

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

Coloured covers/  
Couverture de couleur

Covers damaged/  
Couverture endommagée

Covers restored and/or laminated/  
Couverture restaurée et/ou pelliculée

Cover title missing/  
Le titre de couverture manque

Coloured maps/  
Cartes géographiques en couleur

Coloured ink (i.e. other than blue or black)/  
Encre de couleur (i.e. autre que bleue ou noire)

Coloured plates and/or illustrations/  
Planches et/ou illustrations en couleur

Bound with other material/  
Relié avec d'autres documents

Tight binding may cause shadows or distortion along interior margin/  
La reliure serrée peut causer de l'ombre ou de la distorsion le long de la marge intérieure

Blank leaves added during restoration may appear within the text. Whenever possible, these have been omitted from filming/  
Il se peut que certaines pages blanches ajoutées lors d'une restauration apparaissent dans le texte, mais, lorsque cela était possible, ces pages n'ont pas été filmées.

Additional comments: /  
Commentaires supplémentaires: Parts of the pages are missing.

Coloured pages/  
Pages de couleur

Pages damaged/  
Pages endommagées

Pages restored and/or laminated/  
Pages restaurées et/ou pelliculées

Pages discoloured, stained or foxed/  
Pages décolorées, tachetées ou piquées

Pages detached/  
Pages détachées

Showthrough/  
Transparence

Quality of print varies/  
Qualité inégale de l'impression

Continuous pagination/  
Pagination continue

Includes index(es)/  
Comprend un (des) index

Title on header taken from: /  
Le titre de l'en-tête provient:

Title page of issue/  
Page de titre de la livraison

Caption of issue/  
Titre de départ de la livraison

Masthead/  
Générique (périodiques) de la livraison

This item is filmed at the reduction ratio checked below/  
Ce document est filmé au taux de réduction indiqué ci-dessous.

|     |     |     |     |     |     |     |     |                                     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-------------------------------------|-----|-----|-----|
| 10X | 12X | 14X | 16X | 18X | 20X | 22X | 24X | 26X                                 | 28X | 30X | 32X |
|     |     |     |     |     |     |     |     | <input checked="" type="checkbox"/> |     |     |     |

SEPTEMBER, 1901.

# THE BOOKSELLER AND STATIONER

SPECIAL AUTUMN ISSUE



THE MAC LEAN PUBLISHING © LIMITED  
MONTREAL, TORONTO, LONDON ENG. & NEW YORK U.S.A.

"THE ACME OF PERFECTION."

# Writing Tablets

Tablets padded by the celebrated Johnson Process are the highest standard of excellence that can be produced in this form of Stationery. They cost no more than inferior goods.



A FEW LEADING LINES MADE UNDER THIS PATENT ARE:

- Vulcan Bond**—Superfine Linen bond stock, in four sizes.
- Kenmore Linen**—Fine linen paper, universally appreciated.
- Silver Flax**—Linen laid stock, a favorite line.
- Antique Linen Bank**—A novelty in thin paper, specially made.
- Foreign Linen**—Fine Linear stock, for foreign correspondence.
- The Society**—White wove paper, in four sizes.
- The Liberty**—An attractive design, with laid stock.
- The Strathcona**—A leading number, at popular prices.
- The Standard**—Expressly manufactured for jobbing trade.
- The Regal**—Exceptional value as a low-price article.

---

These are a few, there are many others. We would gladly send you a set of samples. Special designs submitted if desired.

---

MADE AND SOLD ONLY BY THE PATENTERS

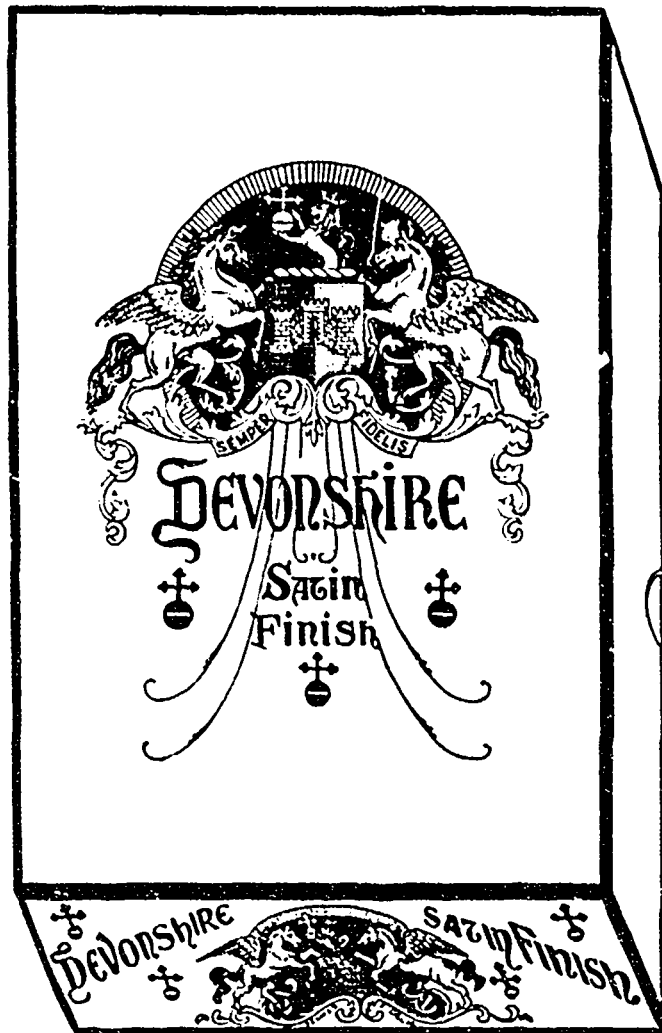
## Warwick Bro's & Rutter

Manufacturing Stationers



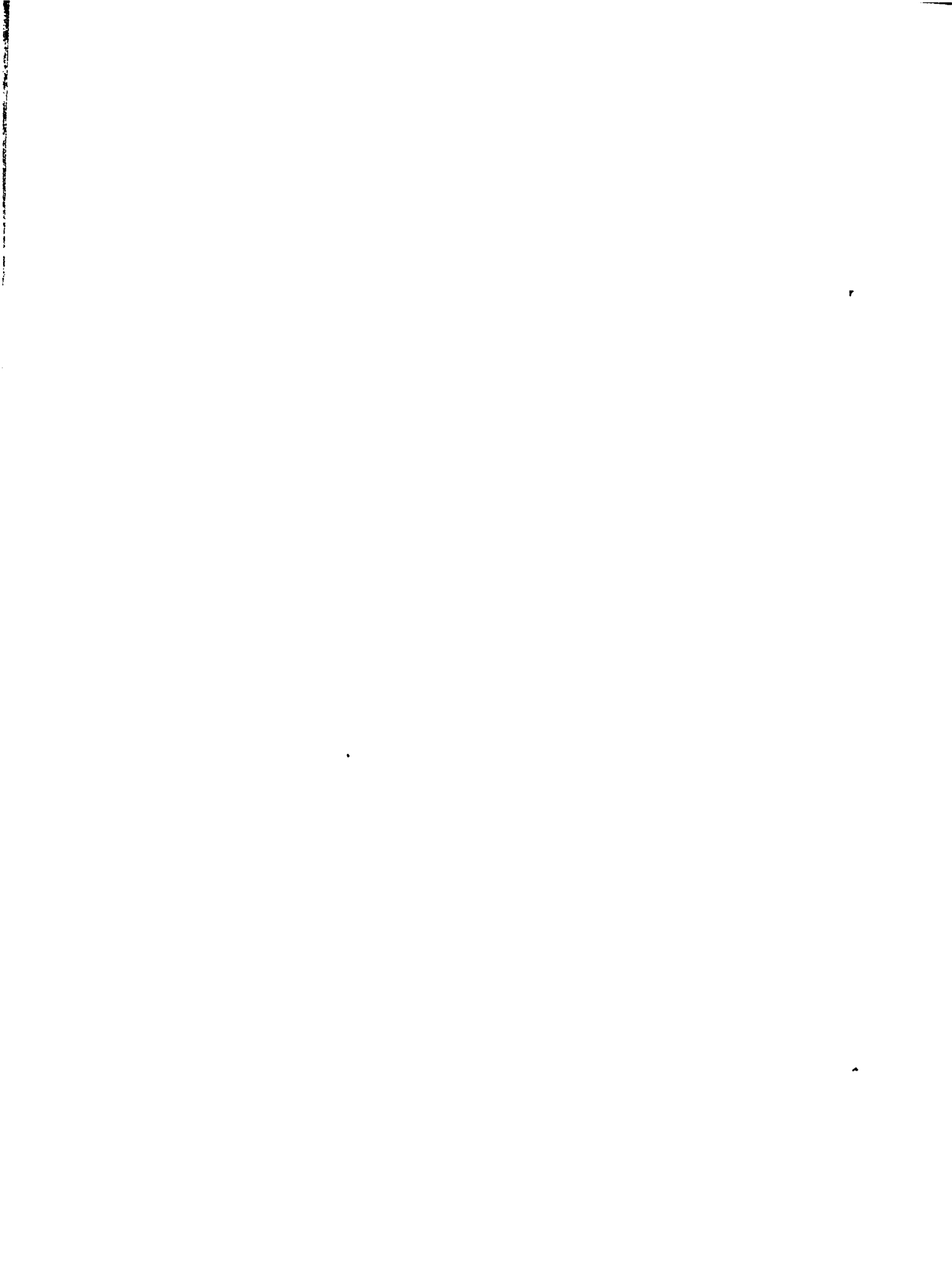
TORONTO

# Devonshire Note



*The lovely velvet finish that makes  
writing so pleasant is peculiar to  
Devonshire Note*

An appreciated line, manufactured by WARWICK BROS & RUTTER, and  
sold by the leading Stationers throughout Canada



# BLACKIE & SON'S NEW BOOKS

## NEW BOYS' BOOKS.

### By G. A. Henty.

*With Roberts to Pretoria: A Tale of the South-African War.* With twelve full-page Illustrations by WILLIAM RAINEY, R.I. Crown 8vo, olivine edges, 6s.

*At the Point of the Bayonet: A Tale of the Mahratta War.* With twelve full-page Illustrations by WAL PAGET. Crown 8vo, olivine edges, 6s.

*To Herat and Cabul: A Story of the First Afghan War.* With eight full-page Illustrations by CHARLES M. SHELDON. Crown 8vo, olivine edges, 5s.

### By Capt. F. S. Brereton, R.A.M.C.

Author of last year's successful books, "With Rifle and Bayonet" and "In the King's Service."

*A Gallant Grenadier: A Story of the Crimean War.* With eight full-page Illustrations by WAL PAGET. Crown 8vo, olivine edges, 5s.

*The Dragon of Peking: A Story of the Boxer Revolt.* With eight full-page Illustrations by W. RAINEY, R.I. Crown 8vo, olivine edges, 5s.

### By Dr. Gordon Stables, R.N.

*In Quest of the Giant Sloth: A Tale of Adventure in South America.* With six full-page Illustrations by J. FINNE MORE, R.I. Crown 8vo, 3s. 6d.

### By John Samson.

*In the Dictator's Grip: A Story of Adventure in the Pampas and Paraguay.* With six full-page Illustrations by PAUL HARDY. Crown 8vo, 3s. 6d.

### By Charles Squire.

*The Great Khan's Treasure: A Story of Adventure in Chinese Tartary.* With six full page Illustrations by MONRO S. ORR. Crown 8vo, 3s. 6d.

### By E. Harcourt Burrage.

*Carbineer and Scout: A Story of the Boer War.* With four page Illustrations. Crown 8vo, 2s. 6d.

## HIGH-CLASS FICTION.

### By Katharine Tynan.

*A Girl of Galway: With eight full-page Illustrations by JOHN H. BACON.* Crown 8vo, gilt top, 6s.

### By Ethel F. Heddle.

*An Original Girl.* With eight full page Illustrations by GORDON BROWNE. Crown 8vo, gilt top, 6s.

### By Eliza F. Pollard.

*The Doctor's Niece.* With six Illustrations by SIDNEY COWELL. Crown 8vo, 3s. 6d.

### By Ellnor Davenport Adams.

*Those Twins!* With a Frontispiece and 28 Illustrations by S. B. PEARSE. Crown 8vo, 2s. 6d.

### By J. M. Callwell.

*A Little Irish Girl.* Illustrated by HAROLD COPPING. Crown 8vo, 2s. 6d.

### By Bessie Marchant.

*Three Girls on a Ranch: A Story of New Mexico.* With four-page Illustrations by W. E. WEBSTER. Crown 8vo, 2s. 6d.

## A NEW NATURAL HISTORY WITH BEAUTIFUL ILLUSTRATIONS.

### *The World of Animal Life.*

An Introduction to the Wonders of the Animal World. Profusely Illustrated with Engravings after F. SPRECHT and other eminent artists. Square 8vo, cloth elegant, gilt top, 5s.

## Blackie's Finely Illustrated Books.

*Nonsense, Nonsense.* With 28 pages in Full Color, 36 pages in two colors, cover design and end papers, by CHARLES ROBINSON. Verses by WALTER JERROLD. Picture boards, 10¾ inches by 8¾ inches, cloth back, 6s.

*Gammon and Spinach: Pictures* by STEWART ORR, Verses by JOHN BRYMER. Cover design and twenty-four pages in Full Color. Picture boards, cloth back, 6s.

*The Animal Book* A Natural History for Little Folk. With a Colored Frontispiece and thirty-four full-page Illustrations by F. SPRECHT. Crown quarto, 11¼ inches by 9½ inches, picture boards, cloth back, 2s. 6d.

*An Animal A. B. C.* With twenty-four pages in two colors, and twenty-six pages in black and white. Picture boards, cloth back, 2s. 6d.

## Blackie's New Picture Books.

Picture Covers, Full of Colored Illustrations.

Six Volumes at Threepence.  
Eighteen Volumes at Sixpence.  
Seven Volumes at One Shilling.

Seven Volumes at Two Shillings (cloth, gilt edges).  
Two Volumes at Two Shillings and Sixpence.  
Two Vols. at Three Shillings and Sixpence (cloth, gilt edges).

WRITE FOR 120 pp. ILLUSTRATED CATALOGUE,

TORONTO, ONT.: THE COPP, CLARK COMPANY, LIMITED.  
METHODIST BOOK ROOM.

London, Eng.: Blackie & Son, Limited.

# OLIPHANT, ANDERSON & FERRIER

EDINBURGH AND LONDON

invite applications from BOOK BUYERS, BOOKSELLERS and LIBRARIANS  
for their

## SPECIAL CANADIAN CATALOGUE

which contains valuable and interesting books arranged under the following among other headings. These are all produced in the most attractive style, and, being published at moderate prices, command a ready sale. The Catalogue will be sent post free to any address.

## FICTION BY EMINENT AUTHORS

Books by ANNIE S. SWAN, ADELINE SERGEANT, OLIPHANT SMEATON, EDWARD GARRETT, ARTHUR W. MARCHMONT, J. H. NEEDELL, HANNAH B. MACKENZIE, ETHEL F. HEDDLE, P. HAY HUNTER and others.

## FOR PREACHERS, TEACHERS AND PRIVATE READERS

DR. ALEXANDER WHYTE'S LECTURES AND BIOGRAPHIES, DR. J. R. MILLER'S books; BIBLE COMMENTARIES, ILLUSTRATIONS and EXPOSITIONS; and DEVOTIONAL, ETHICAL, HISTORICAL and DOCTRINAL books by the best writers.

The section of

## TRAVEL, ADVENTURE AND MISSIONARY ENTERPRISE

is rich in illustrated books on the HISTORY AND ANTIQUITIES OF EDINBURGH, and contains most valuable recent books on Foreign Missions to LIVINGSTONIA, OLD CALABAR, etc.

## THE FAMOUS SCOTS SERIES

has been characterized by critics as "the best biographical library ever published." These forty volumes on the most interesting Scotsmen, written by authors of the highest standing, printed and bound in beautiful style, and published at 50 cents, ought to be in every PUBLIC, PRIVATE, SUNDAY-SCHOOL and VILLAGE LIBRARY throughout the DOMINION.

## REWARD BOOKS FOR THE YOUNG

OLIPHANT'S name on any book has for more than half a century been held as a guarantee that the contents are bright, wholesome and pure, while the paper, illustrations and bindings make their various series attractive to young readers. SUNDAY-SCHOOL LIBRARIANS can replenish their shelves at comparatively little cost from the long list of suitable books ranging in price from a dollar to eight cents.

Ask for our Books at the Wholesale and Retail Book Stores, and write for a copy of this list, which will be sent by return mail on application to

# OLIPHANT, ANDERSON & FERRIER

30 St. Mary Street, EDINBURGH.

21 Paternoster Square, LONDON, E.C.

# Blank Books

*W. J. Gage & Co. 260  
see cut  
30-9-127  
page 127*

Our Bindery is the largest in the Dominion. We make the greatest variety and give the best values.

## W. J. Gage & Co., Limited

54, 56 and 58 Front Street West,  
1, 3 and 5 Piper Street,

TORONTO.

### The Auer Gas Lamp

Money-Back Style.

THIS style is particularly suited for a reading light—the shades prevent the light from tiring the eyes and the burner can be raised just the same as any other students lamp.

IT can be carried around the house with perfect safety and as the base is heavily weighted there is no danger of its up-setting.

THE light is soft enough for the most sensitive eyes and yet strong enough for the finest print.

OUR CATALOG SHOWS ALL OF OUR DIFFERENT STYLES.—WRITE FOR IT AND OUR DISCOUNTS.

Your Money Refunded if you are not Satisfied.

AUER LIGHT CO., 1682 Notre Dame Street, MONTREAL.



THE TIME TO INSURE IS

**NOW**

While you are WELL, STRONG and INSURABLE.

THE

## Confederation Life

ASSOCIATION issues policies on all approved plans of insurance, and is a prosperous and progressive Canadian Company.

PROTECTION FOR YOUR FAMILY.  
PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

Hon. Sir W. P. Howland, K.C.M.G., C.B.,  
PRESIDENT.

W. H. Beatty, Esq., W. D. Matthews, Esq.,  
VICE-PRESIDENTS.

W. C. MACDONALD, J. K. MACDONALD,  
ACTUARY. MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO.



A Business Sum —

## OUR ADD

telling about some good lines for

# YOUR GAIN.

## GAMES

The long Fall evenings start the sales.

Send for our List and let us have your order.

We are manufacturers of all that's good in Games

## PAPETERIES

Newest and nicest are our lines to retail at 10c., 15c., 20c., 25c., 50c.

See samples with our Travellers.

## DECORATIONS

For  
The Duke of York  
Celebrations.

Garlands for Festooning.  
Chinese Lanterns—a large assortment.  
Our noted fast-color Cotton Flags.  
Dominion Ensign. Union Jack. French Tri-Color.

## TISSUES

Best English Flat Tissues, <sup>100</sup> shades. Tissue Paper Flags. Toilet Tissues.  
Bainbridge American Crepe Tissue, 45 art shades, 7-foot rolls, 6½ cents, \$5.75 per 100

## CRAYONS

Send for our  
Descriptive  
Circular.

A Chalk Talk  
on  
Lines of Mark.

## INKS

**ORDER NOW** and save the  
difference between Summer  
and Winter freight rates.

Stephens'  
Walkden's  
Underwood's  
Stafford's

} In all sizes and  
at closest prices.

# Have You Ordered Pocket Diaries for 1902 ?

SEND FOR LIST. THE DOMINION DIARIES ARE THE BEST.

New  
and  
Novel.

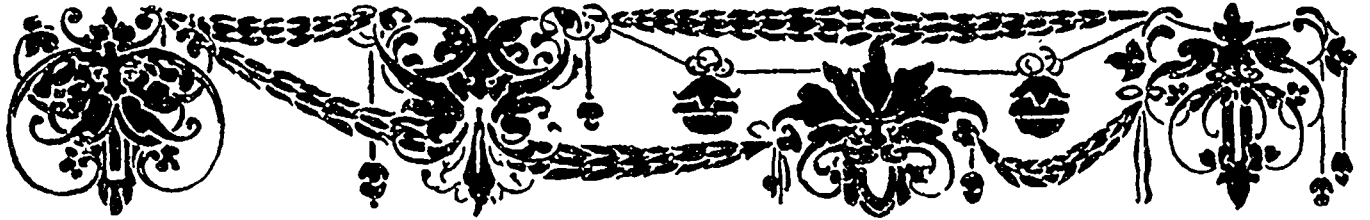
For  
Xmas

# Sun-Bonnet Pictures

# The Copp, Clark Co., Limited

64-66 Front St. W., Toronto.

# The Bookseller and Stationer



Vol. XVII.

MONTREAL AND TORONTO, CANADA, SEPTEMBER, 1901.

