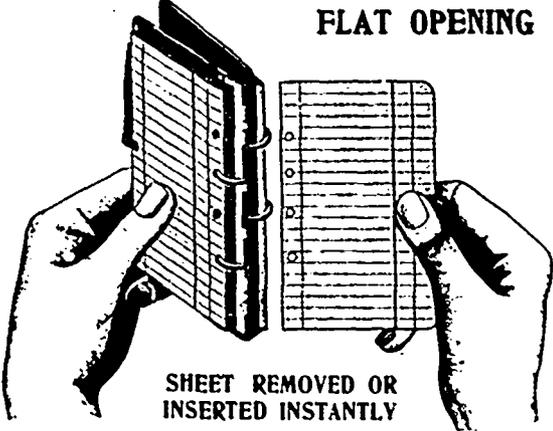
NEW TELEPHONE LINE

A new copper metallic line has just been completed from Simcoe to Port Rowan. The towns listed below can now be reached from Toronto at the following rates:

| | |
|--------------|------|
| PORT ROWAN | 50c. |
| ST. WILLIAMS | 50c. |
| VICTORIA | 40c. |

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THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

A PERPETUAL INVENTORY FOR A RETAIL STORE.

TO know just how a business stands, says a writer in System, a perpetual inventory of stock is necessary. A card, similar to Figure 1, is used for each article in stock and is headed with the name of the article. Below this is kept a record of the goods received, with the date and quantity, and a record of the goods issued or disbursed and the balance on hand. This gives a perpetual

| Stationery | | | | | | | | | | | |
|------------|----------|------|-----|----------|------|--------|----------|------|-----|----------|------|
| RECEIVED | | | | | | ISSUED | | | | | |
| NO. | QUANTITY | DATE | NO. | QUANTITY | DATE | NO. | QUANTITY | DATE | NO. | QUANTITY | DATE |
| 10 | 12 | 3/4 | 10 | 2 1/2 | 4/12 | | | | | | |
| 11 | 7 | 1 | 10 | 3 3/4 | 5/14 | | | | | | |
| | | | 10 | 2 1/2 | 5/14 | | | | | | |
| | | | 10 | 2 1/2 | 5/14 | | | | | | |

Fig. 1.

inventory. If desired, the cards may be arranged to show the names of concerns from which the goods are purchased, with the prices, so that the cards will show not only quantities, but the values of the stock on hand.

For each article in stock a maximum, normal and minimum limit should be established. These limits should be entered on the space provided for the purpose at the head of the card, so that the cards will always indicate when goods should be ordered.

The cards should be arranged according to the class of goods, first dividing the stock into its various classes and arranging these in alphabetical sequence. A half-cut centre projection guide card is used to indicate each

| Geo. Watson | | | | | | | | | | | |
|-----------------------------|----------|------|-------|----------|------|-------|----------|------|-------|----------|------|
| Address 2115 Westworth Ave. | | | | | | | | | | | |
| CLASS | QUANTITY | DATE | CLASS | QUANTITY | DATE | CLASS | QUANTITY | DATE | CLASS | QUANTITY | DATE |
| 10 | 12 | 3/4 | 10 | 2 1/2 | 4/12 | | | | | | |
| 10 | 30 | 3/7 | 10 | 5 | 5/14 | | | | | | |
| 11 | 12 | 3/4 | 10 | 2 1/2 | 4/12 | | | | | | |

Fig. 2.

class. In front of these guides the stock cards are filled either alphabetically or by sizes, depending on the nature of the stock.

These stock records may be easily kept by the cashier, the sales in the different departments may be tabulated on a sheet as the sales slips come in.

In this connection we call your attention to a very simple system for keeping our credit accounts. This is a folder system, using a 1x6-inch folder, as shown in Figure 2.

Instead of copying the items from the duplicate sales tickets, the total amount of the ticket is entered in the debit column on the outside of the folder, the date and ticket number being given. The tickets themselves are then filed in the folder. This makes a filing system and ledger combined. The folders are filed in a regular card drawer, indexed with alphabetical guides.

Two sets of guides are used to separate the open and closed accounts. When an account is paid or balanced, the folder is transferred to the division of paid accounts. Here it is indexed in the same manner as in the first division, so that if the account is reopened the folder may be readily located, and may be used until the space is entirely filled up.