No. 9.

## TOPICS OF TRADE INTEREST.

### THE TRADE PAPER.

DO you read a trade paper? If not, why not? Of recent years the trade paper has come to the front as practically a new thing. It is a modern necessity for the merchant. Now a-days a business of any kind is a highly specialized affair. Special channels of information are required. There are dealers who get along without a trade paper. There are likewise persons who never read books and seldom buy newspapers. They are not progressive people, and usually not models of intelligence. The present issue of *THE BOOKSELLER AND STATIONER* appeals to the dealer in books, stationery, fancy goods, music and wall paper on the ground of practical usefulness. It is the only journal of the kind in Canada, and it has been in existence since 1884. During that period it has received the support of the trade, and hopes during the coming year to improve those features which the members of the trade have found of value to them. We thank our readers east and west for their friendly support and shall be glad to hear from them at all times on any subject of trade concern. The country is steadily expanding and growing more prosperous, so that the future prospects of our book and stationery dealers are hopeful. The trade is on a far better basis than it was a few years ago. Despite competition we believe it will go on improving. We cordially invite all the readers of the present

issue who are not regular subscribers to join the army of readers who receive the paper each month, and who testify that they consider they get the worth of their one dollar per year.

\*\*\*

### THE HOOKLOVER'S LIBRARY.

THE advent of this organization in Canada will not be viewed with satisfaction by the regular booksellers. It is shortly to open a branch in Toronto, and if it proves successful will doubtless be extended to other places. The enterprise was discussed at the late meeting in New York of the American Booksellers' Association, and as it is a matter of very considerable and direct importance to Canadian dealers they should also consider it carefully. The basis of the enterprise is that an individual reader subscribes \$5 per year and gets one book a week—any book he selects. The books are sent free of charge and taken away also without charge. In some places in the States the formation of these reading circles has made serious inroads upon the regular trade. A customer told one dealer: "I do not deal with you now unless to buy a book I want to add to my permanent collection. Those I merely wish to read I get from this organization." So much fiction is read now-a-days, and these are usually books which people do not wish to keep, that the dealer's sales might easily drop away down in the face of this curious yet serious form of competition.

How can it be met? This point was also discussed at the New York meeting. One dealer advocated stores heading off the new movement by forming book clubs of their own. This idea was really the only practical one advanced. As our readers know, it is being tried in more than one Canadian store. The most accessible to the writer is that conducted by Mr. Huestis, of the Bain Book Co., Toronto, and we quote the rules governing that one for the benefit of the retail trade generally:

### THE READING CLUB.

The terms of membership are:

1. Entrance Fee—50 cents per annum
2. "Reading Club" Fee, per week—10c. per volume, payable strictly in advance
3. Books kept out over seven days—10c. per week extra
4. Books kept out over three weeks will be charged up to subscriber—less the fee paid on taking out the book
5. Books must be returned in good order
6. Books cannot be delivered by us
7. Any book in stock to the value of \$1.50 retail, may be taken out in the "Reading Club."

A liberal supply of all the leading books of fiction as issued, will constantly be kept in stock by us. We have always made a specialty of the very latest fiction—and intend keeping up to our reputation. As we intend limiting the number of subscribers to our "Reading Club," applications should be made on the accompanying blank form at once.

The Bain Book and Stationery Co.,  
per A. E. HUESTIS, Manager

\*\*\*

### FEATURES OF BOOKSELLING.

WE must confess that the advent of this new subscription library with its seductive programme of a new book each week, coming on top of the price-cutting by departmental stores, is not cheerful news for the trade. But there must be means of infusing new life into the regular trade. Each dealer knows his own town and his own business best. We do not profess to know better than he does. What might answer in one place might not do in another. But there are certain methods which we feel sure are going to be part of the retail book trade of the future, and which might

be put in operation now, in a tentative, modified to suit each particular case :

1. The instalment plan. This should not be left wholly to outside agents who go through the large centres, representing big concerns, and who deliver a whole set of volumes down for \$1, collecting each month for the instalments until the whole sum is paid up. The local dealer ought to get some of this trade himself.

2. Direct solicitation outside the store. The whole of a dealer's best trade can no longer be done by sitting around behind the counter and waiting for people to come in. Books are a luxury. Nowadays there are many luxuries. Books have to compete with a number of other attractions for a share of a man's spare cash. Some form of sending books on approval to the best customers in the town must be devised.

\*.\*

#### NET PRICES.

LET readers go over the interviews and letters in another part of this issue on the question of a net-price system for Canadian books. The matter is in the hands of the trade. The columns of THE BOOKSELLER AND STATIONER are open to discussion. We shall be glad to be the means of arranging a conference, if one is thought advisable. There is a good deal of apathy among booksellers in trade matters. Do they not see that this is a matter in which unity is essential? If time does not permit of a general meeting of booksellers, can they not fix on someone in some common centre—say Montreal or Toronto—who can keep a list of those willing to cooperate, so that a preliminary step, at least, can be taken in respect to arranging a plan acceptable to the whole trade? The editor of this paper will be glad to take charge of any communications and see that they are brought to the attention of the leading publishers.

"Told by Two" is a romance of the Bermudas, by Mane St. Felix. It is her first book since 1896, and by many is considered her best. The story is told in the form of letters, reflections and diary entries of the hero and heroine, and it will interest all. M. A. Donohue & Co., Chicago, publish it in cloth at \$1.25, and in a handsome paper cover at 50c.

## THE LIBRARY COLUMN.

\*\*\* In future, this will be a regular feature of BOOKSELLER AND STATIONER and will contain the latest information of value to libraries.

LIBRARIANS would do well to put in early their orders for such annual volumes for 1902 as they consider indispensable. For instance, Whitaker's Almanac, Hazel's Annual, etc., are usually out in London the early part of December, and nothing pleases readers more than to have the annuals early, instead of waiting until some time along in the new year before being able to consult them. October is not a bit too early to order them.

An experienced librarian says that one of the most useful habits which librarians can form is to keep a memorandum of new books beside them, adding to it every day. In this way when the board meeting takes place at the end of the month or the end of the quarter, as the case may be, the librarian has his list of books that might be bought all ready. It is just as well to include even some high-priced books, the purchase of which may not in the end be authorized. In this way a much better choice can be made than if whole catalogues are kept together and shown to the board in bulk.

By October 1 the Ontario Association expects to have ready its first advisory list of 200 books which are recommended for purchase by libraries. The secretary of the Association, to whom application may be made, is Mr. F. A. Hardy, B. A., of Lindsay.

R. Church, librarian of the Victorian Parliament, Australia, is dead. He was appointed 12 years ago and was a well-posted official.

There is practically no sure remedy for protecting books from insects. The matter was discussed in Paris at the congress of librarians. Several supposed remedies were mentioned, such as coating the wooden shelving with sulphate of copper, or else naphthol, or by getting binders to mix corrosive sublimate with the glue or paste used in the binding. The question is to be considered by a joint conference of chemists, librarians and naturalists.

W. F. Hathaway has resigned from the St. John library commission as a protest against the proposed acceptance of \$50,000 from Andrew Carnegie for a library. The city council has not yet accepted either the

resignation or the gift. In Montreal, objections are also raised to accepting the offer of \$150,000, first on the ground of doubt that any portion of the money could be used to buy books, secondly the difficulty of selecting books suitable for the Catholic population. A special meeting of council will decide. In connection with the advent of Carnegie as a donor of free libraries there has sprung up quite a demand for his book "Triumphant Democracy."

Aberdeen is to try a system of reading lists. Readers engaged in special studies may give their subjects to the librarian who will return a list of the works in the reference or lending departments.

The people of Dunblane, Scotland, by a vote of 202 to 130, rejected an offer of \$5,000 by Andrew Carnegie, \$2,500 by the Reading Association and a free site offered by a local landowner.

There are no free libraries in Cape Colony. The public libraries now existing in all the large centres are maintained at the expense of the users and by Government grants. Free reading-rooms are attached to them, besides special reading-rooms for subscribers only. The largest, founded in 1818, is at Cape Town. It contains 64,000 volumes.

Miss M. E. Jackson, chief librarian of the Winnipeg Public Library, has returned from a holiday trip in the east, where she visited Toronto, Niagara, Chatham, Perth and Sarnia.

Considerable interest is being taken in the proposed Carnegie library in Winnipeg. Definite action has not yet been taken by the city council, but it is generally understood they will accept the proposition. On the other hand, it is known that there is a strong feeling of opposition on the part of many of the labor men and others.

A literary man of strong Canadian views was in one of our large libraries the other day, when the writer of these notes asked him, in a whisper (talking being forbidden), what he thought of the Carnegie gifts to Canada. He was silent for several moments and then wrote on a piece of paper: "Timeo Danaos et dona ferentes."

London, Ont., will at once push on the addition to its library building. The change will largely increase the floor space and nearly double the capacity of the stack. The librarian's report for five weeks ending Sept. 1 shows that fines amounting to \$17.41 were collected in that time. The average fines per day were 57c.

## Autumn Book Announcements.

### Autumn Announcements in this issue.

Blackie & Son, London.  
 Wilbain Briggs, Toronto  
 Canada Publishing Co., Limited, Toronto  
 C. J. Clay & Sons, London  
 Copp, Clark Co., Limited, Toronto  
 W. J. Gage & Co., Limited, Toronto  
 Laird & Lee, Chicago.  
 John Long, London  
 Geo. N. Morang & Co., Limited, Toronto.  
 Morton, Phillips & Co., Montreal  
 Oliphant, Anderson & Ferrier, Edinburgh  
 S. W. Partridge & Co., London.  
 Fleming H. Revell Co., Toronto  
 E. H. Wells, London.

### George N. Morang & Co.'s List.

The preliminary Autumn list of George N. Morang & Co. includes at least a dozen items which are of first-class trade interest. The three foremost in importance are: Hall Caine's "Eternal City," Anthony Hope's "Tristram of Bleent" and Rudyard Kipling's "Kim." Mr. Caine's novel has created a great sensation on two continents by reason of the charges of immorality brought against the story by an English publishing firm, and by their refusal to publish it intact in their magazine and by Mr. Caine's denial of any improper tone in the book and by his counter action. The book will be published in its entirety in Canada, and promises to become at once the talk of the reading public. The author's aim has been to deal with the story of Samson and Delilah, in a modern setting, and to illustrate popular rights as opposed to modern forms of absolutism, one of which he considers the temporal power of the Pope.

"Tristram of Bleent" is an English story, the basis of which is Lord Tristram's giving up his ancient home to his cousin, when he supposes he is of illegitimate birth, and not, as was supposed, with full legal rights. The story could at once have ended if the two made up their minds to marry, but failing this, the author gets an opportunity of contrasting the characters of the two cousins and working out a fine tale of modern English life.

"Kim" is Kipling's latest story. The scene is laid in India, and those who have followed its publication serially pronounce it to be a fine piece of work. The illustrations are a notable feature. They are believed to be the finest ever produced in Canada. They are taken from models made by Lockwood Kipling, and in each of them the

relief effect is perfectly brought out by color printing. The illustrations will only appear in the cloth edition. Another notable number which Mr. Morang is publishing this season is "The Lives of the Hunted," by Seton Thompson. It is a larger and handsomer volume than the same writer's "Wild Animals," is beautifully illustrated and retails at \$2. It will have a fine holiday sale, as will also a new edition of that famous book "Bob, Son of Battle," the illustrations for which were prepared by artists who went twice to the Old Country to get them. The book will retail at \$1.50.

In the list of fiction may be noted several good numbers, such as the last novel by the late Sir Walter Besant, called "The Lady of Lynn." The book has been most favorably reviewed by English critics, who pronounce it a fine historical novel in Besant's best style. The period is the early part of the eighteenth century and the tale is an absorbing romance. A new novel which is coming out in both London and Canada is by a Canadian writer, Julia Henshaw, and is entitled "Why Not Sweetheart." Another Canadian book is "An Idol of Bronze," by Louise Palmer Heaven, and embodies some of the writer's experience in Mexico. It will interest the trade to know that Mr. Morang will issue this season a new book by the author of "An Englishwoman's Love Letters," entitled "A Modern Antaeus." Other items include Miss Montessor's latest novel "The Alien," S. R. Crockett's "Love Idylls," and an illustrated work by Hamilton Mabie, on John Foster, the noted English Nonconformist divine and essayist.

### Wm. Briggs' List.

The Autumn list of Wm. Briggs is well supplied with items of general literature as well as fiction. A feature of the publishing trade in the last two or three years is the number of exquisitely-written and illustrated Nature books that have been issued. A new work, entitled "Birds and Nature," with a wealth of full-page, splendid illustrations, in colors, is announced for issue within a few weeks.

A new story, by a comparatively new writer, is "Memory Street," by Martha Baker Dunn, one of the Autumn list. It is a beautiful story, delineating New England character, and full of the atmosphere of New England at its best. Miss Dunn's

work compares favorably with the work of Mary E. Wilkins, Kate Douglas Wiggin and Sarah Orme Jewett. The American press reviews of "Memory Street" are exceedingly commendatory.

A new epic poem by Sir Edwin Arnold, "The Voyage of Ithobal," is about to be issued in a Canadian edition. The romance is of ancient Egypt, in which we follow with interest the fortunes of Ithobal, captain of Pharaoh's ships of war, and the beautiful Nesta, the priestess of Amen-ru. It is a pretty story, told in verse, marked by many passages of picturesque brilliance—a story of voyage and discovery, like that of Columbus in later times.

"The Man from Glengarry," now running as a serial in *The New York Outlook* and *The Toronto Westminster*, is creating wide interest and enhancing the reputation solidly built on "Black Rock" and "The Sky Pilot." Even at this early date the advance orders call for a large edition of the book when it comes to be published.

W. A. Fraser, whose book, "The Outcasts," with a fine series of illustrations by Mr. Hemming, will be one of the best things of the Autumn list, has arranged with R. H. Russell, of New York, for another animal story, the title of which has not yet been decided upon. Mr. Fraser is at present in hospital. Being threatened with appendicitis, he, on the advice of his physician, decided to undergo an operation for the removal of the appendix.

The opening sales of "D'ri and I" show how strong a hold "Eben Holden" had taken on the Canadian reading public. The book is, in appearance, one of the handsomest yet issued. The illustrations are particularly fine, and the binding exceedingly pretty. The book is taking the American public by storm. It is already in its one-hundredth thousand. The Boston Transcript thinks it "in certain ways a better book than 'Eben Holden,'" and *The New York World* considers it "a great achievement to have added to the list of memorable figures in American fiction two such characters as D'ri and Eben Holden."

"The Lion's Whelp," Amelia E. Barr's new story, to be published during the present month, is a romance of the middle of the seventeenth century which follows the fortunes of two families, one devoted to the Royalist cause, the other adherents of Oliver Cromwell, the "Lion's Whelp." With

this historical setting the romance between Prince Rupert and Matilda De Wick is unfolded.

The scene of Francis Hodgson Burnett's new story, "The Making of a Marchioness," is laid in an English country house, where an amiable English nobleman is the centre of matrimonial interest on the part of both the English and Americans present.

A Canadian edition of Frank T. Bullen's "With Christ at Sea" will be issued this month.

acquire the two languages together. Sometimes alternative lines are given in the two languages and the rhymes are excellent. The illustrations are capital. There are many homes where this little book will be wanted.

Laird & Lee, Chicago.

Messrs. Laird & Lee, the Chicago publishers, have issued a catalogue for 1901-2 that is filled with interesting books, the kind that can be well advertised and easily sold.

issued in two volumes, each play having a preface giving its full history and the criticisms of the time on it. Illustrations from the first French edition are included. "Frolics of the ABC" is a book for children by Fannie E. Ostrander, whose poetry for children has long been widely known. The book is illustrated by R. V. Hirschert, whose other work of this kind has been much appreciated. The pictures are all colored, and are sure to please.

That famous Spanish masterpiece, "El Centiloquio," written by Santillana, the illustrious Spanish poet of the 15th century, has been reproduced into modern Spanish with notes and a complete vocabulary. A collection of Spanish proverbs with English translations is included in the book.

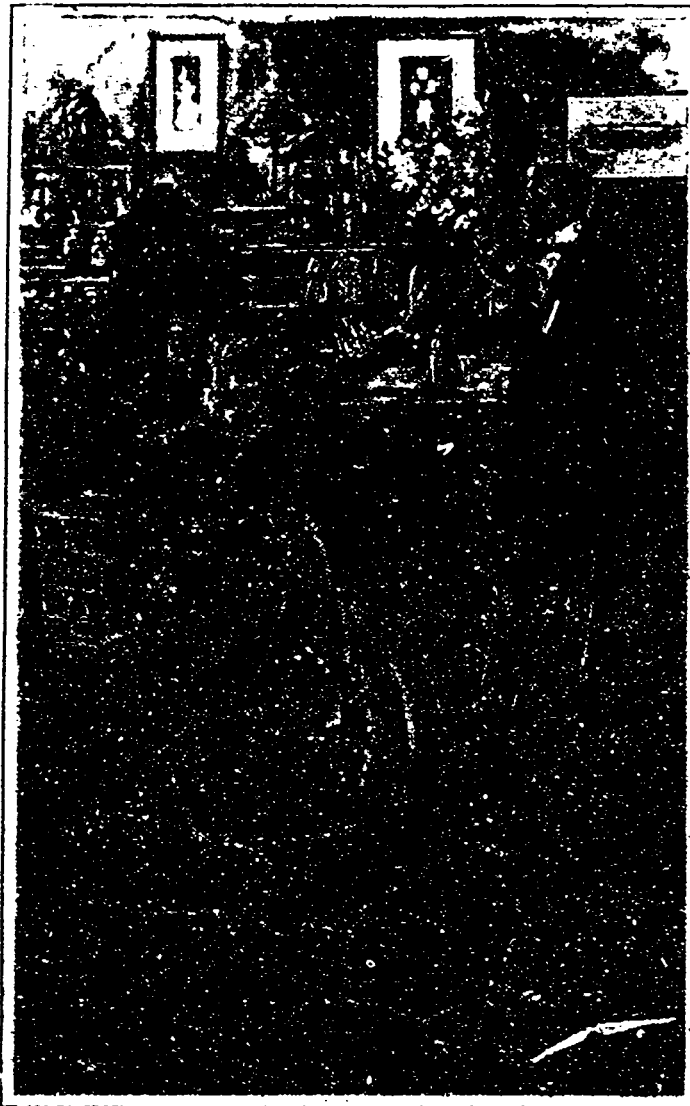
The popularity of Opie Read's books has induced Laird & Lee to issue an edition of his best stories, "The Carpetbagger," "The Jucklins," "Old Ebenezer," "The Wives of the Prophet," "On the Suwanee River," "A Kentucky Colonel," "My Young Master," "A Tennessee Judge," "Len Gansett" and "Emmet Bonlore." The list price of each book, which is printed on the finest stock and bound in vellum de luxe cloth, is 75 cents, subject to discount. These books should be an excellent investment.

The W. J. Gage Co.'s List.

Owing to the extra pressure of work at this season, a full list of the Gage Co.'s publications will not appear until a later issue. We are glad to note, however, that a Canadian edition will be issued by them of John Uri Lloyd's story "Warwick of the Knobs." The originality which characterized "Stringtown on the Pike" is evidenced in all the characters and there is no dialect.

Of Frederick U. Adams story, "The Kidnapped Millionaires," The Philadelphia Telegraph says: "In the days when the grasshopper would be a burden and the reading of an instructive book would be a weariness to the flesh, such a story as 'The Kidnapped Millionaires' comes as a boon and a blessing to men." This is pretty strong praise, but Mr. Adams amply deserves it. He is the inventor of a cigar-shaped train which made a trial run from New York to Philadelphia at the rate of 103 miles an hour, the fastest on record. Not satisfied with revolutionizing our railroad systems, his genius turns to literature, and his plot in this novel is a distinct creation. Added to the very novel ideas is the additional interest of the impressive probability of what at first appears an impossible plot. This is only one of the many charms of this intensely interesting tale.

A couple of books which are selling on their merits are "Heart and Soul" and



To Laird & Lee Chicago 21-9-01

FROM SAINT-GERMAIN'S PRACTICAL HYPNOTISM  
Laird & Lee, Chicago, 1901

Cuthbert Lennox's "Life of Henry Drummond," just issued in a Canadian edition, is having a popular sale in England, having very quickly run into the third edition.

An attractive and unique book is "Mother Goose's Bicycle Tour," which a Canadian lady has prepared. It is unique in utilizing the two languages, French and English, in a compilation of well known nursery rhymes. It is thus very useful in helping children to

"Practical Hypnotism" is a book on the subject compiled from the writings of the greatest specialists in this mysterious art, and is fascinating from cover to cover. The complete dramatic works of Honore de Balzac are now for the first time published in English, and are bound to have an immense sale. These plays, five in number, have been produced with much success on the Parisian stage. They are

A Few Opinions

from the Press

# The KIDNAPPED MILLIONAIRES

by Frederick U. Adams

"Comes as a boon and a blessing to men . . . This clever story is full of action and brimful of humor."—Philadelphia Telegraph.

"It is written in a style worthy of Stevenson, and is one of those rare books which will stand reading again and again."—Indianapolis Sentinel.

## HEART <sup>and</sup> SOUL The Mantle of Elijah

by Henrietta D. Skinner

by I. Zangwill

"One wonders to find so much compressed into a single three hundred page novel."—London News.

"Every page is alive. Every person among the shifting crowd is real. It is a great book."

Watch for the new book, by **John Uri Lloyd, "Warwick of The Knobs"** Ready Shortly

All are published in handsome cloth editions, \$1.25, and in Paper, 75c.

**W. J. GAGE & CO., Limited, - TORONTO**

# IMPORTANT FALL LIST

**THE ETERNAL CITY,**  
by Hall Calne,  
Cloth, \$1.50. Paper, 75c.

**THE LADY OF LYNN,**  
by Sir Walter Besant,  
Cloth, \$1.50. Paper, 75c.

**TRISTRAM OF BLENT.**  
by Anthony Hope,  
Cloth, \$1.50. Paper, 75c.

**WHY NOT, SWEETHEART.**  
by Julia W. Henshaw,  
Cloth, \$1.50. Paper, 75c.

**THE LIVES OF THE HUNTED,**  
by Ernest Seton Thompson,  
Profusely illustrated. Cloth, \$2 00.

**AN IDOL OF BRONZE,**  
by Louise Palmer Heaven,  
Cloth, \$1.25. Paper, 50c.

**KIM,**  
by Rudyard Kipling,  
Illustrated by J. Lookwood Kipling.  
Cloth, \$1.50. Paper, 75c.

**THE ALIEN,**  
by F. F. Montresor,  
Cloth, \$1.50. Paper, 75c.

**LOVE IDYLLS,**  
by S. R. Crockett.  
Cloth, \$1.50. Paper, 75c.

**A MODERN ANTAEUS.**  
by the Author of "An Englishwoman's Love Letters."  
Cloth, \$1.50. Paper, 75c.

**JOHN FOSTER,**  
by Hamilton Wright Mable,  
Decorated borders. Cloth, illustrated, \$2 00.

**BOB SON OF BATTLE,**  
by Alfred Ollivant,  
Illustrated holiday edition, cloth, \$1.50.

**GEORGE N. MORANG & CO., Limited, 90 Wellington St. W., TORONTO**

Mr. Langwill's "Mantle of Elijah." Widely different in plot they are both decidedly entertaining, and rank among the best new books.

### Blackie & Son, Limited, London.

The announcement for 1901-2 of Messrs. Blackie & Son, Limited, London, Glasgow and Dublin, contains more than the usual number of books for young people. "Young readers have no better friends than Blackie & Son," said The Westminster Gazette, and a glance through the 1901-2 catalogue of

list of stories of adventure for boys. To enumerate all would fill columns.

Many girls' books are included in the catalogue, among them "An Original Girl," a London story, by Ethel F. Hedde; "A Girl of Galway," "The Doctor's Niece," "Three Girls on a Ranch," a story of New Mexico, and many others. A B C books, nonsense rhymes, etc., are in great numbers, and include "Tammon and Spinach," "Nonsense, Nonsense," "Cats and Kits," etc., all illustrated with original drawings, many in colors. "The Universe," "The

publisher in getting out a very large edition of this book.

"The Real Christian," by Lucas Cleeve, is a story that interests the reader from the first page, and may be counted upon to be one of the season's successful books.

Other "new novels by the best authors" include "An Ill Wind," by Mrs. Lovett Cameron; "The Lovely Mrs. Pemberton," by Florence Warden; "The Lords of Life," by Bessie Dill; "A Man of Iron," by J. Morgan de Groot; "Blue Bonnets Up," by Thos. A. Pinkerton, and a large number of others by authors whose work in the past guarantees good sales for those publications. The foregoing are all 6-shilling novels, with decorative covers.

A list of novels at 3s. 6d. each, includes "Papa, Limited," "A Corner in Ballybeg," "Forbidden Paths," etc. These, also, are well printed and are bound in decorative covers.

Mr. Long's series of sixpenny copyright novels comprises the work of such well-known writers as William Le Queux, Fergus Hume, Florence Warden, Mrs. L. T. Meade, etc. These books are well printed on good paper and are bound in striking picture covers by leading artists. The list is being added to all the time, and it will include the most popular novels of the day.

Long's select novels are made up of copyright novels which have been successful in their more expensive form. The price of this series is 3s. 6d. each. They are bound in cloth, with a cover design stamped in gold.

### Cambridge Bibles and Prayer Books.

"Cambridge" bibles and prayer books are known wherever the English language is spoken. Some new editions have recently come from the Cambridge University press which are greatly improved and will be highly valued by teachers and students. These include copies of three facsimile editions of Cambridge Central Reference Bibles in three sizes, pearl, ruby and minion. In these editions the chapter headings and dates have been omitted, and we are no longer informed that the date of the creation of the world is B. C. 4004 as in the older reference bibles. The references have been re-edited and revised throughout, and in this revision full use has been made of the late Prebendary Scrivener's work on the references, which was first published in the Cambridge Paragraph Bible.

The prices will enable the trade to supply the public with a very neat pocket reference bible from a shilling upwards.

There are also copies of the new Cambridge Diamond 32 Degree Pocket Bible, one



THE STATUE OF BALZAC, BY FALGUIERE

Erected in 1899, on the one hundredth anniversary of his birth

THE STATUE OF BALZAC, BY FALGUIERE, IN THE GARDEN OF BALZAC, NEAR MATHURIN WORKS.

"new books and new editions" will convince one that this is true.

The ever-popular G. A. Henty's books are given a prominent place here. "With Roberts to Pretoria, A Tale of the South-African War," is the latest, and a number of others are published by this firm, including "At the Point of the Bayonet" and "To Herat and Cabul." Other stories of adventure are "The Dragon of Peking," "A Gallant Grenadier," "In the Dictators' Grip," "The Great Khan's Treasure," and "Carbineer and Scout," a story of the Boer War. These are only a few from the large

Book of Natural History," and others of the kind, are intended to plant into young minds a love for such subjects, and the simple and interesting manner in which the knowledge is placed before the reader, together with the large number of beautiful and instructive illustrations, is certain to make these books successes.

### John Long, London.

Mr. John Long's books for the Fall include "The Curse of Eden," by the author of "The Master Sinner." The enormous sale of the latter warrants the

# Cambridge Bibles

and . . . .

# Prayer Books

London:

**C. J. CLAY & SONS**

Cambridge University Press Warehouse  
 AVE MARIA LANE.

Canadian Representative:

**W. McPHERSON**

173 Madison Avenue  
 — TORONTO

## NOW READY

"Companion to the Public School Arithmetic"

« BY »

WM. SCOTT, B.A., Principal Toronto Normal School.  
 CHAS. A. BARNES, M.A., Public School Inspector.

**Price, \$1.00.**

*This Book Contains the Following:*

- Part I.—Answers to all the examples in the Public School Arithmetic.
- Part II.—Solutions of all the more difficult problems.
- Part III.—Suggestions for teaching arithmetic, and explanations of all the business transactions involved.
- Part IV.—A collection of seven hundred and fifty problems with their answers and hints for solving the more difficult.
- Part V.—A table of Squares, Cubes, Square Roots, and Cube Roots of the numbers 1—1,000.

Mailed to any A dress on Receipt of Price.

**Canada Publishing Co., Limited**  
 9 Wellington St. West, TORONTO

## To Canadian Booksellers.

\*\*\*

Before making up your final orders for English publishers, be sure to secure S. W. PARTRIDGE & CO'S catalogues and lists of new books for the coming season. S. W. PARTRIDGE & CO. can offer specially low rates for really high-class productions.

For Artistic Bindings, Charming Designs, Exquisite Pictures, you can get no better books than PARTRIDGE'S.

\*\*\*

S. W. PARTRIDGE & CO.,

8 and 9 PATERNOSTER ROW LONDON, ENG.



edition printed on common, the other on India paper, and a copy of the New Testament, with wide margin, for M.S. notes. This is part of the Cambridge Student's Bible. This bible is issued in one volume or in separate parts and in a variety of bindings, and may be had in two sizes, pearl and minion.

The Cambridge Reference Bible for teachers, bound with the Cambridge companion to the bible, has received much laudatory comment from both well-known churchmen and the press. It contains a new collection of popular articles on the history and archaeology of the bible, with new maps, a glossary concordance and full indexes. The maps were made especially for this work and supply information that cannot be obtained in any other maps of the kind. The work is probably the most complete and compact one to be found anywhere.

Several new prayer books are issued with prayers for the King and Royal Family, printed in accordance with the order of the King-in-Council. One prayer book is printed in black-face type, and the effect of such bold letters is very striking.

#### The Copp, Clark Co.'s List.

The earliest and one of the best of the new Copp, Clark books is "Captain Ravenshaw; or the Maid of Cheapside," by Robert Neilson Stephens, whose novels "Philip Winwood," "A Gentleman Player," etc., have caught the reading taste in Canada to a marked extent. The tale is a rollicking, historical romance with Elizabethan London for background and a choice selection of the worthies of the period for characters. Ravenshaw, an honest blade, rescues a virtuous maiden, who is also an heiress, and finally marries her with the approval of all. There are good illustrations by Howard Pyle. The book is now out.

Mr. Gilbert Parker's new novel, "The Right of Way," is sure to be a prominent feature this year. The hero, Charley Steele, a Canadian lawyer, is married, but his wife believing him dead marries again. He buries himself in the little French-Canadian village of Claudiere resolving not to appear and disgrace her. While thus situated he falls in love with Rosalie Evanturel, a very religious girl. Which woman has the "right of way?" This is the situation which Mr. Parker solves with skill.

"New Canterbury Tales" is a theme exactly suited to the mind and pen of Maurice Hewlett. He takes the pilgrimage already rendered famous by the poetry of Geoffrey Chaucer, and with a blending of

deep emotion and comedy shows that the subject is well adapted to the talents of a modern writer who has the power of reproducing the period. Everyone familiar with Chaucer's tales will realize that it is a daring thing to do. But Mr. Hewlett has his own qualities. He has some of the archness and outspokenness of the master, and his book may outstrip former successes.

A book that should run well as a gift for ladies at Christmas is "The Benefactress," by the author of "Elizabeth and Her German Garden." It relates with much humor and insight the life of a young Englishwoman who is left a fortune by a German relative and who goes to a German village to reside. It has the characteristics that made "Elizabeth" so popular.

"God Wills It" is the appropriate name of a "Tale of the First Crusade," by Wm. Stearns Davis. It is full of stirring dramatic interest. The plot concerns the Knight Richard Longsword who goes to Syria with the crusaders and there regains his lost love who was stolen away by an Egyptian Emir. The fanaticism of both Christian and Moslem in that period are well brought out. Certain historical persons are introduced into the story, such as Godfrey of Bouillion, Tancred, Peter the Hermit, etc.

In "The Road to Frontenac" one finds a capital Canadian historical novel. It is by S. Merwin. The hero, Capt. Menard, is despatched to Fort Frontenac (now Kingston) by the Governor of Quebec bearing instructions regarding an Indian raid and escorting the Governor's lovely daughter. They are captured by Indians—captain, girl, instructions and all. The tale turns on how Menard manages to save his life, his love and his mission, all of which he does successfully.

"The Cavalier" is a new novel by the famous Southern writer George W. Cable. His hero is Ned Ferry, a Confederate scout, his heroine a Confederate newspaper correspondent. The story is well told and vivid and favors the Southern view of the rebellion. There are illustrations by Howard C. Christy who drew the pictures for "The Crisis." Mr. Cable's novel has not appeared previously, either serially or otherwise. It should from all accounts be a notable book.

"The Young Barbarian" is a book of schoolboy stories by Ian Maclaren.

Among some other books which the Copp, Clark Co. will issue are: "A Forbidden Name," by Fred. Wishaw, a story of the court of Catherine the Great of Russia. The writer is noted for his successful Russian romances. "Forest Folk," by James Prior, is a tale of England early in the 19th century, when the introduction of

machinery brought on workingmen's strikes. Max Pemberton's "The Giant's Gate" will make its mark. It is based on a present-day plot to depose the President of France and make a popular soldier of the Emperor. "Her Majesty's Minister," by Wm. Le Queux, relates the betrayal of a State secret supposed to be known only to Lord Barmouth, the British Ambassador in Paris, and the consequences thereof. It is one of those absorbing novels for which Le Queux is noted. In the season's list is also "My Strangest Case," by Guy Boothby, who successfully tries his hand at a detective story. The hero is a detective who tracks a stolen treasure from China to London, Paris and Italy. The reader is enthralled as in other Boothby books. "The Love Letters of an American Girl" describes the tour abroad of a charming maiden. A prince falls in love with her. But her head is not turned, and she returns home to her lover, and the last letter is a happy picture of her life after marriage. It is a promising book for the season.

Two French historical romances deserve mention: "The Seigneur de Beaufoy," by Hamilton Drummond, a fine tale of Louis XI.'s time, the period of Scott's "Quentin Durward." "The Traitor's Way," by S. Levett-Yeats, a romance of the Huguenot cause just before St. Bartholomew's massacre.

#### Fleming H. Revell Co.'s List.

For the Autumn book season, The Fleming H. Revell Co. are offering a splendid list. "Deborah," by Rev. James M. Ludlow, D.D., is a thrilling romance of a thrilling time, involving the career of Judas Maccabaeus, the chief hero of the Jewish nation, who is counted as one of the seven greatest uncrowned men of human history. Deborah, the heroine, is the creation of a character, strange, yet true to its type, which fascinates the reader and enriches the imagination of those who love the truly beautiful and heroic.

"The Mormon Monster," or the story of Mormonism, by Edgar Folk, D.D., is a perfect storehouse of information regarding the Mormon problem. While unsparing in its exposure of the evils of Mormonism, it is singularly free from rancor or prejudice. If the people will read this book, they will become intelligently forearmed against this monstrous error.

"Early Christianity," a Study of Beginnings, by Herbert L. Willett, D.D. These studies of the Christianity of the 1st century were given in connection with a series of University Extension Lectures. The enthusiastic reception accorded the lectures wherever delivered, and the countless

# A Long, Strong, List

## of Autumn Publications.

### By Right of Way,

BY GILBERT PARKER,

Author of "The Seats of the Mighty." Cloth, \$1.50.

### A Maid of Venice,

BY F. MARION CRAWFORD,

Author of "In the Palace of the King." Cloth, \$1.25.

### New Canterbury Tales,

BY MAURICE HEWLETT,

Author of "Richard Yea-and Nay." Cloth, \$1.25.

### The Giant's Gate,

BY MAX PEMBERTON,

Author of "Pro Patria." Cloth, \$1.25.

### The Young Barbarians,

BY IAN MACLAREN,

Author of "The Bonnie Brier Bush." Cloth, \$1.25.

### The Road to Frontenac,

BY SAMUEL MERWIN,

A story of exciting adventure. Cloth, \$1.25.

### The Seigneur de Beaufoy,

BY HAMILTON DRUMMOND,

Author of "A Man of His Age." Cloth, \$1.25.

### My Strangest Case,

BY GUY BOOTHBY,

A detective story. Cloth, \$1.25.

### A Forbidden Name,

BY FRED. WHISHAW,

A story of the Court of Catherine of Russia. Cloth, \$1.25.

### Captain Ravenshaw, or The Maid of Cheapside,

BY R. N. STEPHENS,

Author of "Philip Winwood." Cloth, \$1.25.

### Circumstance,

BY S. WEIR MITCHELL,

Author of "Hugh Wynne." Cloth, \$1.25.

### The Benefactress,

BY THE AUTHOR OF

"Elizabeth and Her German Garden." Cloth, \$1.25.

### God Wills It,

BY WM STEARNS DAVIS,

A tale of the First Crusade. Cloth, \$1.25.

### Her Majesty's Minister,

BY WILLIAM LE QUEUX,

Author of "Secrets of Monte Carlo." Cloth, \$1.25.

### The Love Letters of an American Girl.

By a well-known writer. Cloth, \$1.25.

### The Cavalier,

BY GEORGE W. OABLE,

Illustrations by Howard Chandler Christy. Cloth, \$1.25.

### Forest Folk,

BY JAMES PRIOR.

Cloth, \$1.25.

### The Shoes of Fortune,

BY NEIL MUNRO,

Author of "Doom Castle." Cloth, \$1.25.

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

demands for their publication, has impelled the author to make a thorough revision and issue them in their present form.

"The New Book," by Professor McFadyen, of Knox College, Toronto, will soon be ready. This book, we believe, will have a ready sale. It contains a series of devotional studies of a type of richness seldom found. A complete blending of piety and thorough learning has given to these studies a rare quality, that quality which may be compared not at all unfavorably with Matheson's best work, "Moments on the Mount."

These are a few of the many excellent books published this year by Revell's. In our advertising columns will be found a few more notices. We wish them every success in their new quarters on Booksellers' Row, Toronto.

### The Book Trade.

How Montreal Dealers Worked Tourist Trade and Cleared Out Dead Stock.

From our own correspondent

MONTREAL, Sept. 10, 1901.

THE Summer novel trade is now about over. On the whole, it may be favorably compared with that of last year, although the tourist business seems to have fallen off slightly. The rush of sight-seers has been to Buffalo and the west this year, and Montreal's Summer visitors have not been so numerous as in former years. Yet, so far as the book trade is concerned, the increase of the home patronage has made up for any deficiency in the transient demand.

#### WORKING UP TOURIST BUSINESS.

There are one or two booksellers who say that their tourist business has been much better than it was last year, but each confesses that his success was due to special efforts put forth to catch this trade. Special tourist goods have been put into stock. Oddities, such as burnt-wood or burnt-leatherware, have been displayed in the window to catch the inquisitive eye of the passer by, and in more than one case in Montreal they have served to bring large numbers of customers into the store. The series of photographs that Montreal dealers are showing are also improving, which is not to be wondered at. There are still some of the old variety of views on display in several of our otherwise enterprising bookstores, and one would imagine that they would be as instrumental in excluding customers from the store as a bolt on the door. Dealers should awake to the fact that tourists want tasty souvenirs, and are willing to pay for them. They are not looking for these pamphleted series of eighteen 2 x 4 views sold for 10c. each. Give them

something done up in a new and tasty fashion and don't offer anything less than 50c. or a dollar. Anything cheaper, unless it be something entirely out of the ordinary, they do not consider worth carrying home. Moreover, have something bearing a local coloring, if possible; you can get your own price for it. I have been on a trip to the Maritime Provinces, that Canadian tourist resort, and, consequently, I know. The tourist never haggles about price; he is always in too much of a hurry to catch the train. My advice is, don't be exorbitant, but take a full measure of profit.

#### BOOKS THAT SELL.

Of course, the best selling book of the month has been "The Crisis." At times it has been very difficult to supply the demand. The worst feature of the trade is that, as a leader, it has sold at 55c. Other good sellers are "Cinderella," "Dri and I," "Like Another Helen," "The Heritage of Peril" and "The Aristocrats." There have been some loudly-heralded books on sale that have proved too heavy for Summer reading.

It was pleasing to hear one dealer talk in this way: "The most important feature of my Summer's business has been the heavy demand for high-priced works, particularly from American tourists. One day I sold three sets of Parkman, in calf, \$3 a volume. And other standard works in history and fiction have also been selling remarkably freely."

#### TO CLEAR DEAD STOCK

One of the most difficult problems a dealer has to solve nowadays is: "How can I keep dead stock off my shelves?" That there must be an accumulation of dead stock is conceded by everybody in the business, for one can tell neither the day nor the hour when the life of a book is at an end. It generally runs from three to six months, but one cannot gauge just when the devouring public has been satiated. Sometimes it never runs at all. But the copies are in stock just the same.

Montreal dealers have been trying to solve this problem. One dealer found a large number of "Sirius" on his hands, dragging along. He centred his powers of speech on this one book, and, to his own joy, although perhaps not to that of his customers, he cleared them all out. There is another merchant in town who keeps prying among his old books, unearths several copies of a work long ago forgotten, and recommends it as a book of standard value. Both of these dealers are preying upon the man who comes in and asks the question: "What good book have you that you can recommend to me?" I believe the real test of the true bookman

comes when that question is asked. He must first size up the man, then pick out the book. Surely the bookman who knows his stock and is a careful buyer can rid himself of his slow stock! Yet he has a privilege he can abuse.