With this system but one copy of the items is necessary, and that when the charge ticket is made out or the order taken. If a customer calls at the store to settle his account, the original entries may be shown him. This makes a satisfied customer, as there is no possible chance for a dispute when the customers see the charge slips themselves. In case an itemized statement is necessary, this can be made out from the charge slips themselves as quickly as though the items were entered on the ledger page.

CORRESPONDENCE RESPONSIBILITY.

UPON those who dictate the correspondence rests a still heavier responsibility, says Profitable Advertising. This is entirely too big a subject for casual comment.

It is one of the greatest fields in any business for the exercise of intelligence and tact.

Not only one's familiarity with the business itself, but one's whole knowledge of men and affairs is called into play.

A man can go on for a lifetime perfecting himself in such work.

In handling a large correspondence constant self-discipline is required to give the dictation life and interest.

The tendency is to degenerate into a mere machine, to use stereotyped forms and phrases.

Most business men seem incapable of putting their own personality into a letter, unless they are angry.

When a man is angry he should call his stenographer and dictate freely all that he feels inclined to say, have it carefully written out, read it thoughtfully, and then tear it up. It gets the load off his chest, and at a later hour or the next day he may be better qualified to do himself justice.

No outward expression of a business is of more vital consequence than the mail that goes out every day, what is said and the way it is said. The spirit of your business is sure to show in your correspondence.

THE MAIL ORDER BUSINESS.

An interesting phase of the development of the mail-order idea, remarks Profitable Advertising, is the opportunity offered persons with very little capital to go into the business. There are many manufacturers who will furnish printed matter for distribution and fill all orders received, thus obviating the necessity of paying out money for preliminary advertising matter or for stock. The initial expense, then, is merely the cost of postage, which may be made as much or as little as convenient.

It is doubtful, however, if experiences of this sort prove satisfactory. Simply sending out a few batches of printed matter will not establish a paying business, and unless one has some practical knowledge of successful methods of promoting sales he had better think twice before taking this "short cut" to riches.

The mail-order business is a very attractive proposition, but, as in every other enterprise, brains, energy, money, and time are required to make it successful

A QUESTION OF ARRANGING ACCOUNTS.

The Business World recently published the following from a reader: "The writer desires an opinion on a much disputed question, and the matter is left to you for final decision.

"The subject at hand is one of averaging accounts. The facts are as follows:

"A purchases various bills amounting to \$5,185.79 on terms of sixty days, 7-10. These purchases average due May 9. Prior to maturity of these purchases the following partial payments on account are made:

| | |
|-----------------|---------|
| January 3..... | \$1,000 |
| January 9..... | 500 |
| January 23..... | 500 |
| March 17..... | 1,000 |
| May 6..... | 1,000 |

"On December 12, A settles the above account, deducting cash discount on the total purchases, and tenders B his check for \$700 in full settlement, less interest of \$23.50, or a net check of \$676.33. At the time of sending the check for \$676.33 he deducted thirty days' interest, and the \$676.33 is supposed to represent the net balance due at date of December 12.

"B maintains that the check of \$676.33 did not settle the account, but left a balance due (owing to him). A having deducted too much interest for anticipation. The dispute arises on what constitutes the balance of account.

"A maintains that the balance of the account is the amount due after all discounts were deducted.

"B states that the discount does not enter into the question of average, but that the balance in averaging the payments should be the amount before the discount is deducted, viz.: \$1,055 and not \$700. As this makes a difference of some days I would ask your respected opinion on same. Trust that you will answer this through the columns of your paper, as it will interest many."

What do readers of The Review think of the question?

LOOSE LEAF PRICE BOOK.

The Loose Leaf Price Book advertised by Hart & Riddell, Toronto, in this issue will be found useful to salesmen, order clerks, buyers, travellers, and in many departments of wholesale and retail houses. Prices can always be kept fresh, clean and up-to-date. Any page of old prices can be removed and new pages inserted in an instant. The Tengwall price books are flat opening, the

sheets lie perfectly even and can be written on from edge to edge. By simply pressing the covers back any single or number of sheets may be removed or inserted quickly and easily.

REFORM THROUGH THE PAY ENVELOPE.

We continually hear of the "clear headed" business man.

To succeed well he must be clear headed; and this involves the best care of the mind and of the body.