Mr. Phelan adopted a radical plan to clean out his stock. He made a special pile of out-of-date books, bought anywhere from 25 to 55c., and placed a 10c. sign over it. He says he cleared about 2,000 volumes. Mr. Chapman bought a job lot of books which he was able to sell at a bargain price, 35c., and make money. To this collection he added some of his old stock and is thus clearing without losing money.

#### NOTES.

Mr. Chapman has opened up a branch store at 2673 St. Catharine street, where he hopes to capture the school book trade of Victoria school. Mr. Chapman ought to be able to make the venture go, if anyone can.

W. Foster Brown is the publisher of a neat little paper-bound novel entitled "Love and Company," by J. Try Davies and Mary Woolston, two Montreal people. It is said to be a work of some considerable merit and is having quite a sale.

E. H. C.

#### NEW LINE OF TOILET PAPERS.

A line of package and roll toilet papers, called the "Candaper" is attracting attention amongst the trade. These are made by the Canada Paper Co., from whence comes the name, "Candaper." There are a great many kinds, put up in all styles. A booklet, illustrating and describing each, is sent out free, I believe, to retailers. I have just seen a copy of it, and think it will be a handy reference book to have by one right along. Prices are given.

#### WEBSTER'S DICTIONARY.

The new edition of Webster's International Dictionary contains new plates all through and 25,000 additional words, phrases and definitions. For all purposes Webster's International is, perhaps, the best dictionary in existence. Some others are more ponderous and better suited for special work, but for ordinary everyday use no publication gives more satisfaction than the International.

With the additions and improvements in the new edition it is better than ever. Its corps of editors includes men of many different professions, each a specialist in his own line. The 5,000 illustrations it contains have been very carefully selected, and the greatest accuracy has been maintained. Buyers should be careful to see the trade mark of the publishers on each copy.

# Superb Holiday Offerings.

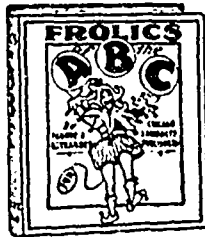
Laird & Lee's publications invariably represent the biggest value in contents, make-up and attractiveness. They possess the distinct merit of originality. No line of Holiday Books is complete without our assortment. See annual catalogue, now ready, for complete list.

## New Cloth Edition of Opie Read's Best Novels.

Full size 12mo, printed on extra quality stock, tastily bound, covers stamped in 2 colors, same design as high-priced edition. The 10 titles embrace the cream of Mr. Read's famous stories, two of which have already been dramatized, and a third will probably be staged this Fall.

"The Carpbagger" (dramatized) "Old Ebenezer" (being dramatized). "My Young Master": "The Jucklins" (dramatized). "On the Swance River": "A Tennessee Judge": "Emmet Bonlore": "A Kentucky Colonel": "Len Gansett" and "The Wives of the Prophet."

This is not an offering of paper-covered novels put in cloth cases, but is a genuine special edition that no dealer can afford to overlook, for the works of this popular author, in this attractive form, will sell well with any other line of 12mos. List, 50 cents per volume. Trade prices: Lots of 10, one title or assorted, 45 cents; lots of 50, 40 cents; lots of 100, one title or assorted, 37½ cents each, f.o.b. Chicago



## Frolics of the A B C By the Author and the Illustrator of "Baby Goose."

The latest book of rhymes and pictures for the little ones. Describes the antics of the "Letter-prites" in dainty and charming fashion.

Ten Different Colors Used in Printing the Book.

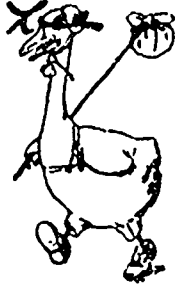
Every page intensely interesting to the children, whose delight in the doings of the quaint little elf is only equalled by their pleasure in the accompanying verses.

Board covers, with design in five colors, reinforced cloth back, printed on heavy paper, illustrated wrapper 75c. Size of volume, 9½x11 inches. List (subject to trade discount)

## Baby Goose By Fannie E. Ostrander, Illustrated by R. W. Hirschert.

A charming book of nursery rhymes, with every page superbly illustrated in colors. Fairly bubbling over with clean, wholesome fun for the children "Baby Goose" deserves a place in every home where there are little folks. The book will give genuine enjoyment to three generations—the children, the parents, and the grand parents. *Distinctly Different.*

Book and cover (front and back) printed in 12 colors, bound in boards, fancy wrapper List (subject to trade discount) \$1.25



## Other Famous Books for Boys and Girls From Seven to Seventy.

Fascinating stories that are good, wholesome reading, and deal with every-day problems in a lively, cheery, charming fashion.

"AIR CASTLE DON," or From Draculoid to Harpoon. By B. Freeman Ashley. "TAN PILE JIN," or A Yankee Wait Among the Bluejays. By B. Freeman Ashley. "DICK AND JACK'S ADVENTURES ON SABLE ISLAND." By B. Freeman Ashley. "REX WAYLAND'S FORTUNE." A hunting story. By H. A. Stanley. "TWO CHUMS," or A Boy and His Dog. By Minerva Thorpe. "THE HEART OF A BOY." A realistic story of school life. Especially endorsed by well-known educators. By Edmondo de Amleis. "FIRESIDE BATTLES." A delightful story of girl life. Full of tender pathos and elevating sentiment. By Annie G. Brown. Uniform 12mo edition, artistic cover designs in colors, dainty cloth binding. List (subject to trade discount) 75c.

Just Out. Only English Translation. No Set of Balaac is Complete Without the Plays.

**Complete Dramatic Works of Honori de Balzac**—Rendered into English by E. de Valcourt-Jermont, and illustrated by engravings reproduced from the first French Edition (1855) and by photographs of Rodin's & Falguiere's statues of Balzac. These plays will establish, beyond question, in the minds of the English speaking race, the justice of recognizing in Balzac the equal of Shakespeare. English cloth, uncut edges, gold tops, 2 volumes \$2.50

**Balzac's Greatest Novels**—Five representative works of this master-mind in fiction, that has given the world so many delightful character creations. 12mo, volume de luxe cloth, covers stamped in two colors, sold singly or 75c. in sets. List, per volume (subject to same quantity discount as on Read's books) Especially suitable for a holiday gift. Special price in quantities.

**El Centiloquis de Santillana**—"The Poem of Human Life" Spanish text, including English notes and vocabulary also Red Blue edition, 12mo cloth, list (subject to trade discount) \$1.00

For Sale by All Jobbers and News Companies, or Direct. If you have not received our new 48-paged Illustrated Catalogue, write for it.

**LAIRD & LEE, Publishers,** 263-265 WABASH AVE., **Chicago, U.S.A.**

# NEW PUBLICATIONS FOR FALL.

## Dri and I,

BY IRVING BACHELLER.

*Illustrated, Paper, 75c.; Cloth, \$1.25, net.*

A Border Tale of 1812.

A Book of Exquisite Beauty.

"Dri and I" is declared by competent critics a story of masterly strength. It is a worthy successor to "Eben Holden," the first great character creation of this author.

## The Good Red Earth,

BY EDEN PHILLPOTTS.

*Paper, 75c.; Cloth, \$1.25.*

To read "The Good Red Earth" after laying down some of the recent novels, is like a breath of pure morning country air. —Montreal Star.

## Tarry Thou 'Till I Come,

or Salathiel, The Wandering Jew.

BY GEORGE CROLY.

*Paper, 75c.; Cloth, \$1.50.*

With 20 full-page drawings by T. de Thulstrup.

It leads the procession of historical novels at one bound. —New York Mail and Express

One of the six greatest English novels ever written. —General Lew Wallace.

## Ralph Marlowe,

The Great Ohio Novel.

BY JAMES BALL RAYLOR.

*Paper, 75c.; Cloth, \$1.25.*

Full of laughable incidents told in a most winning way, with a fascinating love story which makes it the most entrancing novel of the year.

It is a life picture taken with a camera singularly free from blemish. —Boston Ideas.

# WILLIAM BRIGGS

PUBLISHER

29-31 Richmond Street West TORONTO

Telegrams and Cables "Longing, London."

## LONG'S COLONIAL LIBRARY OF COPYRIGHT BOOKS

For Circulation Only in the British Colonies and in India.

\* \* \* The books in Mr. Long's Colonial Library have been selected with great care. They are printed in the best style, on superior paper, and are handsomely and uniformly bound in Art Green Cloth with special design, price 3s. 6d., or in Art Green, strong paste-down Paper Covers, also with special design, price 2s. 6d. Crown 8vo. The library is one of the most popular on the market.

### A SELECTION—FICTION.

- From the Land of the Wombat. By William Sylvester Walker ("Coo-ee"). Profusely illustrated.
- The Craze of Christina. By Mrs. Lovett Cameron.
- In the Dark. By Esme Stuart.
- The Crime in the Wood. By T. W. Speight.
- Trewinnot of Guy's. By Mrs. Coulson Kernahan.
- When the Mopoke Calls. By William Sylvester Walker ("Coo-ee"). Profusely illustrated.
- Paths of the Dead. By Hume Nisbet.
- A Passing Fancy. By Mrs. Lovett Cameron.
- The Bread of Tears. By G. B. Burgin.
- An African Treasure. By J. Maclaren Cobban.
- Kluseah: A Story of Harem Life. By May Crommelin. Frontispiece.
- The Progress of Pauline Kessler. By Frederic Carrel.
- The Harvesters. By J. S. Fletcher.
- The Experiment of Doctor Nevill. By Emeric Hulme-Beaman.
- Logan's Loyalty. By Sarah Tytler.
- Native Born. By William S. Walker ("Coo-ee").
- Ada Vernham, Actress. By Richard Marsh. Frontispiece.
- The Shadow of Allah. By Morley Roberts.
- The Avenging of Ruthanna. By Mrs. Coulson Kernahan.
- The Bishop's Secret. By Fergus Hume.
- Juggling Fortune. By T. W. Speight.
- The Crimson Cryptogram. By Fergus Hume.
- The Realization of Justus Moran. By Frederic Carrel.
- The Way Out. By G. B. Burgin.
- I'd Crowns Rejoice. By J. Maclaren Cobban.
- Men of Marlowe's. By Mrs. Henry Dudeney.
- Yolande the Parisienne. By Lucas Cleeve.
- The Strength of Straw. By Esme Stuart.
- The Ivory Bride. By Thomas Pinkerton.
- The Luok of a Lowland Laddie. By May Crommelin.
- A Traitor in London. By Fergus Hume.
- Jean Keir of Craignell. By Sarah Tytler.
- Friendship and Folly. By Maria Louise Pool.
- Straight Shoes. By G. G. Chatterton.
- Paul Le Maître. By Frederic Carrel.
- Once Too Often. By Florence Warden.
- The Royal Sisters. By Frank Mathew.
- The Golden Wang-Ho. By Fergus Hume.
- Virgin Gold. By William S. Walker ("Coo-ee"). Profusely Illustrated.
- Nobler Than Revenge. By Esme Stuart.
- The Three Days' Terror. By J. S. Fletcher.
- Plato's Handmaiden. By Lucas Cleeve.
- Anna Lombard. By Victoria Cross.
- Bitter Fruit. By Mrs. Lovett Cameron.
- A Women-Derelict. By May Crommelin.
- Women Must Weep. By Sarah Tytler.
- Mrs. Musgrave and Her Husband. By Richard Marsh.
- A Son of Mammon. By G. B. Burgin.
- No Vindication. By Mrs. Coulson Kernahan.
- The Mission of Margaret. By Adeline Sergeant.
- The Master SINNER. By a Well-Known Author.

(This book is having an enormous sale in England.)

### FORTHCOMING VOLUMES (SEPT., DEC 1901.)

- The Curse of Eden. By the Author of "The Master Sinner."
- The Real Christian. By Lucas Cleeve.
- An Ill Wind. By Mrs. Lovett Cameron.
- The Lovely Mrs. Pemberton. By Florence Warden.
- The Golden Spur. By J. S. Fletcher.
- The Diva. By Annie Thomas (Mrs. Pender Cudlip)
- A Daughter of England. By May Crommelin.
- Houses of Ignorance. By Frederic Carrel.
- A Social Pretender. By Winifred Graham.
- The Lords of Life. By Bessie Dill.
- In the Blood. By William Sylvester Walker ("Coo-ee").
- The Green Turban. By J. Maclaren Cobban.
- The Mission of Margaret. By Adeline Sergeant.
- A Man of Iron. By J. Morgan-De-Groot.
- Blue Bonnets Up. By Thomas A. Pinkerton.
- Papa, Limited. By W. Carter Platt. 40 Illustrations by the Author.

"The Best Sixpenny Novels on the Market."—Vide Press.

## Mr. John Long's New Sixpenny Library of Copyright Novels.

- Father Anthony. By Robert Buchanan.
- Curios: Some Strange Adventures of Two Bachelors. By Richard Marsh.
- The Wooing of Monica. By Mrs. L. T. Meade.
- A Difficult Matter. By Mrs. Lovett Cameron.
- The Eye of Istar. By William Le Queux.
- The Mystery of Dudley Horne. By Florence Warden.
- The Bishop's Secret. By Fergus Hume.
- The Craze of Christina. By Mrs. Lovett Cameron.
- The Bohemian Girls. By Florence Warden.
- The Veiled Man. By William Le Queux.
- The Crimson Cryptogram. By Fergus Hume.
- A Passing Fancy. By Mrs. Lovett Cameron.
- Kitty's Engagement. By Florence Warden.
- Our Widow. By Florence Warden.

\* \* \* The size of these Volumes is Medium 8vo, 8½ in. by 5½ in. They are set in a new, clear type, double columns, and are printed on good English made paper. Each Volume is attractively bound in a striking picture cover drawn by a leading artist.

\* \* \* Other Novels by the most popular Authors of the day will be added to the Series in due course.

### GENERAL LITERATURE.

- Social Life in the British Army. By A British Officer. With Sixteen Full-page Illustrations on Art Paper, by R. Caton Woodville. Third Edition.
- Australia at the Front. A Colonial View of the Boer War. By Frank Wilkinson (Special Correspondent Sydney Daily Telegraph). With Map and Twenty Illustrations on Art Paper by Norman H. Hardy, from Sketches on the Spot and Photos by the Author.

Liberal Terms Offered to the Trade.

London: JOHN LONG, Publisher, 6 Chandos Street, Strand  
And all Colonial Booksellers.

ESTABLISHED 1881.

# E. H. Wells

Wholesale Bookbinder  
and Publisher of Books  
in Superior Bindings.

48 Farringdon  
Street . . .

LONDON, E.C.

LARGE STOCK KEPT OF THE FOLLOWING GOODS:

### Tennyson's Works

Both 2-, 3/6 and 7/6 Editions  
Kept in about

50 DIFFERENT STYLES

All of which

Can be had illustrated at  
small extra cost.



THE

### Farringdon Classics

Consist of

THE BEST EDITIONS

Of Each Individual Book.

90 TO SELECT FROM.



A LARGE VARIETY  
of

Poets

Devotional Books

Birthday Books

Autograph Albums



Sets of Novels

ALWAYS IN STOCK.



ORDERS FOR  
SCHOOL PRIZES

Executed and Stamped  
in

BEST STYLES AT  
SE. RTEST NOTICE.

Albion Poets  
Lansdowne Poets  
Minerva Library  
Ruskin's Works  
Browning's Works  
Half-Hour Series  
Historical Library Series  
Standard Author Series  
Shakespeare's Works  
Sir Walter Scott's Novels  
Thackeray's Works  
Handley Cross Series  
Routledge's Popular Poets

and other leading  
Authors.

All books bound on the premises under personal supervision.  
Binding orders executed in Roan, Morocco, etc., both limp  
and padded.

Calf Work, both plain, antique, polished or tree.

Testimonials designed and bound.

SEND FOR CATALOGUE.



## Duke and Duchess Reception Buttons

|  | Doz. | Gross. |
|--|------|--------|
| Genuine Photo Buttons, plain, 7/8-in., . . . . .       | 35c. | \$3.25 |
| " " " with flag ribbon, 7/8-in., . . . . .             | 50c. | 5.00   |
| " " " red, white and blue ribbon, 7/8-in., . . . . .   | 50c. | 5.00   |
| " " " plain, 1 1/4-in., . . . . .                      | 60c. | 6.50   |
| " " " red, white and blue ribbon, 1 1/4-in., . . . . . | 75c. | 8.30   |
| " Colored Lithograph Buttons, 1 1/4-in., . . . . .     | 30c. | 3.25   |
|  |      | \$3.00 |

SEND FOR A \$3.00 APPRO. PACKAGE. THESE ARE QUICK SELLERS.

PHOTO JEWELRY MANUFACTURING CO.,  
122 and 124 King St. W., TORONTO

Encourage Home Manufactures.

## AULD MUCILAGE CO.

Paper and Pulp Manufacturers

We make the following first-class goods AT LEAST equal to anything imported.

Premium Mucilage.

Lithograms ready for use.

Lithogram Composition.

Acme Washing Powder, for Printers and General Use.

Is also a disinfectant.

Coal-Saving and Smoke-Consuming Compound.

Enquiry Solicited and Quotations Given.

Wm. A. G. C. S.  
Manager.

17 BLEURY ST., MONTREAL.

## TOILET PAPERS...

HOME, 50. Package. \$3.85 per 100.

HOUSEHOLD, (our leader) \$5.00 per 100.

A SUBSTANTIAL 10 CENT PACKAGE.

Sheet Papers of all grades.

Also GEM Rolls, \$3.25 per 100.

And larger rolls at equally attractive prices.

SEND FOR ILLUSTRATED CATALOGUE.

## CANADA PAPER CO.,

TORONTO.

Limited

...THE...

## Canadian-American Music Co., Limited.

No. 15 King Street East,

TORONTO, ONT.

General Canadian Agents for White-Smith Music Pub. Co.,  
Oliver Ditson Co., M. Witmark & Sons, J. W. Stearn & Co.,  
Howley, Haviland & Co., H. S. Gordon, T. B. Harms & Co.,  
E. T. Paull Music Co., G. L. Spaulding, F. A. Mills.

Trade only supplied—we do not sell to Colleges, Convents,  
or Teachers. Send for Trade Price Lists and Catalogues.

### NEW CANADIAN COPYRIGHTS

Registered at Ottawa during the month of  
August, 1901

\*\*\* This list is compiled monthly for THE BOOKSELLER AND STATIONER, and, under the new Copyright Act, it is an imperative necessity for the dealer in books to keep it on file.