Recently there has been widespread interest aroused by the action of a number of Western railroads which have concertedly acted to eliminate the class of employes which indulged in drinking, gambling and cigarette smoking.

For many years the railroads have expressed themselves against habits which might—sooner or later invariably did—endanger life and property; but the matter has now crystallized into a business rule. Its significance taken in connection with like expressions from the world of business as a whole, makes us realize that here-in lies the solution to the social problem involved.

Self-interest will accomplish what sentiment never can. When a young man is warned against the dangers of drink, the vitiating influences of gambling, the mental weakness following the use of cigarettes—he will set the statements against his personal desires and laugh at them. But when he runs against the fact that he can't hold or secure a position unless he acts the man, and exhibits the restraint and control of a sane individual and good citizen—then is it that his habits are going to conform to reason.

A few plain words written on a pay-envelope is an appeal more powerful than the eloquence of a temperance lecture.

WISDOM GLEANED FROM OUR EXCHANGES.

Business must be got into the head before it can be got in the hand.

In canvassing it is brain-work before leg-work all the time.

Real success is started in a man's head. As he thinketh so is he.

Great work can be done in the middle of the night if one chances to be awake. The silence is helpful.

If on foot or in a trolley car or awaiting a train, you can be doing business.

Use up the odds and ends of time that others waste. Every scrap of it can be turned to account.

Keep your wits about you and plan, think, study, devise new methods. There is no place where you can't find work to do.

All this is as plain as the road to mill. The brain must dictate to the legs. It must say where to go and when to go and what to do when you get there.

Make up your mind to be educated, and you are already half educated. A strong desire to be or to do any particular thing, accompanied by effort, multiplies your power, and throws wide the door of opportunity that leads to the accomplishment of your purpose.—Success.

The real opportunity for self-improvement is not in the city or the country, or anywhere outside of you; it is in yourself. The initial impulse, or motive power to do or to be, must come from within or nowhere.—Success.

| | | | | | |
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| | | | |
|--|--|---|--|
| <h2>Educational Department.</h2> | | <p>The following institutions for the education of business men's sons and daughters are recommended by this paper:</p> | |
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- 11768 Official Telephone Directory, Southern Quebec, February, 1904. The Bell Telephone Company of Canada, Limited, Montreal.
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- 11778 Decorum In Church. Sermon by Rev. Frank De Witt Talmage, Los Angeles, California, U. S. A., 13th March, 1904. Wm. Baily, Toronto.
- 11779 My Friend Prospero. By Henry Harland. Book Wm. Briggs, Toronto.
- 11780 Montreal Mode. No. 2. 15 Mars 1904. Journal E. Gorey, Montreal.
- 11781 The Vegetable Garden in Alberta—What to Grow and How to Grow It. Northwest Territories. George Wells, Calgary, Alberta, N. W. T.
- 11782 McGill University Waltz. By Francis C. Robb.
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- 11784 Moments. Vol. 2. No. 2. March, 1904. H. Inson, Op. 19. W. H. Serogge, Montreal.
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- 11797 A Christian Soldier. Sermon by Rev. Frank De Witt Talmage, Los Angeles, California, U. S. A., 20th March, 1904. William Baily, Toronto.
- 11798 Sketches of Indian Life. By Rev. F. Frost. Book Rev. Frederick Frost, Garden River, Ont.
- 11799 Moncton, showing Intercolonial Railway Works. Photo Percy Crandall, Moncton, N. B.
- 11800 Lines of Religious Inquiry. An Address Delivered to the Unitarian Club of Toronto. By Goldwin Smith. Book Goldwin Smith, Toronto.
- 11801 Guards on Parade. March. By Clayton Elgin, Toronto.
- 11802 Modern Basso Method. By George F. Smedley. Whaley Royce & Company, Limited, Toronto.
- 11803 Lovell's Legal Compendium, 1904. John Lovell & Son, Limited, Montreal.
- 11804 The National Monthly of Canada. April, 1904. Joseph Phillips, Toronto.
- 11805 How to Read a Meter, and Other Valuable Information. James W. Commetord, Junior, Toronto.
- 11806 Yankee Girl. Characteristic March and Two-Step. By J. Bodewalt Lampe. Shapirs, Remick & Company, Detroit, Michigan.
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- 14811. Plan of the City of Montreal. Joseph Charlebois, Montreal.
- 14812. The Text From Nature. Sermon by Rev. Frank De Witt Talmage, Los Angeles, California, U. S. A., 27th March, 1901. William Baile, Toronto.
- 14813. Clergy of the Diocese of St. Hyacinthe. Photographic Group. Archambault & Company, St. Hyacinthe, Que.
- 14814. Original Poems By David MacGeorge, Galt, Ont.
- 14815. The Canadian Magazine. Easter. April, 1901. The Ontario Publishing Company, Limited. Toronto.
- 14816. Summer-Time's Song. Words by Leontine Stanfield. Music by Oley Speaks. The John Church Company, Cincinnati, Ohio.