- 12338 Cash Receipts Issued by The Dime Savings Company, Langley and Co. F. B. Hubbell, Toronto.
- 12339 A Manual of the Constitutional History of Canada from the Earliest Period to 1901. By Sir J. G. Bourinot Ottawa.
- 12340 Rodney and Frances. A Tale of Divine and Human Love. By Oliver Mowat Eaton, Athens, Ont.
- 12344 McAlpine's Halifax City Directory for 1901-1902. McAlpine Publishing Co., Limited, Halifax.
- 12345 Travaux Manuels: Methode de Coupe. Premiere Partie, Livre. Sœurs de la Congregation de Notre Dame de Montreal, Montreal.
- 12346 Poems of a Great Range. Charles Harris Stickle, Toronto.
- 12347 Ethier's Great Non Such Self-Instructor in the Art of Accompanying by Ear. Written with and without Music Annotation. By Joseph Alexandre Ethier, Montreal.
- 12348 Ethier's Illustrated Chart on Successive Keys. Joseph Alexandre Ethier, Montreal.
- 12349 Not Guilty Painting. By Stuart Taggart, Ottawa.
- 12350 Paix du Soir. Peace of Night. Words by Georges Bouteilleau. Music by Liza Lehmann. English words by Jacques Ahrem. Church Co., Cincinnati.
- 12351 La Rose. The Rose. Words by Georges Bouteilleau. Music by Liza Lehmann. English words by Jacques Ahrem. Church Co., Cincinnati.
- 12352 Le Colibri. The Humming Bird. Words by Georges Bouteilleau. Music by Liza Lehmann. English words by Jacques Ahrem. Church Co., Cincinnati.
- 12353 La Race. A Child of Brittany, an I. Words by Frederick Plessis. Music by Liza Lehmann. English words by Jacques Ahrem. Church Co., Cincinnati.
- 12354 Directions for Preserving Fruit, Vegetables and Jams with Canadian Fruit Preserver. W. J. Hamilton, Glen Stewart, Ont.
- 12355 New National Anthem. For the British Empire. Composed by Andrew H. Crozier, Meadowdale, Ont.
- 12356 Chart of the Metric System. Jeffrey H. Burland, Montreal.
- 12357 For You. Kerr and Webster's Companion to After All. Words by G. H. Kerr. Music by Howard Webster. Whaley, Royce & Co., Toronto.
- 12358 Vest Pocket Atlas of Canada, North America and British Isles. London Printing and Lithography Co., Limited, London, Ont.
- 12359 McAlpine's St. John City Directory for 1901-1902. McAlpine Publishing Co., Limited, Halifax.
- 12361 The Canadian Newspaper Directory. Third Edition, 1901. A. McKim & Co., Montreal.
- 12363 Teachers' Kindergarten Music Manual. Arranged and taught by Dr. Fottat. James Edward Fottat, Toronto.
- 12364 Canada's Welcome to the Duke and Duchess of Cornwall and York. Words and Music by Rev. John McLaren. Arranged by H. Collier Grounds. Rev. John McLaren, Ottawa.
- 12365 Instants of Bliss. An Episode in the Story of an Ancient House. By Anthony Hope Morang & Co., Toronto.
- 12367 Canadian Company Law. A Treatise on the Law of Joint Stock Companies in Canada. By C. A. Masten, B.A., Assisted by W. R. P. Parker, B.A., L.L.B. Cornelius Arthur Masten, Toronto.
- 12368 Classics for Canadian Children. Stories from English History. No. 2. A. & W. MacKinlay, Halifax.
- 12369 The Soldier's Prayer Book. Wm. Havercroft, Hamilton.
- 12370 Henry Drummond. A Biographical Sketch, with Bibliography. By Cuthbert Lennox. William Briggs, Toronto.
- 12371 Canadian Musical Bureau for the Supply of Vocalists, Elocutionists, Lecturers, Pianists, Violinists, Dancers, Pipers and Concert Talent generally. Book. William Campbell, Toronto.
- 12372 The Canada Atlantic Express. Photo. W. J. Topley, Ottawa.
- 12373 Map of Halifax City. McAlpine Publishing Co., Halifax.
- 12374 The Man Behind the Gun. Poster. A. Burdett Lee, Toronto.
- 12376 Fifty Glimpses of Toronto. Book. McLeod & Simpson, Toronto.
- 12377 Motif—de Decoration en ronde-bosse a l'Effigie du Duc d'York. Modelage. Pierre Beullac, Montreal.
- 12378 Canada's Memoriam March. By March Jones, Watford, Ont.
- 12379 Selections in Poetical and Prose Literature, for Third-Class Teachers' Examination, 1902. By John C. Saul, M.A., and W. A. McIntyre, B.A. Copp, Clark Co., Toronto.
- 12380 to 12389 inclusive. Ten pieces of music registered by the John Church Co., Cincinnati, as follows: 1. Not by the Sun Will I Vow My Love; 2. Cupid's Kiss; 3. Rosalie; 4. Dainty Dorothea; 5. A Fairy Dance; 6. The Sandman's Song; 7. Listen to the Wondrous Story; 8. Long Ago; 9. In the Beginning was the Word; 10. While Shepherds Watched Their Flocks by Night.
- 12390 Our Coats of Arms and Their Meanings. Folder. Richard Hemsley, Montreal.
- 12391 Tables showing the Value of Instalment Bonds paying Interest annually at the rates per annum of 2½ per cent., 3 per cent., 3½ per cent., 4 per cent., 4½ per cent. and 5 per cent., and maturing in periods from one to thirty years. Central Canada Loan and Savings Co., Toronto.
- 12392 W. J. Gage & Co.'s Educational Series: The Lay of the Last Minstrel, edited by A. H. Reyner, M.A., L.L.D., and C. Clarkson, B.A. W. J. Gage & Co., Toronto.
- 12393 W. J. Gage & Co.'s Educational Series: La Joie Fait Peur, par Madame Emile de Girardin. Edited by John Squair, B.A. W. J. Gage & Co., Toronto.
- 12394 Souvenir of Their Royal Highnesses the Duke and Duchess of Cornwall and York's visit to Canada, September, 1901. Folder. Benalack Lithographing and Printing Co., Montreal.
- 12395 Registre et Journal d'Appel, Nouvelle edition. Joseph Edouard Mercier, Levis, Que.
- 12396 A School Anthology of English Poetry. With an Introduction and Notes by W. J. Alexander, Ph.D. Copp, Clark Co., Toronto.
- 12397 Companion to the Public School Arithmetic. By Wm. Scott, B.A., and Charles A. Barnes, M.A. Canada Publishing Co., Toronto.
- 12398 The Ramblin' Irishman. Song. Words by E. M. Wheeler. Arranged by C. Milligan Fox, Church Co., Cincinnati.
- 12399 Kelly's Cat. Song. Words revised by A. S. Graves. Arranged by C. Milligan Fox, Church Co., Cincinnati.
- 12400 Denny's Daughter. Song. Words by M. O'Neill. Music by Charles Willeby, Church Co., Cincinnati.
- 12401 Mrs. Campbell and Her Friend at the Fair. R. A. Lister & Co., Montreal.
- 12402 Motif de Decoration. Armes Royales d'Angleterre. Modelage. Marcel Beullac, Montreal.
- 12403 Motif de Decoration. Lion Heraldique portant Ecusson. Modelage. Marcel Beullac, Montreal.
- 12404 The Nineteenth Century Series. Medicine, Surgery and Hygiene in the Century. By Erna Hurlburt Stafford, M.B. Volume III. Bradley-Garretson Co., Toronto.
- 12405 The Nineteenth Century Series: Progress of the United States of America in the Century. By William P. Trent, M.A., L.L.D. Volume V. Bradley-Garretson Co., Toronto.
- 12406 Renouf's Easy Exercises in English and Grammar. Edward M. Renouf, Montreal.
- 12407 All Thy Works Praise Thee, O Lord, No. 2130. Music by C. B. Hawley. Church Co., Cincinnati.
- 12409 Monuments du Mont-Royal. Livre. Joseph Brun t, Montreal.
- 12411 Nouvel Hymne Canadien, Francais. Nous Sommes Enfants de la France. Paroles de Louis Frechette. Musique Drolet-Contant. A. R. Archambault, Montreal.
- 12413 Group of Oxford and Cambridge Athletic Team in ordinary dress. Photo. Wm. Notman & Son, Montreal.
- 12414 Group of Oxford and Cambridge Athletic Team in running costume. Photo. Wm. Notman & Son, Montreal.
- 12415 The Great White Throne. Song. Words by G. H. Kerr. Music by Will M. S. Brown. Whaley, Royce & Co., Toronto.
- 12416 Perth-On-The-Tay. A Tale of The Transplanted Highlanders. By Josephine Smith, Ottawa.
- 12417 The Court Jester. March and Two Step. By Lee Oream Smith Whaley, Royce & Co., Toronto.
- 12418 There's a Charm About the Old Love Still. Song. Words by F. W. Vandersloot. Music by A. L. Fischer. Whaley, Royce & Co., Toronto.
- 12419 Questions et Reponses sur les Notions Elementaires du Plain-Chant. Par Francois George Crepeau, notaire, Montreal.

#### INTERIM COPYRIGHTS.

- 705 Nouveau Cours d'Hypnotisme. Louis Fortner, Montreal.
- 706 The Eternal City. By Hall Caine. Hall Caine, Isle of Man, England.
- 707 Likeness of the Duke and Duchess of Cornwall and York on Maple Leaf. Photo. Joseph C. Clarke, Toronto.
- 708 Captain Ravenshaw; or The Maid of Cheapside. A Romance of Elizabethan London. By Robert Neilson Stephens. Copp, Clark Co., Toronto.
- 709 Dri and I. By Irving Bachelier. Grant Richards, London, Eng.

#### BEST SELLING MUSIC.

The Anglo-Canadian Music Publishers' Association, Limited, are having their best sales on the following pieces of music:

1. "Greeting"; song, by Gressler.
2. "The Shade of the Palms", song from "Florodora," by Stuart.
3. "Tell Me, Pretty Maiden"; song from "Florodora," by Stuart.
4. "Marche Electrique," piano, by Berger.
5. "A Frangosa", march, by Costa.
6. "Queen's Defenders"; march and two-step, by Musgrove.

Whaley, Royce & Co., Limited, report their greatest demand to be on these:

1. "For You"; song, by Webster.
2. "Day by Day", song, by Stanford.
3. "Creole Belles"; two-step, by Lampe.
4. "Soldiers of Fortune"; two-step, by Gastin.
5. "Flumpy Flop"; cake walk, by Dougherty.
6. "Calanthe"; Waltz, by Holzman.

# IMPORTANT NEW BOOKS.

## FLEMING H. REVELL COMPANY

25-27 RICHMOND STREET WEST, TORONTO.

(BOOKSELLERS' ROW)

### David, the Poet and King.

By **NEWELL DWIGHT HILLIS.**

The romance and tragedy of his career and fall, and the glory of his recovery also. Illustrated by Louis Rhead. 8vo, two colors, antique paper, deckle edges. . . . .net, 75c.

"Dr. Hillis has presented something more than a mere sketch. It is an essay giving the result of careful and intelligent study of the career of David, who in our day would be called 'a man of many parts.'"—New York Times.

### Winsome Womanhood.

By **MARGARET SANGSTER.**

Large paper Edition de Luxe. Illuminated pages and many extra illustrations in Sepia by W. B. Dyer. 8vo, cloth, boxed. . . . .net, \$3.50.

"An exquisite book, written in the sweetest spirit, out of the ripest wisdom and the tenderest love. It ought to stand at the very head of all Mrs. Sangster's publications in popularity."—The Interior.

### The Old Evangel and the New Evangelism.

12mo, Cloth, Gilt Top; Net, \$1.00.

By **CHARLES AUBREY EATON.**

Dr. Eaton, recently called to one of the most important pulpits of Cleveland, Ohio, is a man of force—a force consecrated to the accomplishment of great good. He treats of the Divine Message of redemption from the view-point of to-day, emphasizing rather than minimizing the necessity for a close adherence to the Apostolic principles.

### Constantinople and its Problems.

Fully Illustrated. 12mo, Cloth; Net, \$1.25.

By **HENRY OTIS DWIGHT, LL.D.**

CONTENTS: Introduction. Chap. I. The City as a Centre of a World. Chap. II. The Mohammedan Question. Chap. III. The Woman Question. Chap. IV. The Oriental Church. Chap. V. Outside Influences at Constantinople. Chap. VI. A Half Utilized Agency.

"Dr. Dwight has had continuous and exceptional opportunity to become acquainted with life in Constantinople, both in its higher and more commonplace aspects. What he has to say in his forthcoming volume will be authoritative—free from amateur sentimentalism, sane, straightforward, and up-to-date. He has lived there in peace and war, as a keen observer of the intricacies of its political and social life, and an active worker for the promotion of its higher interests."—James S. Dennis.

### "Cherry," or the "Cumberer" that did bear fruit.

By **AMY Le FEUVRE.**

Every story from this remarkable pen seems to be a still greater improvement over its predecessor, and this is certainly the very ideal of a child's story. The realism of it, too, makes it more than interesting to older folks as well.

12mo, cloth. . . . .net, \$1.00

### Select Missionary Readings for Missionary Programs.

By **BELLE M. BRAIN.**

Compiled and arranged by Belle M. Brain, author of "Fuel for Missionary Fires," "Transformation of Hawaii," etc. 16mo, cloth. . . . .net, 60c.

Among the books from which selections have been made are Eaton's Autobiography, Pearson's "New Acts of the Apostles," Mackay's "Furnace," Chamberlain's "Tiger Jungle" and "Cuba's Den," Perry's "Crisis of Japan," Brain's "Hawaii," Hamilton's "Life and Times," Gale's "Korean Sketches," Young's "Indian Trail" and "James Knaut."

### Culture and Restraint.

12mo, about 350 pages. Uniform with "Friendship," by the same author. Net, \$1.50.

By **HUGH BLACK, M.A.**

Part I.—Culture and Restraint—the Problem Stated. 2. The Aesthetic Ideal—Culture. 3. The Defects of the Aesthetic Ideal. 4. Culture as Religion. 5. The Ascetic Ideal—Restraint. 6. Origin and Growth of the Ascetic Ideal. 7. The Failure of the Ascetic Ideal. 8. The Teaching of Jesus on Asceticism. 9. The Christian Solution.

Part II.—1. The Culture and Restraint of the Body. 2. The Culture and Restraint of the Mind. 3. Books as an Instrument of Mental Culture. 4. Culture versus Specialism. 5. Culture and Restraint of the Imagination. 6. Culture and Restraint of the Heart. 7. Culture and Restraint of the Spirit. 8. The Perfect Man.

### Bible Stories for the Young;

or, The Scriptures Simplified for Little Folks, with lessons drawn from actual sayings of children. 8vo, cloth, fully illustrated. . . . . \$1.50

The same book may also be had in Swedish in the same style and at the same price.

### Probable Sons.

A new edition of this beautiful tale, fully illustrated by W. J. Enright, 12mo, decorated boards. . . . . 50c.

### The High-Caste Hindu Woman.

By **PANDITA RAMABAI.**

A Powerful Presentation of the Infelicities of Child Marriages and Enforced Widowhood. New edition, revised. 12mo, cloth. . . . .net, 75c.

"A heart-break and a joy."—Frances E. Willard.

"This book is very interesting, especially to philanthropists and to students of religious and social phenomena. Few people in this country have any accurate knowledge of the life of Hindu women, or of the iron chains of religion and custom that keep them in mental and moral slavery; and this volume, written by one of their own number, will be to Americans a revelation."—Critic.

## FLEMING H. REVELL COMPANY

25-27 RICHMOND STREET WEST, TORONTO.

Also at Chicago and New York.

(BOOKSELLERS' ROW)



## How to Sell Magazines.

What Live Dealers Do to Win Trade.

**A** PART from the direct profit to be derived from the handling of magazines, it will be admitted that no line in the bookseller's business is quite as useful in making the public acquainted with the store, and perhaps converting them into regular customers. They come in every month or week, as the magazines are published, and the stationer, or his clerks, has the opportunity of becoming acquainted with the customer's likes and dislikes, and of making a friend who is almost certain to soon extend his custom to other lines.

Besides, magazines are an interesting class of goods to handle; there is little trouble about them; they draw a good class of trade; they can often be used to fill in a window display where nothing else would do; being renewed every week or month, they give a fresh and up-to-date appearance to the store, and most of them have that claim to consideration that few other lines possess—they may be returned if not sold.

Some dealers do an immense trade in magazines, so large, indeed, that they have become the chief feature of the business, while other dealers have not managed to do much more than enough to give them more work. Success in this line has come to the few dealers not by mere chance, but as the result of a careful study of the trade and a wide-awake, businesslike method of choosing, displaying and selling the goods.

I was talking on this subject to one of the largest city dealers, who has worked up the trade from the beginning, and with not as good opportunities as others in localities where there is more passing trade, and perhaps some of the ideas he gave expression to will be of use to others.

The front of his store is almost covered with large colored pictures, the supplements of magazines, or lithographs of prominent persons. On either side of his door stands a rack containing all the different magazines, a method of showing them that can hardly be excelled. A bulletin outside the door contains in large, black, hand painted letters a list of the current magazines that are already out.

The large illustrated weeklies are always shown opened at some picture of especial interest, and smaller ones, mostly monthlies, if they have handsome covers that are changed every month, are shown so as to make them add as much to the appearance of the store as possible.

"The whole secret in working up a magazine trade," he said to me, "is in getting to know your customers' likes and dislikes. Some will want a 50-cent magazine that

others wouldn't look at. You have to make a study of them, and if you haven't a particular magazine on hand that a customer wants, never fail to impress on him that you can quickly obtain it if he wishes and will have it afterwards.

"The magazine trade is one that has to be worked up gradually and slowly. You get your customers one by one, but please them at first, and they're pretty sure to stay with you.

"There is a great deal in showing magazines. You can make an excellent window display with them and their supplements" (which is proved by his own windows), "and yet it is very seldom that you see such a display. Other goods are always given the chief place, and magazines are used to fill up. You see the way I show my goods. They are placed in the window, beside the door and everywhere else that gives them a chance of being seen, and it makes a big difference in sales. The posters that many of the magazines send out every month make good advertising. They are best shown outside the door."

Another city dealer has a plan that he thinks is a good one. He goes through each magazine as it comes in, and if there is an article or some illustrations of particular interest to the people of his place, or anything that would likely take well with the passing public, he prints the title of the article, or tells about the pictures, on a card, which he inserts in the magazine, and places it in the most conspicuous place. This plan has always resulted in a large sale for the magazine.

"But it won't do to work it too often," he says, "only when there is something really special and worth giving particular prominence. Otherwise it will get to be an old story and little attention will be given to it."

### S. W. PARTRIDGE & CO.

**M**ESSRS. S. W. PARTRIDGE & CO., 8 and 9 Paternoster Row, London, announce that they will publish the following books during the Autumn season:

"A Lion of Wessex;" or, How Saxon Fought Dane, by Tom Bevan; "The Awakening of Helena Thorpe," by E. Rentoul Esler; "Ice-bound;" or, The Anticosti Crusoes, by Edward Roper, F.R.G.S.; "On Winding Waters": A Tale of Adventure and Peril, by M. W. Graydon; "Under the Sirdar's Flag," by William Johnston; "Castleton's Prep," by Charlotte Murray; "Our Rulers": From William the Conqueror to Edward VII., by J. Alexander; "Aveline's Inheritance," by Jennie Chappell; "Norman's Nuggett," by J. Macdonald Oxley, B.A.; "The

Wonder Seekers," by Henry J. Barker, M.A.; "A Late Repentance," by Hannah B. Mackenzie; "Little Soldiers," by Kate L. Mackley; "Will, or That Boy from the Union," by L. Phillips; "A Red Brick Cottage," by Lady Hope; "A Noble Champion," by David Hobbs; "The Golden Doors," by M. S. Haycraft; "Heroes All": A Book of Brave Deeds for British Boys, edited by C. D. Michael; "Surgeons and Their Wonderful Discoveries," by F. M. Holmes; "The Five Books of Moses," being Vol. 1. of the Bible in Modern English, translated by Ferrar Fenton; "Shepherds and Sheep," by E. Stuart-Langford; "Our Phyllis," by M. S. Haycraft; "Studies of the Man Paul," by Robert E. Speer; "All Play and No Work," by Harold Avery; "Bernard or Ben?" By Jennie Chappell; "Paul the Courageous," by Mabel Quiller-Couch; "Uncle Zeph and His Yarns," by William J. Forster; "Key Notes to the Happy Life," by Mrs. Charlotte Skinner; "Won From the Sea," by E. C. Phillips; "Aunt Armstrong's Money," by Jennie Chappell; "John Blessington's Enemy": A Story of Life in South Africa, by E. Harcourt Burrage; "What is Christian Science?" By P. C. Wolcott, B.D.; "Our Pet's Picture Book," by D. J. D.; "Happy Playmates": Pictures and Stories for Young Folks, by J. D.; "Bible Pictures and Stories": Old Testament, by D. J. D.; "Bible Pictures and Stories": New Testament, by James Weston and D. J. D.; "Pussies and Puppies," by Louis Wane; "Sweet Stories Retold": A Bible Picture Book for Young Folks; "Sweet Blossom": A Picture Story Book for Little Ones; "Benjamin's New Boy," by Jesse Page; "Enemies": A Tale for Little Lads and Lassies, by Marion Isabel Hurrell; "Cherry Tree Place," by Lizzie A. Hooper; "For Eyes That Weep"; "Come Unto Him"; "A Frank Talk About Betting"; "The Smoking Craze," by Rev. Frank Ballard, M.A., B.Sc.

Additions to "The New Century Leaders" series: "Lord Milner," by W. B. Luke; "The Marquess of Salisbury," by Francis Aitken; "Alexander Maclaren, D.D.," by John S. Carlile.

Lieut.-Col. J. R. Wilkinson, of Leamington, is having a second edition of his book, "Canadian Battlefields and Other Poems," published, with considerable new matter added to that of the first. The disposal of a thousand volumes of a book of poems, some four hundred of these in half-leather binding at \$1.50, within two years, is not bad book-selling. The Colonel is to be congratulated. William Briggs is the publisher.

**Notes of Western Trade.**

From Our Own Correspondent

WINNIPEG, September 9, 1901.

IN looking over the trade here, with a view to notes for the special number of **THE BOOKSELLER**, it is surprising how very little change has really taken place.

The Winnipeg Stationery Co. has gone out of business, after a somewhat checkered career of four years. The Ford Stationery Co. has changed hands, but is still doing business under the old name and at the old stand.

R. D. Richardson & Co. are now Richardson & Bishop, and have moved into new and very handsome quarters in "Newspaper Row" McDermott avenue. These constitute the entire changes for a year.

Asked as to the nature of business the reply is: A growing demand for good stationery, particularly for offices. Large houses are buying in greater quantities and a correspondingly better class of goods.

Considering the crop failure of last year, business has been uniformly good throughout the season, and at the present time is active and the outlook for Fall and Christmas trade extremely good.

Just at the present time all houses are actively engaged in the sale of school books and school supplies, the trade for the first two weeks of September being enor-

mous, but, alas, not correspondingly profitable.

**TOURIST BOOK TRADE.**

Winnipeg has a growing trade with Summer tourists, and this would be capable of further development if there was only improved hotel accommodation. During the past summer there has been a good demand for souvenir books and also for Ralph Connor's books, "Black Rock" and "Sky Pilot." A pleasing incident in connection with the latter might be noted. Two ladies from Boston, on their way from San Francisco, were delayed in Winnipeg 36 hours, owing to the C.P.R. strike, and a bad wreck. They wandered into a bookstore and asked for something of local interest. The bookseller, among other things, showed these two books and mentioned the fact that Ralph Connor (Rev. C. W. Gordon) resided here. "What," they cried, "is Ralph Connor here? We have read his books and so long to see the author and shake hands with him." A telephone message granted the privilege of an interview and they went off to the cosy manse on Broadway, more than reconciled to the 36 hours' delay.

Speaking of Ralph Connor's books, the houses here already have a very large number of orders for his new book placed ahead of publication.

The recent visit of the Canadian Medical Association increased the call for books of

local interest, while the presence in the city of Dr. W. H. Drummond, of Montreal, and the announcement that he will give readings from his poems on his return from the Coast has created a very active demand for "The Habitant."

The demand for Sanford Evans' "Canadian Contingents" must be very gratifying to the author, who is such a recent addition to the ranks of Western newspapermen. The paper edition of "Elizabeth and her German Garden" has had a very large sale, as has also the "Cruise of The Cachalot," by Bullen. "Ways of Wood Folk" (Long) and Bird Books (Olive Thorne Miller) are good sellers.

In fiction, there is no doubt that "The Crisis" leads the van, while "Granstark," "Eben Holden," "Ralph Marlowe," "Tarry, Thou," "The Octopus," "Cinderella," "In the Palace of the King," and the "Visits of Elizabeth," have all been regularly called for and are still selling freely.

Representatives of the Appleton Company have been in Winnipeg for some time pushing the sale of the "Universal Encyclopedia" with considerable success. It has been decided to make Winnipeg the distributing centre for the whole of Canada. Educationalists here seem to think highly of the work as meeting acceptably a felt want at a reasonable figure. E. C. H.

**Writing Tablets**

*Low J. Gage Pub Co  
30-9-01 see  
vol 3 page 27*

Our factory is the largest in the Dominion. We make the greatest variety and give the best values.

**W. J. GAGE & CO.,**

LIMITED

54, 56, 58 Front Street West,  
1, 3, 5 Piper Street,

**TORONTO**

## Topics for the Stationer.

### HEARD IN TRADE CIRCLES.

THE old, highly-colored Christmas cards have disappeared to a great extent, and the present card is a much more artistic production and of a higher class of workmanship. Fancy calendars and works of art are taking the place of Christmas cards, though some jobbers have had greater success on lines of imported cards than ever before. But they are all totally different from the old-fashioned goods, and are works of art in themselves, many being suitable not only for the Christmas season, but for almost any occasion.

\*.\*

A city stationer did a large business last season in photos of local scenes, artistically mounted and finished, with a small calendar in one corner. These were taken rapidly, while few ordinary cards were asked for.

\*.\*

Christmas cards themselves have no doubt dropped away a good deal, but the novelties or very high-class ones sell well, and the number of works of art, calendars, etc., that are made to do duty as Christmas cards is very large, and is expected to be larger than ever during the coming season.

\*.\*

Mexican hand carved goods are not new, but, in Canada and the United States, as well as Old World countries, there has been, during the past year, a revival in them, and the trade has reached immense proportions. A few firms in the United States have had great success with this leather, and the demand grows continually. They have now been brought to Canada, and I am glad to hear that the Canadian manufacturers are being rewarded for their enterprise by a great many orders from all over the country.

The leather is brought here already carved, and is made up into card cases, purses, chatelaine bags and various other articles. For the holiday trade, I have seen nothing that is likely to take better. The designs on the leather are very elaborate, and I believe the makers guarantee the

goods to be the real hand carved thing. Samples of these goods will doubtless be sent on application. A glance at the samples will make one a purchaser.

\*.\*

The newest leathers are real Russian seal, real walrus, hippopotamus, buffalo, and sea lion. These are going well made up into almost all leather articles. There is no particular color in leather goods that is having a greater run than others. Of the staple leathers, the favorites are real seal-skin, real alligator, real Russia and real Morocco.

\*.\*

There seems to be no limit to the uses to which crepe tissue paper may be put. It was used quite a lot during the past Summer season at Summer resorts to make up into fancy hats. Many stationers are now selling black crepe paper as a trimming for ordinary hats. It looks well, and has the advantage over all other trimmings that it is cheaper by a good deal. Stationers should look out for trade in this line.

\*.\*

Photo albums for mounting amateur work are moving out well. The Summer holidays being over, people want something like this to preserve the photographs they have taken, and a continued heavy demand is likely to be felt for some time yet. They are made in oblong and open-side styles in sizes  $6\frac{1}{2} \times 10$ ,  $13\frac{1}{2} \times 10$  and  $10\frac{1}{2} \times 8$ . By the way, pocket diaries for 1902 will be out about November 1. The edition of the daily journals for 1902 is being sold very rapidly.

\*.\*

### CRUDE RUBBER ADVANCING

During the month of August all grades of crude rubber advanced steadily in cost. This is of particular interest to users of and dealers in rubber bands, because these goods, if properly made, are composed exclusively of the best and most expensive kind of rubber (known as fine Para) which has been affected by the general advance in a degree relative to its proportionate

value. One of the most phenomenal changes ever recorded in the rubber market took place when fine Para went up at the rate of 1c. per lb. per day for 16 days, at the end of which it made a jump of 2c. per lb. and recorded a net increase of 12c. per lb. This condition is partly the result of heavy buying by shoe and tire manufacturers, who are anticipating their season, and partly (it is suspected), of the concerted action of rubber brokers, many of whom have oversold the quantity of "crude" actually at their command. It is hoped that this flurry may be followed by a period of stationary quotations or even a slight decline, but the general opinion seems to be that prices will go higher and continue rising at least after the new crop comes in. This begins to arrive from South America about the first of the year, but, as a rule, does not have any appreciable effect on the market before the last of the Winter. Prophets aver that even this cannot mean much this year, because the increased demand is so enormously in excess of the increase in production. They seem to think that past experiences of high markets will appear *infantile compared with what is likely for the future*. It is to be hoped that manufacturers of rubber goods, and particularly of rubber bands, will keep pace with events, because the disastrous policy of meeting such conditions by adulteration of products has been widely demonstrated during the past five years. At times the market has been glutted with cheap goods, and the dealers who have escaped loss of prestige and money by listening to the arguments of their manufacturers are indeed few. The old saying that "The best is none too good" is peculiarly applicable to rubber bands, and wise dealers will make no mistake in remembering this before stocking heavily at prices too dangerously low to admit of the production of reliable goods at a profit. Experience teaches her lessons well, but they are frequently costly. Higher prices of manufactured rubber goods will be inevitable if their quality is to be main-

**RUBBER STAMPS**

Liberal trade discount—Correspondence Solicited.  
 GEORGE CURRY, 66 Church St.,  
 TORONTO

**TURKISH STEEL PEN CO.,**



DAMASCUS,  
 SYRIA  
 IN SIX NUMBERS.  
 Graded for all kinds of Writing.  
 Sole Agents: Warwick Bros. & Rutter  
 TORONTO

**Standard Commercial Works.**

**Matte's Interest Tables,**  
 At 1, 5, 6, 7, 8, 9 and 10 per cent. per annum, by  
 NAPOLEON MATTE. 5th Edition. Price, \$3.00.

**Matte's Three Per Cent. Interest Tables,**  
 By the same author. On fine toned paper and  
 strongly bound. Price, \$3.00.

**Hughes' Interest Tables and Book of Days  
 combined.**  
 At 3, 3½, 4, 5, 5½, 6, 7 and 8 per cent. per annum.  
 By CHARLES M. C. HUGHES. Price, \$5.00.

**Hughes' Supplementary Interest Tables,**  
 Comprising a Special Interest Table for daily bal-  
 ances, showing interest for one thousand days on  
 any amount, rates from ½ per cent. to 3½ per  
 cent., inclusive. Also a table showing interest for  
 one thousand days at 5 per cent., by means of  
 which (in connection with Comparative Tables),  
 interest for one thousand days can be obtained at  
 any rate from ½ per cent. to 10 per cent., inclusive,  
 and COMPARATIVE INTEREST TABLES for ob-  
 taining interest on any rate from ½ per cent.  
 to 10 per cent., inclusive, on the basis of 365 days  
 to the year in ½ per cent. rates. By CHARLES  
 M. C. HUGHES. Price, \$2.00 net.

**Hughes' Interest Tables,**  
 At 6 and 7 per cent. per annum (on the basis of  
 365 days to the year), for one, two, three and  
 four months and days of grace; for use in Dis-  
 counting and Renewing Promissory Notes. By  
 CHARLES M. C. HUGHES (on folded card, 11" x 9")  
 strongly bound. Price, \$1.00.

**Hughes' Savings Bank Interest Tables,**  
 At 2½, 3 or 3½ per cent. (each on separate card),  
 on the basis of one month being 1/12 part of a  
 year, by CHARLES M. C. HUGHES. Price, \$1.00.

**Buchan's Sterling Exchange Tables,**  
 Converting sterling into Canadian currency, and  
 vice versa, advancing by sds and 10ths, with other  
 useful tables, by EWING BUCHAN. Second edition.  
 Price, \$1.00.

**Buchan's Sterling Equivalents and Exchange  
 Tables,**  
 Showing the relative value, according to the rate  
 of discount in London, in Canadian and New  
 York systems of quotations, of bills of exchange  
 drawn at any rate, or having any number of days  
 to run, etc., etc.; by EWING BUCHAN. Price, \$1.00.

**Buchan's Par of Exchange, Canadian**  
 Giving sterling into dollars and cents and vice  
 versa from 11 upwards, also sterling equivalents  
 Canada into New York and vice versa; by EWING  
 BUCHAN. Price (in sheets), each, 20¢ mounted  
 (on boards), each, 35¢.

**The Importers' Guide.**  
 A hand-book of advances of sterling costs in local  
 currency from one penny to 100 pounds,  
 with a FLANNEL TABLE from 20 to 100 shillings  
 per piece of 6 yards, by R. CAMPBELL and J. W.  
 LITTLE. Cloth, 75¢; 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, Ster-  
 ling Exchange, France, German Lixivark, at  
 Canadian Customs values, also a table of the  
 value of francs in English money Harbor dues,  
 etc., etc. Cap 8 to cloth. Price, 50¢.

**MORTON, PHILLIPS & CO.,**  
 PUBLISHERS,  
 1755 and 1757 Notre Dame St., MONTREAL.

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

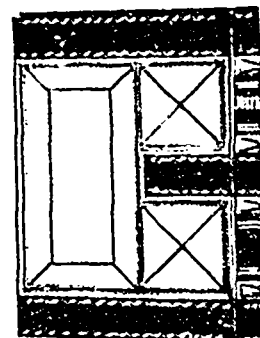
THE **BROWN BROS.**

Limited

Call attention to the following Specialties  
 and Departments of which they are head-  
 quarters for the **STATIONERY TRADE.**

**Account Books**

We manufacture and keep in stock  
 every description, all sizes and styles.  
 Special patterns made to order.



**Leather Goods**

We make the finest that can be.  
**Purses, Card and Photo Cases,**  
**Portfolios, Wallets, etc.**

**Paper, Stationery  
 Office Supplies**

Complete stock. Everything in the  
 line. Something special in  
**Envelopes, Note  
 Paper, Papeteries, Pencils and  
 Stationery Novelties.**

**Crepe and Decorative  
 Tissue**

"Dancing Girl" Brand, "Imperial,"  
 etc. All shades.



*all re-issued  
 by Mr. Nichols  
 Apr 18-07*

**Arnold's and David's  
 Inks—Special Agency.**

**Fountain Pens**

Wirt's, A. A. Waterman,  
 "New Century," etc.

**Printers' and Binders'  
 Supplies.**

Complete Paper and Stationery  
 Warehouse New goods con-  
 stantly to hand.

Maple Leaf  
**Coin Purse**

Price Cents.

**The BROWN BROS., Limited**

51 53 Wellington Street West,

TORONTO.

tained, although some manufacturers may be partially protected by heavy purchases made when prices were low. Those who have steadily refused to meet the ruinous figures quoted for rubber bands during the past six months, preferring to maintain the reputation of their products, will also suffer less than their shorter-sighted brothers.

Later reports just in indicate a slump in crude rubber, and fine Para is said to have declined 6c. per lb. Good authority declares this to be only temporary relief, but it is none the less welcome and will be widely taken advantage of.

\* \*

## IMPORTS OF STATIONERY.

The year 1900 was an especially heavy year in imports of stationery into Canada. Yet 1901 appears to have gone it one better. The official year closed July 1st and we have made up a table of the principal lines with the following result :

## IMPORTS OF BOOKS, STATIONERY, ETC.

| Articles                                 | Year ending June, 1901 | Year ending June, 1900 | Tariff rate. |
|--|------------------------|------------------------|--------------|
| Books, printed periodicals and pamphlets | 722,311                | \$ 64,621              | 10 p.c.      |
| Novels, paper bound, or in sheets        | 89,692                 | 86,315                 | 20 "         |
| Maps and charts                          | 16,082                 | 20,107                 | 20 "         |
| School slates                            | 17,548                 | 1,029                  | 25 "         |
| Slate pencils                            | 4,381                  | 3,728                  | 25 "         |
| Toys and dolls                           | 24,110                 | 199,305                | 35 "         |
| Writing ink                              | 44,350                 | 35,116                 | 25 "         |
| Musical lanterns                         | 521                    | 7,791                  | 25 "         |
| Bronze ornaments                         | 6,829                  | 7,916                  | 35 "         |
| Playing cards                            | 11,510                 | 29,637                 | 60 per pk.   |
| Writing papers, ruled                    | 9,411                  | 11,177                 | 30 p.c.      |
| Envelopes                                | 25,548                 | 26,621                 | 35 "         |
| Wall paper                               | 110,127                | 91,272                 | 35 "         |
| Papeteries, etc.                         | 46,828                 | 428,758                | 35 "         |
| Lead pencils                             | 104,155                | 98,750                 | 35 "         |
| Pens, penholders and nibs                | 79,137                 | 71,203                 | 25 "         |
| Picture frames                           | 62,532                 | 49,252                 | 20 "         |
| Purses and pocket books                  | 91,135                 | 78,137                 | 30 "         |
| Total                                    | \$2,112,250            | \$1,918,007            |              |

In this statement the increases will be noted in papeteries, toys, slates, inks, playing cards, pencils, pens and pocket books. Canada is apparently able to absorb more than she used to, and manufacturers in Great Britain and the United States are getting their share.

\* \*

## Montreal Stationery News.

MONTREAL, Sept. 9, 1901.

**M**ACFARLANE, HODGSON & CO., of this city, have imported a huge quantity of red, white and blue crepe tissue paper for use during the Royal visit, but the demand has greatly exceeded their expectations, and they have not had enough goods to supply their customers' wants.

The Manufacturing Stationers Co., who were burned out by the disastrous fire of

February last are building a new factory on Elizabeth street, and expect to recommence operations in about a month.

Early in the Summer one of our Montreal firms imported a quantity of that new stationery, the silk fibre notepaper, and at first could not supply the demand. As soon as a second importation was made the demand seemed to fall flat. Nevertheless, several of our retailers report a good sale for it, although its value confines it to the use of the "tones."

The Rolland Paper Co. say that they are quite satisfied with the trade they have done in school copy and exercise books. Their new models and covers have been highly approved. They note with favor a decided tendency to demand a better paper in school blank books.

The Quebec Government has taken the first step towards the uniformity of school books in the Province by the issuing of two free books, to suffice as readers as well as texts on grammar and geography. They are the first and second elementary books, but are to be succeeded by more advanced works.

E. H. C.

## Office and Other Stationery.

**C**REPE tissue papers for decorative purposes are in big demand, and for the coming visit of Royalty there is nothing that seems to be more popular for trimming and decorating than these goods. Brown Bros., Limited, tell me the orders for these goods are something immense. Their carbon letter book, by the way, is also increasing in demand continually, and I don't wonder at it, for they are decidedly the best thing on the market for copying letters. Stationery for offices, banks, private homes, or anywhere else, is moving well, especially in some high-class lines, like Pirie's, Hurlburt's, Marcus Wards', etc. Those who want blank books, no matter for what purpose or business, are recognizing the value of those made here. Not only are the largest bank deposit ledgers made a specialty, but vest-pocket editions of blank books may be seen, and we doubt if any other makers in America excell the productions of this house. They have been called the finest specimens of the book-binders' art in the world.

Now is the time to order inks and mucilage before the cold weather sets in. Arnold's, Stephens', David's, Stafford's Underwood's, Antoine's, etc., are in great variety and quantity. Mention should be made, too, of Higgins' drawing inks, the most celebrated in America. In mucilages, there is the "Taurine" variety, and Le Pages' and Chase's liquid glue.

Birmingham and Sheffield have supplied such goods as inkstands, cash and deed boxes, letter and parcel scales, clips, files and paper fixtures, sponge cups, stamp dampers, etc. In pencils a full line of Hardmuth's and Johann Faber's, which need no comment. The number of office sundries is too large to be gone over separately, but one can find fancy penholders, erasers (ink and pencil), mapping pens, water wells, and whatever else can possibly be needed in any office or by any business man.

## Where Ink and Sealing Wax are Made.

**O**UR London representative recently had the pleasure of visiting the factory where the celebrated Walkden inks are manufactured.

As these inks have been selling all over the world for upwards of 160 years, it is needless to offer an introduction to the stationers of Canada, but it is of the trip through the factory and of the manufacturers, Cooper, Dennison & Walkden, Limited, we wish to say a few words.

One hundred and sixty years is certainly a long business career, and to Canadians will no doubt seem wonderful. The secret of this house's success lies in the fact that it was founded by honest Englishmen, who had a meritorious article to offer the public, and were satisfied to let their business grow gradually from year to year, with the result that to-day the present company has a tremendous business throughout the world and a factory covering an acre of land.

It occupied the best part of an hour to inspect the various departments. The one that proved the most interesting was the sealing-wax sheds; here one witnesses the mixing of resin, shellac and other ingredients, the moulding and polishing of wax sticks, which are made in a great variety of shapes, colors and sizes. Their line of perfumed wax sticks are produced in dainty sizes and pretty colors, just such as would please the eye of ladies who are fond of nice stationery.

There is little one can say respecting their ink manufacturing chamber, except to state that it was a huge room filled with large tanks and vats, and were it not for a streak here and there of red ink, presumably accidentally spilt, would indeed be a gloomy looking place.

The "Melanyl" marking ink was discovered by the firm's chemist, and has demonstrated itself to be the best on the market.

The present manager and chairman of the company, Mr. Philip Cooper, joined his father on the then firm of Cooper & Co.

---

---

This sheet is a sample of the  
stock from which we make our  
popular JAPANESE BOND  
Note Paper and Envelopes  
In white and azure tints  
and in Regent size

---

---

*Warwick Bro's & Rutter*  
Makers of High Grade Stationery  
TORONTO - CANADA

---

---





about thirty years ago, when the business only comprised Walkden's inks, quill pens and parchments. He shortly added several new departments, such as "Melanyl" marking ink and sealing wax, and became agent for Great Britain for Dennison's Manufacturing Co., Boston. Later the firm arranged for the manufacture in London of the Dennison tags, still continuing their agency for other of Dennison's goods.

They also became agents for a well-known Nuremberg manufacturer of pencils. On the expiration of the lease of the old premises in Shoe Lane they removed to their present commodious freehold works in Bermondsey, London, and the firm of Cooper & Co. became the private limited company, Cooper, Dennison & Walkden.

Among the numerous customers all over the world for the firm's productions, we were glad to find that Canadian houses occupied a prominent place. We were informed that the company have branches at Manchester, Liverpool, Glasgow, Dublin, Birmingham, and also at Bombay, with a resident representative in South Africa.

Mr. Cooper has a warm spot in his heart for Canada, and is looking forward to a visit during the months of September and October, and hopes to meet all his old friends in the stationery line.


**Dimity Stationery.**

Buntin, Gillies & Co., of Hamilton, report an unprecedented sale of the Dimity stationery, which they lately put on the market. The excellent quality of this stock, combined with the beautiful colors and unique finish, and the handsome and attractive putting up of the goods has apparently caught the public fancy; so much so that the sale has run several times higher than estimated.