- 14817. Out in the Blossoms. Song. Words by Frank L. Stanton. Music by Oley Speaks. The John Church Company, Cincinnati, Ohio.
- 14818. Thy Will Be Done. Sacred Song. Words by Charlotte Elliott. Music by Oley Speaks. The John Church Company, Cincinnati, Ohio.
- 14819. Oh! Music Thou Art Best of All! Song with Violin or Flute Obligato. Words by Meta Crow. Music by Frederic Rogers. The John Church Company, Cincinnati, Ohio.
- 14820. Montreal Mode. No. 3. 1er avril 1901. Journal. E. Garey, Montreal.
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INDEX TO ADVERTISERS.

| | PAGE | | PAGE | | PAGE |
|---|--------------------|-------------------------------------|--------------------|-------------------------------------|--------------------|
| Accountants and Auditors | 153 | Fancy Goods Co..... | 135 | Morton, Phillips & Co. | 131 |
| Bell Telephone Co | 150 | Ford & Featherstone | 150 | Office Specialty Mfg. Co..... | 127 |
| Belleville Business College | 153 | Gage, W. J. & Co..... | 147 | Payson's Indelible Ink..... | 145 |
| Brandauer & Co | 145 | Goodall, Chas., & Son | 122 | Pelouze Scale and Mfg. Co..... | 140 |
| Briggs, William | 131 | Hallwood Cash Registers..... | 150 | Picture Post Card Co..... | 127 |
| Briggs Ledger System Co..... | 150 | Hart & Riddell..... | 150 | Publishers' Circular | 140 |
| British-America Assurance Co | 148 | Heath, John..... | 140 | Ridout, Geo., & Co..... | 155 |
| Brown Bros., Limited | 131 | Higgins, Chas. M., & Co. | 137 | Staunton's Limited | 147 |
| Buntin, Gillies & Co..... | outside back cover | Hinks, Wells & Co..... | 145 | Standard Trading Corporation | 137 |
| Canadian-American Music Co..... | 155 | Illustrated Post Card Co..... | 132 | Smith, Geo. J., Bureau | 155 |
| Canadian Bank of Commerce | 148 | Imperial Pen Co | 145 | St. Margaret's College | 153 |
| Canadian Correspondence College..... | 153 | Legal Cards..... | 153 | Taylor, J. & J..... | 150 |
| Canadian Oliver Typewriter Co | 155 | Legaltee Bros..... | 155 | Triner Scale and Mfg. Co..... | 140 |
| Canadian Press Clipping Bureau | 139 | London Guarantee & Accident Co..... | 147 | Union Card and Paper Co..... | 132 |
| Cole, G. W. & Co..... | 155 | Lyman, Henry L., Co..... | 137 | United States Playing Card Co | 132 |
| Colonial Ink Co..... | 147 | Macniven & Cameron..... | 145 | Waite, Wilbur M., Co..... | 140 |
| Confederation Life Association | 148 | MacFarlane, W. G..... | 139 | Warwick Bros. & Rutter..... | Inside front cover |
| Copp, Clark Co..... | 121, 127 | Menzies & Co..... | 122 | Western Assurance Co | 148 |
| Cooper, Dennison & Walkden, inside back cover | | Merriam, G. & C., Co..... | 127 | Western Business College | 153 |
| Dennison Mfg. Co..... | 139 | Metropolitan Bank | 148 | Weese, G. A., & Son..... | 150 |
| Elliott, Chas. H., Co..... | 139 | Mittag & Volger | outside back cover | Whaley, Royce & Co..... | 145 |
| Esterbrook Pen Co..... | 139 | Montreal Import Co..... | 140 | Willis Business College..... | 153 |

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