Buntin, Gillies & Co. apologize for the delay in filling some orders, but have large lots coming through, and expect to be able to fill all orders promptly in the future.

**A Superior Standard of Quality.**

The Goodyear Tire and Rubber Company, Akron, O., U.S.A., are making stationers' rubber bands which are said to excel at all points any others on the market. These goods are packed in handsome green boxes upon which the trademark "Imperial" pure fine Para rubber bands and the corporate name of the makers, appear in white. Each box is accompanied by a guarantee stating that, if the goods are found to be otherwise than as represented, they will be replaced, free of charge, or the purchase money refunded. This means much to dealers who have been compelled to be wary of cheap rubber bands. So



**WEBSTER'S INTERNATIONAL DICTIONARY**

## WEBSTER'S INTERNATIONAL DICTIONARY

**NEW EDITION. 25,000** New Words, Phrases, Etc.

Prepared under the direct supervision of W. T. HARRIS, Ph.D., LL.D., United States Commissioner of Education, assisted by a large corps of competent specialists and editors.

**New Plates Throughout. Rich Bindings. 2364 Pages. 5000 Illustrations.**

*"The International was first issued in 1890, succeeding the 'Unabridged.' The New Edition of the International was issued in October, 1900. Get the latest and the best."*

Also Webster's Collegiate Dictionary with a valuable Scottish Glossary, etc.

*"First class in quality, second class in size." Nicholas Murray Butler*

*Steamer, paper, etc. for all books sent by mail.*

**G. & C. MERRIAM CO., Publishers, Springfield, Mass., U. S. A.**

**GET THE BEST**

**'GRAND PRIX,' PARIS, 1900. The highest possible Award.**

# JOSEPH GILLOTT'S

Of Highest Quality, and Having Greatest Durability are Therefore **PENS**

**CHEAPEST.**

**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.

**WESTERN** Incorporated 1851.

**ASSURANCE COMPANY**

**Fire and Marine**


|                     |                |
|---------------------|----------------|
| Capital, subscribed | \$2,000,000.00 |
| Capital - - -       | 1,000,000.00   |
| Assets, over - -    | 2,340,000.00   |
| Annual Income -     | 2,290,000.00   |

**Head Office: TORONTO, ONT.**

Hon. Geo. A. Cox, President. J. J. Kenny, Vice-President  
C. C. Foster, Secretary.

## Stafford's Writing Fluid.

*So fine handwriting - 10-01 seal case - good paper*



We have a complete stock of these matchless Inks, blue, blue black, and copying; also Stafford's Famous Office Mucilage and Photo Paste. We are selling at manufacturers' prices. Instead of ordering direct from the manufacturers, dealers should place orders with us and save themselves the bother and cash outlay of freight and duty. Price list on application.

**The Barber & Ellis Co., Limited**

Manufacturing and Wholesale Stationers, **TORONTO.**



many inferior goods have been put out than even the quality of those held in the best repute has been suspected and, of course, this is natural when so called "market quotations" are below the actual cost of production and marketing high-grade bands. The Goodyear Akron concern is in no way connected with any of the other companies doing business under similar names. In addition to the regulation standard packing, "Imperial" pure fine Para rubber bands are put up in special assortments designed to meet the requirements of different classes of buyers. Full information of this line may be obtained by addressing the makers. (See page 41.)

#### Writing Paper Manufacturers.

THE firm of Andrew Whyte & Son, Limited, Edinburgh, who are now offering their fine writing papers to the Canadian trade through the columns of this journal, have for many years occupied a place in the front rank of British stationers. It is now over three-quarters of a century since the house was established.

They occupy very extensive premises on the Eastern Road, Edinburgh, affording employment for a large number of work-people in the manufacture of account books,



The Parker Jointless Fountain Pen.



Warwick Bro's & Rutter.

papeteries, tablets, scholastic stationery, etc. The machinery is of the latest type, and the whole establishment is thoroughly up to date in every way.

Their paper department is a very important one. The vast stores kept in stock suggest to the visitor the sale of a paper mill. In high-class tub sized papers, this firm have for many years made a speciality of the well known "Annandale Polton" papers, a full range of these being stocked in writings, book papers and blanks. The names of the paper suitable for all kinds of professional, commercial and private use include "Thrush Grove," "Florentine," "Bothwell," "Cleveland," "Abbey," "Lilywhite," "Our Flag," "Our Club," "Lansdowne," "Fine Linen Wove," "Dudley," "Library" and "Sine Qua Non" blotting.

In the various working departments of this establishment labor-saving machinery of every description is to be found, and represents the brains of England, France, Germany and the United States.

The firm have branches at 34 Paternoster Row, London, and 142 West Nile Street, Glasgow.

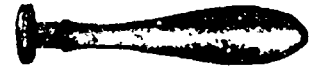
#### Fountain Pens.

THE fountain pen is to-day looked upon not as a novelty, nor as a luxury, but as an absolute necessity. Hence the sale of fountain pens has become one of the most important features in the business of the up-to-date stationer. Warwick Bro's & Rutter, in keeping abreast of the times, have given this growing trade special consideration and are now in a position to look after every requirement of the retail dealer in this line. They are the wholesale agents for the celebrated Parker Jointless pen, which is acknowledged to be the most modern and improved fountain pen on the market. It is also one of the most widely advertised pens, which is of great advantage to every dealer. These pens are made to retail from \$2 up to \$10, and are made in over 50 different styles. We might draw attention to a cut of the Jointless pen which will be seen below, showing the spring lock which has superseded the old-style screw thread nozzle. Circulars will be gladly mailed on application to the Canadian agents describing the many improvements of the pen. In lower price pens, Warwick Bro's & Rutter are showing lines to retail at \$1.50, in plain and gold mounted styles, others to retail at \$1.25 and \$1, and they have this year brought out a special line for

per box. The larger trade will welcome a choice line of better class papeteries, and they will, no doubt, meet with a ready sale.

#### Devonshire Note.

THE marked appreciation with which the efforts of Warwick Bro's & Rutter to supply the trade with a genuine high-grade series of notepaper and envelopes, at popular prices, have been rewarded, is most gratifying to this firm. They report



Ladies' Seal - Wreath Design

the sale of their "Devonshire" line of stationery as beyond even their most sanguine expectations. The leading stationers from Halifax to Vancouver are making this line their standard for regular trade, and will be glad to know that it is now made in the popular Regent size as well as the Octavo.

#### High-Grade Stationery.

THE attention of the trade is directed to the sample sheet of "Japanese Bond" paper inserted as page 27 in this issue. This paper is made for Warwick Bro's &

school and college trade, called the "University," which can be sold for 75c. with a handsome profit to the dealer. Live stationers, look carefully to their stock of fountain pens at this season of the year and see that their assortment is complete.

#### Papeteries.

The new series of fancy boxed stationery for this season, made by Warwick Bro's & Rutter, is now complete and orders already placed are being filled. The most popular numbers of the medium price lines invariably run short, notwithstanding the efforts of this firm to anticipate the requirements of the trade. Dealers who have received their shipments and find a demand for a particular line should re order at once, if they desire a further supply this season. Such boxes as the Regal, Dorothy, Violets, Tulips, etc., are appreciated wherever shown and the sale of these goods promises to eclipse that of any former season. Warwick Bro's & Rutter are also showing a number of high class boxes in fine stationery which retail from 50c. to \$1.50

Rutter in white and azure tints and is put up in Regent size note and envelopes.

"Japanese Bond" in the fashionable square size is one of the most popular lines of high-grade stationery now sold. A most charming effect is procured by embossing this paper with crests, monograms, initials, etc., and for this purpose the paper may be had in boxes holding five quires and the envelopes in boxes of 125. Warwick Bro's & Rutter make a speciality of embossing for the trade and any information or prices for special orders would be gladly furnished.



New Wreath Seal

Messrs. Wm. Scott, B.A., principal of the Toronto Normal School, and Charles A. Barnes, M.A., public school inspector, have co-operated in producing a "Companion to the Public School Arithmetic," which teachers and Normal and Model School students will find invaluable. It contains answers to all the problems in the Public School Arithmetic, solutions of the more difficult ones, suggestions to teachers, tables, etc. It is published by the Canada Publishing Company. The price is \$1.00.

# Profitable Specialty Selling With No Risk.

Few merchants or manufacturers are in business "for amusement"; it's a matter of hard cash to most, and so when we approached the stationers with the idea of putting in a specialty the profits of which, if properly handled, would more than pay the rent of the store, it is no wonder that a great many who are quite willing to make "a little more" jumped at the opportunity, for the following reasons:

**The Best Fountain Pen in the World.**—Waterman's Ideal is the acknowledged standard fountain pen of the world. And there's advantage in selling *the best*.

**Liberal Advertising.**—Waterman's advertising is in almost every important magazine and in a number of the weeklies. We tell the people, "Get Waterman's Ideal of your stationer."

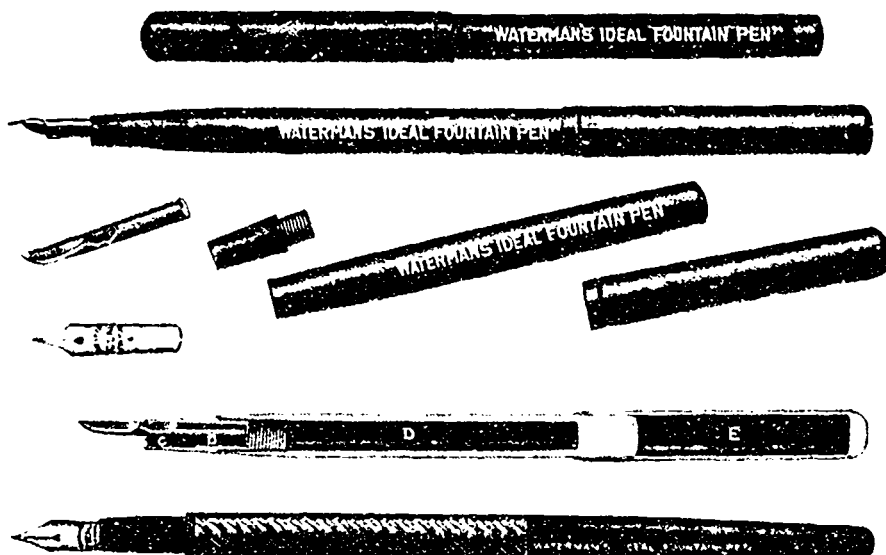
**No Price Cutting**—No one can sell our pens more cheaply than you can. No customer tells you truthfully, "I can buy that for \$1.98 at —'s."

**Free Showcases**—If you carry a sufficient stock of our goods we loan you a handsome and substantial showcase without charge.

**Easy Sales.**—Our pens are not only well and largely advertised, but are so commonly used and where used so universally liked that almost everyone has heard a good word for Waterman's Ideal Fountain Pen. The pens can be kept in stock filled with ink ready to be tried for months without drying up, and once you get a man or woman to try a pen you have an almost certain buyer.

**No Risk.**—We guarantee to buy back at any time any or all unsold stock.

**Safety and Advantage In Carrying a Large Stock.**—As there is no risk in ordering a full assortment of pens, dealers can reap the advantage of carrying an ample stock, for people are much more likely to buy when there are many pens from which to choose.



Now we have shown as well as space will allow what we offer. This Fall Waterman's Ideal Fountain Pen will be advertised with larger advertisements than ever before. People who see these advertisements will be sent to stationers for pens, and many stationers will more than pay their rent out of their sales of Waterman's Ideal Fountain Pens. Does this interest you? If so, write at once to L. E. Waterman Co., 173 Broadway, New York, for terms, etc.

## A Business Jubilee.

Warwick Bro's & Rutter complete Half-a-Century of Business Success.

THE wholesale stationery house of Warwick Bro's & Rutter celebrates its fiftieth birthday this year. Few business houses have had so long, so successful and so honorable a career. Its beginning was of the humblest, and its prosperity has been due only to the most careful management and to a constant appreciation of the necessities of the trade. The founder of the house, the late Mr. William Warwick, began his business career as a clerk in the bookstore of the late Mr. F. B. Beddome, in Woodstock, Ont., in 1849. Two years later, when but 19 years of age, he bought out his employer's interests and established in his own name the business now carried on under the firm name of Warwick Bro's & Rutter.

The little Woodstock business grew rapidly. Mr. Warwick had a natural aptitude for commercial life and was successful from the beginning. He gained the confidence of the trade and was recognized as a careful, shrewd and intelligent buyer, and a man of the highest integrity. His store soon became a local supply house for the smaller stores in the neighborhood and a considerable jobbing business in books, stationery and notions was developed. He finally determined to remove to Toronto and devote his whole attention to the wholesale business. This, however, was a venture not without serious risk. His experience and training had been chiefly in the retail line and he was practically unknown to the general trade. To abandon an established business and begin again in a new field and under new conditions seemed a hazardous undertaking. But Mr. Warwick proved himself equal to the task, for he had confidence in himself and he had the faculty of readily adapting himself to circumstances.

In 1869 the removal took place and a wholesale warehouse opened in Toronto at the north-east corner of Wellington street and Leader Lane. The bookbinding department, which had been established in a small way for the manufacture of stationery and blank books before the removal took place, was greatly enlarged for the handling of such general publications as were undertaken from time to time. The book department was also enlarged and developed until it became one of the most important in Ontario. Success followed success, and the

original premises were soon found to be inadequate for the proper accommodation of the business. The large five-storey warehouse at 8 and 10 Wellington street east was then purchased and here the business was carried on until 1888 when the fine warehouse and factory, now occupied by the firm, was erected.

Mr. Warwick died in 1880. Although the house by this time had established its place and had attained a liberal measure of success, it could ill afford to lose its chief.



Warwick Bro's & Rutter,  
Warerooms and Factory, 68 and 70 Front street west.

Competition was keener than ever and careful and experienced men were necessary at the helm of affairs. Mr. Guy F. Warwick, the eldest son, represented the family interests in the business and he was faithfully supported in its management by Mr. Arthur F. Rutter, who had served under Mr. Warwick in a responsible capacity for a number of years, the late Mr. John B. Clougher, the first traveller for the house and afterwards manager, the late Mr. Henry Sylvester, accountant, and Mr. George R. Austin, cashier, all of whom rendered loyal assistance to their several departments.

The second son, Mr. George R. Warwick, was admitted into partnership in 1885, and the firm name, which for some time had been W. Warwick & Son, was changed to Warwick & Sons.

The department for the publication and sale of miscellaneous books had up to this time been one of the most important branches of the business, but the firm had long recognized the fact that, in order to build up a business that should attain any degree of permanent success, every energy must be concentrated, and, as the book and stationery trades, more especially in wholesale, were entirely different in character and demanded different qualifications and forces,

they wisely determined to devote all of their energies in the future to the development of the manufacturing, importing and wholesale stationery business. The book department was accordingly disposed of in 1886, and ever since that time the house has occupied the foremost position in Canada among stationery houses.

In 1886 a printing department was added to the manufacturing departments, in order that every branch of the work should be done under the one roof and with the greatest economy of cost and supervision.

Mr. Arthur F. Rutter was admitted to partnership in 1886, and Mr. Charles E. Warwick, the youngest son, in 1888. In 1893 the firm name was altered to Warwick Bro's & Rutter in order to represent more accurately the personnel of the partnership. The firm at the present time consists of Mr. George R. Warwick, who has the management of the wholesale departments of the business, Mr. Arthur F. Rutter, of the manufacturing branches, and Charles E. Warwick of the sales department.

Not only are the members of the firm thorough business men, but they are practical stationers as well, for, before their admission to partnership, they each had long and careful training and experience in the departments of the house and on the road. Few lines of business require such a grasp of detail, such fertility of mind and such resourcefulness. The products of a hundred factories and the inventiveness of a thousand minds are continually demanding the attention of the wholesale stationer, and those who succeed must ever be on the alert for new ideas and at the same time careful to select the best from the multitude that are continually clamoring for attention. The firm's own factory is no unimportant contributor to the season's novelties, and it is an important

# Envelopes

*Lo W. J. Gage & Co  
20-9-01 see cut  
50 723 pages 127*

Our factory is the largest in the Dominion. We make the greatest variety and give the best values.

## W. J. GAGE & CO., LIMITED

54, 56, 58 Front St. West. 1, 3, 5 Piper St.,

 **TORONTO.**

branch of the general business. It is one of the largest and most complete institutions of its kind in Canada and gives constant employment to upwards of 250 persons. All of the blank books, memo. books, writing pads, a large proportion of the notepaper and scores of other staple and special lines of manufactured stationery, together with all of the school practice books, are made on the premises. In addition to the stock work a very large general printing, bookbinding and blank book manufacturing business is carried on.

The members of the firm are surrounded both in the selling and manufacturing departments with a strong and capable staff of assistants, several of the employes having been with the house for upwards of 30 years. While strict in discipline and in the administration of that system which has been the keystone of their success, they have at the same time always been open to receive suggestions from the staff that might be of advantage in the business. The result has been the strengthening of the bonds between the firm and their assistants and a friendliness that has resulted to their mutual advantage. Without the cooperation of their employes no business house can be successful, and in recognizing this principle and encouraging the inventive skill of their workmen they are showing the broad and

generous spirit which modern industrial methods demand as the price of business success.

There's no better combination for the desk of the business man or the *écrivain* of the society woman than Lion pens and Stafford's ink. The Barber & Ellis Co., Limited, are selling agents for both these lines.

A second edition of "The Making of a Christian," by Rev. John Maclean, Ph. D., is in the press. The popular reception given to this book has induced the author to proceed with a series of similar volumes, the next of which, "Better Lives for Common People," will be issued during the present Autumn. Booksellers who are asked for a helpful devotional book will make no mistake in recommending Dr. Maclean's volume. The Rev. G. R. Turk, in a letter to *The Christian Guardian*, remarks of it: "The charm of the style is its rugged Anglo-Saxon, the language of the bible and *Pilgrim's Progress*. It fairly bristles with monosyllabic sword points. It may be the enthusiasm of recent contact, but I know of no book of its class to excel, and very few to equal 'The Making of a Christian.'" William Briggs is the publisher.

### THE BOOKLOVERS' LIBRARY.

The Booklovers' Library, about which there is a good deal of talk in the trade just now, has its headquarters in Philadelphia. More than one Canadian is connected with it. For instance, the *secretary treasurer* is John E. Bryant, formerly of Toronto, while the president, Seymour Eaton, is also said to be a former Canadian school teacher. Another Canadian connected with it is Mr. Gay, formerly connected with The Copp, Clark Co. as traveller, while Mr. Boyd, who is coming to Toronto to manage the Canadian branch, is also understood to be a Canadian. While the enterprise may succeed in the States, it will find the Canadian market too difficult and too limited to work upon. They will not be entitled to bring in their books free of duty, as theirs is not a library in the meaning of the Tariff Act. Besides that, the population is too widely scattered to enable them to work the delivery system, as they can work it in the densely peopled sections of the Northern States. One bookseller at the New York meeting said that the movement would run its natural course, as all enterprises did, and he predicted that in the end it would not pay its promoters. The regular booksellers in Canada will certainly not be friendly to the extension of the new movement.

# Fancy Goods, Toys and Christmas Trade.

## Leather Goods for Ladies.

ARTICLES and novelties in leather goods suitable for ladies must not be overlooked in selecting holiday goods. Some handsome things may be obtained this year, and a judicious selection will prove a source of revenue. Perhaps no better line can be chosen than chatelaine bags and reticules. For instance, in Brown Bros. I noticed a number of chatelaine



Mexican Hand-carved Chatelaine Bag.

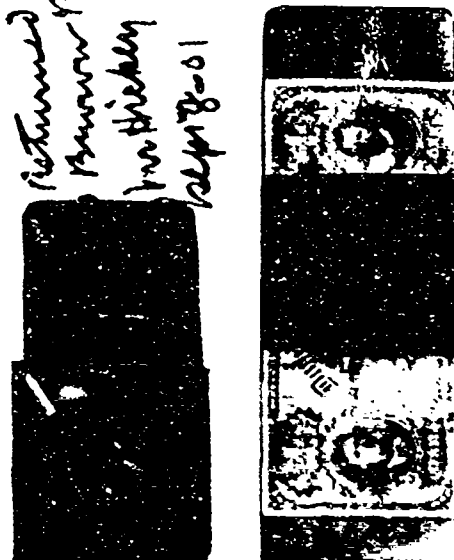
bags in the new Mexican hand-carved leather that are the most attractive novelties in this line I have ever seen.

Here is a cut of one, but no engraving can do justice to the contrasting shades in the work. The handle, it will be noticed, as well as the hook with which to fasten it to the belt, are all in leather. These bags and reticules, or shopping bags, may be had in real alligator, real Russia, real seal, real morocco and seal grain. Some of the reticule bags have silk tops and cord handles, a style that has always a good, steady sale. Another article that attracted my attention was a writing portfolio. It was in real seal, lined with calf, and made with special fittings; it retails for \$15. A cheaper class, all the way down to \$1 retail, may be had in seal grain and other leathers. Finger purses are still selling well, and will doubtless go better when the wet weather arrives and ladies must hold up their skirts with one hand—the hand they want to carry the purse in. Ladies' toilet cases are always in demand at the Christmas season. Brown Bros. tell me they can suit the trade better by making them themselves than by im-

porting them, as they are enabled to give just what is wanted, and can supply them fully fitted.

## Trade in Leather Goods.

THERE is an annual increase in the sales of leather goods for the Christmas trade. It is being recognized that this is a line that is often neglected, and the many novelties it contains provide a stock of holiday goods that can hardly be excelled. A big variety of special goods for this trade is shown in the warehouses, and a look over them will be profitable. I noticed a line of sterling silver mounted blotting pads, in morocco, made in three sizes, which were indeed attractive. Collar and cuff cases are good sellers, especially in morocco, cowhide and real sealskin. Toilet cases, in all leathers and prices, and the new military brush case for men, which are shown in the flat and ordinary shapes, are among the leaders in the Christmas trade. Cigar and cigarette cases are also good property. They are made both in telescopic shape and in the ordinary two pocket style, in all leathers. Pocket books, bill wallets and letter cases are always in demand. One of these should be a particularly good line. This is a combined bill and coin wallet, and makes a useful and appropriate gift.

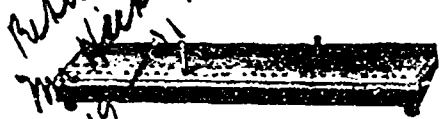


Front Back  
Bill and Coin Wallet

*Returned  
Minor  
in thickly  
Sept 8-01*

## The Season for Games.

THE season is rapidly approaching when indoor games of all kinds will be in demand, and the dealer who has the best assortment of newest games will be the happiest man in the trade. There are so many new games out every Christmas that it is difficult to choose the best. Not only must the new games be looked after, but the old "stand-bys" are always in demand, and chess, checkers, playing cards, etc., must be kept in stock in good assortment. There is nothing very new in playing cards. Poker dice in vegetable ivory are being bought very much, and poker chips, whist trays, cribbage boards, in the ordinary oblong shape, and also the new triangular boards for three players, cribbage



boxes, bone, ivory and wood chessmen, dominoes, etc., are all commencing to move out for the Christmas trade. There is a handsome cribbage board called the "Regent," made in birdseye maple, which retails for 25c. A line of checkers, the "Rex," are intended to remove the necessity of "crowning" a checker to make a "king." The reverse side of these checkers is stamped with a king's head, and to make it a "king" it is necessary to merely turn it over. Checkers are much cheaper than they were. A formerly \$1.80 line in Copp, Clark Co.'s is now being sold for 80c.

## The Children's Trade.

CHILDREN'S blocks, fancy balls and toys of all kinds are being shown in the warehouses and on the road. These things must all be new and striking to sell. Speaking of toys, there are two or three mechanical ones I saw in Copp, Clark Co.'s that deserve particular attention. One was a torpedo boat, which, when wound up, runs back and forward three or four yards, firing off a cannon, mounted on top of it, at every turn. Then there was a farmer, who handled a scythe, and one of the street commissioner's men, who swept away all before him in the most realistic manner—two toys that will need only to be shown, working, to sell them. Paints and paint boxes, copying slates, etc., are always good. The jirgo spirit is still

# A useful buying help.



Dolls  
Toys  
Games  
Blocks  
Chinaware  
Vases  
Ornaments  
Water Sets  
Wine Sets  
Presentation Goods  
Leather Cases  
fitted with  
Sterling Silver  
Mounts on  
Genuine Ebony  
Celluloid Cases  
Glass Toilets  
Work Baskets  
Albums  
Photo Frames  
Novelties



THE

## Fancy Goods Company of Canada, Limited

50 Yonge Street and 6 Wellington Street West,  
TORONTO, CANADA.

Our handsome new Catalogue

### "THE DRUMMER"

fully illustrates and care-  
fully describes our line of

## Fall *and* Holiday Goods

There never has been a year since we have sold goods but that some late buyers were disappointed in not getting all the goods they needed.

Ordering from "THE DRUMMER" is a very convenient way. The Catalogue is a most useful buying help. It enables dealers to buy the goods now.

**A copy is yours  
for the asking.**

"Victor" Fall  
Sporting Goods

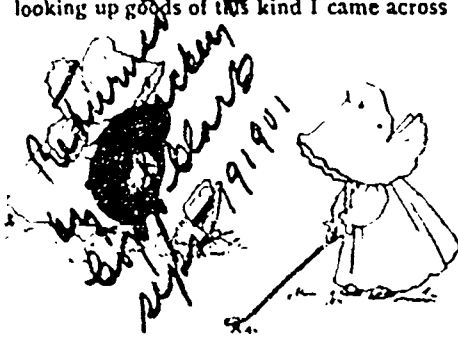


Football  
Basket Ball  
Hockey Goods  
Punching Bags  
Boxing Gloves  
Health Exercisers  
Training Outfits  
Air Guns  
Playing Cards  
Japanese Goods  
False Faces  
Flags  
Sleighs  
Woodenware  
Musical Goods  
Druggists' Sundries  
Smokers' Goods  
Purses  
Evening Fans  
Smallwares  
Stationery  
Cutlery

abroad amongst young Canada, and some lead soldiers of all nations, the British in khaki, and lead warships, painted properly, will be good. Before Christmas the greatest event will be the Royal visit. For this occasion some patriotic horns, in colored cardboard, red, white and blue, with Union Jacks at the end, and a wooden mouth-piece, will be in good demand. They retail for 5c., but will easily make \$10 worth of noise. A catalogue of 90 different games is soon to be issued by Copp, Clark Co., which may help dealers in selecting a stock.

**What About Christmas Cards?**

CHRISTMAS cards, to take well nowadays, must be distinctly novel as well as artistic and attractive. If they have these qualities they are sure of success. In looking up goods of this kind I came across



a few lines in Copp, Clark Co.'s that I hope dealers will manage to get hold of, for they are bound to sell very rapidly. These are the "Sunbonnet" series. Most of us are familiar with the pictures of "sunbonnet children" that have appeared in different magazines during the past year or so. They have now been made up into Christmas card novelties, and they are good. Some are cut out of paper and mounted on heavy, dark cardboard. They are all colored by hand, and an appropriate motto is panel-printed on each card. These are in sizes 6 x 8, to retail for 15c., and 8 x 10, to retail for 25c. There are 12 different subjects in each size. Another line has the mounting card cut out of white cardboard in the shape

*Returned by Mr. Dickson to Copp Clark Co. April 1901*



of a sunbonnet, on which the "Sunbonnet" children are pasted. These retail for 25c. A 15c. line is the "Sunbonnet" bookmarks, the pictures pasted on one end of a strip of heavy cardboard, on which is a Christmas motto. These cards, in the form of easels,

made to stand alone, retail for 15c. The same maker has issued a series of "China Boy" cards, gotten up much the same as the "Sunbonnet" series, on dark cards and hand painted. Another series of the kind is of Chinese nursery rhymes; really parodies on the beloved Mother Goose. For instance:

Little Jack Horner  
Sat in a corner,  
Eating a rodent pie  
He said "This is rummy,  
I've a pain in my tummy,  
Really, I don't know why

Each card contains a verse and the artist's idea of a Chinese Jack Horner, Miss Muffit, or some other celebrity of the nursery. These cards will go well. They are 8 x 10, comprising a dozen different subjects, and retail for 25c.

**Paper, Albums and Pens.**

A VERY handsome line of mourning stationery is in Dominion grey, Salisbury size. It is made with four different sizes of border, narrow, medium, broad and extra broad. It is nicely boxed in quarter reams, envelopes to match boxed in hundreds. The Blue Danube is selling well. It is in the fashionable grey-blue shade, the envelopes banded. Children's stationery, including a number of printed invitation cards, is shown by The Copp, Clark Co.,



Photo Jewelry Brooch No. 12



Photo Jewelry Brooch No. 17



Photo Jewelry Brooch No. 13

nicely done up in fancy colored boxes, with such names as "Playmates," "Little Hero," etc. Bainbridge's crepe tissue is still selling very largely. It is a good line for dealers to handle, retailing for 10c. with good profit.

This year's albums are an artistic and pleasing variety, in scrap, stamp, photo, autograph and kodak albums. The last is intended to mount snap shots taken during the holidays or any time. In some of them the photographs, mounted, are pasted on, and in others they can be pushed in a frame in the paper which holds them securely. In the photograph albums, for preserving mounted photographs, there is one line with a few of the pages having floral designs.

Fountain pens make good Christmas presents. With every dozen of the "Rival" fountain pens a case is given. This is in

full padded leather, plush lined, and with pockets for 12 pens. It can be used with advantage as a display case for the store.

**A Stock of Fall Goods.**

Messrs. F. & E. W. Kelk, whose advertisement appears elsewhere, announce that all their Fall goods have arrived, and they are now showing them in their large sample-rooms. Customers at the Exhibition say their assortment was a very desirable lot for a fancy goods dealer. Their dolls were particularly cheap and attractive, embracing a large range. All their iron and other lines of toys were away ahead of last year. They also report that their business was double of that at last Exhibition time. Customers should call and see their new goods.

**Novelties for the Royal Visit.**

THE popularity of photograph jewelry is now of comparatively long standing, but there is no sign of its diminishing. On the contrary, more of the buttons, pins, brooches, etc., with photographs of a friend or a relative on them are being bought all the time, and for special occasions, like, for instance, the coming visit of the Duke and Duchess of York, there is an almost unlimited demand for them. They are sold on the streets, in the stores, and everywhere

else. Stationers who are not handling these goods should do so. A catalogue with numerous illustrations of these goods is being sent out by the Photo Jewelry Manufacturing Co., 122 King street west, Toronto, and a glance through it, if dealers can secure copies, will enable them to make a better show of goods.

**An Invitation Worth Having.**

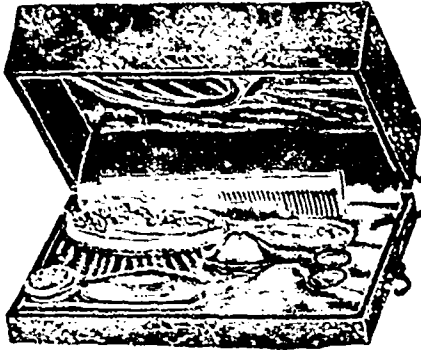
On another page will be found an invitation extended to visiting stationers, by Gowans, Kent & Co., Toronto, for the inspection of their beautiful sample room.

It is one which is well worthy of acceptance, as they are universally conceded to rival the most handsome display on the continent, the goods handled lending themselves so well to enhancing the effect. This firm, pioneers in the business, handle everything required by up-to-date crockery,

# S. LANGSDORF & CO.

Manufacturers of,

**Celluloid Cases and Albums.**



*Both in  
medium and large  
Write for  
10-137  
3 York*

NEW YORK.

Write for our \$50.00 and \$100.00 assortments. Special Values.

We are the oldest  
Manufacturers of ::

## STYLO. AND FOUNTAIN PENS

in Great Britain.

Have been over 20 years in the line and should know something about it. We believe that we can supply Canada with these goods and show an advantage in price and quality over any other house. To this end we solicit correspondence from leading buyers, and should be pleased to arrange district agencies on advantageous terms. If our patterns are not right for your market, we will make up any style or size to suit requirements. The pen illustrated below is our latest success. No. 70, with 14 carat gold nib and double feed.



We could supply these to jobbers (in lots of not less than one gross), boxed complete, with your own imprint if desired, at 48 cents each, free London, Eng., less 5 per cent. for cash within 30 days of invoice.

**BURGE, WARREN & RIDGLEY,** 91 & 92 Great Saffron Hill, **LONDON, E.C., ENG.**

*OUR line for Fall Trade is now complete and includes many items of interest to the "bookseller and stationer" handling anything in*



## Fancy China or Glassware.



We would like you to see our line of China Novelties of all kinds, Fancy Glass Vases and Ornaments, Exclusive Souvenir Goods (of which we make a specialty,) Rich Oriental Figures, Decorated Opal.

We extend you a cordial invitation to visit our sample rooms when next in Toronto, or, if you send us a card, will ask our traveller to see you.

## GOWANS, KENT & CO.

14-16 Front Street East, TORONTO, CANADA.

Wholesale Crockery and Glassware,  
China, Lamp Goods.

Manufacturers of Lamps and Rich Cut Glass. Decorators of Earthenware, China and Opal.



glassware and lamp merchants, and to be escorted through their large warehouse and factory is one of the sights of the city. From the basement containing the great kilns, through the various decorating rooms and large glass-cutting department, where may be seen the finest cut glass in all the different processes of manufacture, to the sample-rooms uniquely situated on the top flat the sights well repay a visit.

The firm carry many lines specially suited for the stationery and fancy goods trade.

Duplicate Whist.

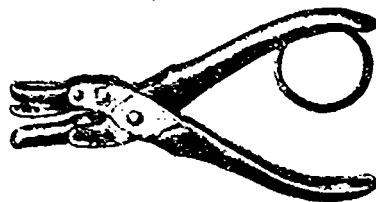
THE season for spending one's evenings indoors is again upon us and we unconsciously look about for an interesting and amusing way of passing the hours. The game of whist is at once educating,

Three ③  
 1894 1902  
 Warwick Bros  
 Rutter  
 B. 458.



Duplicate Whist Sets.  
 Warwick Bros. & Rutter

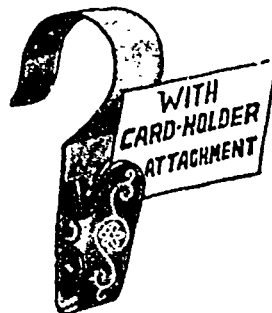
interesting and amusing, and when played with a set of duplicate boards, cultivates the memory as perhaps no other pastime does. Every whist player is a probable customer to the stationer for a set of duplicate boards and no dealer should consider his stock complete without a few of these sets. Warwick Bro's & Rutter have these goods in stock in all sizes, in eight, twelve, sixteen, twenty, and twenty four boards. They are neatly packed in handy boxes, with counters, score cards and rules, and are made to hold any size or style of playing card preferred. Price lists and illustrated circulars will be mailed to any dealer on application to Warwick Bro's & Rutter. Their stock of playing cards this Fall



(P. 1) Pliers.

includes a greater variety than ever before. The Imperial Club card is the leading line of the entire series. It retails for 25c. and each pack is put up in a slide board box, which is a great advantage over the com-

mon ordinary card boxes supplied on other lines. The variety of designs in this card is most noticeable, there being eight different designs, each design being shown in four different colors. Another special line is a narrow whist card to retail at 25c., a line which will be certain to rank as one of the



Display Hook.

season's best sellers. The series includes cards to retail from 5c. per pack up to \$1, and all the new and attractive fancy designs of English and American manufacture are to be found among them.

The travellers of Warwick Bro's & Rutter are now showing samples of the entire series.

Sporting and Christmas Goods.

FALL sporting goods will shortly be on the move, and dealers who are looking out for the best stock can get Canadian-made goods that will equal anything. The "Victor" brand," for instance, is the product of a Toronto firm, The Fancy Goods Co. of Canada, who put this trade mark on all the sporting goods they manufacture, and it has now become the sign of a well-made article. Footballs, Rugby and Association, punching bags, basketballs, boxing gloves, hockey goods, etc., are all made with this brand on them, and sporting men will take a "Victor" in preference to anything else. Every imaginable article for sport can be found here, making it unnecessary to give small orders to different places.

I looked through their toy department the other day, and tried to find out something in this line that wasn't there. But I failed, and so would any dealer going through it. Dolls of all descriptions, sizes and prices, and representing all nationalities, stuffed animals, mechanical toys in iron, tin and other metals, toy pistols, sail boats, men-of-war (on wheels), soldiers, buglers, etc., were arrayed on the tables and along the shelves in endless variety and unlimited quantity.

Games are given a department by themselves, they are so numerous. It would be impossible to give any idea of them, but many new ones were there besides all the the old favorites, like checkers, chess, dominoes, etc., that always have entertained and always will.

Picture books were shown me from 1c. up. A B C books, animal picture books, series of Mother Goose, Mother Hubbard, Cock Robin and other famous ones, besides some very good children's books, may be seen in great variety. The Fancy Goods Company are indeed well prepared for Christmas.

While speaking of this company, it will not do to forget their catalogue—one of the best and most complete in the trade, giving cuts of almost all the goods, descriptions, sizes, prices and all. This is being sent to any dealer asking for one. Their address is 50 Yonge street, Toronto.

In this catalogue, which should prove invaluable as a ready reference to order by, there are goods for all persons of all ages. Razors, hairpins and school pencil boxes rub shoulders with perfumes, pipes and teething rings. And combs, spectacles, purses, thimbles, musical instruments, etc., are only a few more of the hundreds of smallwares that are enumerated in it.

The chinaware is in another department. For the Christmas trade many selling novelties will be found in fancy plates, presentation cups and saucers, salad or berry sets, children's mugs, etc. Vases and ornaments are, of course, included, and make a long list by themselves.

A Line of Silverware.

A LINE which quite a number of book-sellers and stationers are handling with profit just now is silverware. In smaller towns especially, where the store-keeper must include a variety of goods in order to supply the demand, a neat selection of silverware will often attract customers, or interest them when visiting the store for some other purpose.

Silverware is no longer a luxury obtainable only by the wealthy. The erection of large manufactories where beautiful goods, either sterling or very serviceable plated ware, are turned out at extremely reasonable prices, has placed it within the reach of almost everyone, and the demand has consequently largely increased.

For the Christmas trade, nothing is now so popular as pretty silverware, and we are of the opinion that many more enterprising booksellers and stationers throughout the country could materially add to their business by keeping, not necessarily a large, but a neat and well-selected stock of this class of goods.

An advertisement of The Standard Silverware Co., of Toronto, on the back cover page of this issue will be found of interest to members of the trade who may be contemplating, or who are already dealing in silverware.



## Canadians on the Net-Price System.

### THE UNITED STATES PLAN—COULD IT BE EXTENDED TO THE DOMINION?

THE book trade in the United States found price-cutting so serious an invasion of their margin of profit, that they welcomed the plan of the American Publishers' Association to establish net retail prices on books. That agreement went into force May 1 last, and is as follows:

#### THE U. S. NET-PRICE PLAN.

I. That the members of The American Publishers' Association agree that all copyrighted books first issued by them after May 1, 1901, shall be published at net prices which it is recommended shall be reduced from the prices at which similar books have been issued heretofore. Provided, however, that there shall be exempt from this agreement all school books, such works of fiction (not juveniles) and new editions as the individual publisher may desire, books published by subscription and not through the trade, and such other books as are not sold through the trade.

II. It is recommended that the net price of a retail book be printed, marked net, on a paper wrapper covering the book.

III. That the members of the Association agree that such net copyrighted books and all others of their books shall be sold by them to those booksellers only who will maintain the retail price of such net copyrighted books for one year, and to those booksellers and jobbers only, who will sell their books further to no one known to them to cut such net prices, or whose name has been given to them by the association as one who cuts such prices or who fails to abide by such law and reasonable rules and regulations as may be established by local associations as hereinafter provided.

A dealer or bookseller may be defined as one who makes it a regular part of his business to sell books and carries stock of them for public sale.

IV. That the only exception to the rule of maintaining the retail price shall be in the case of libraries, which may be allowed a discount of not more than 10 per cent.

Libraries entitled to this discount may be defined as those libraries to which access is either free or by annual subscription. Book clubs are not to be entitled to discount.

V. That the association suggests a discount on net copyrighted books of 25 per cent. to dealers as a general discount,

leaving the question of discount, however, entirely to the individual publisher.

VI. That after the expiration of a year from the publication of any such net copyrighted book, dealers shall not be held to the above restrictions and may sell such book at a cut price, but, if on learning of such action, the publisher shall desire to buy back at purchase price the copies then remaining in the dealers' hands, they must be so resold to him on demand.

VII. That when the publisher sells at retail a book published under the rules it shall be at the retail price and he shall add the cost of postage or expressage on all books sent out of the city in which the publisher does business.

VIII. That for the purpose of carrying out the above plan the directors of the association be authorized to establish an office and engage a suitable person as manager, and endeavor to secure from all dealers in books assent to the above conditions of sale. Under the direction of the board the manager shall investigate all cases of cutting reported, and when directed shall send out notices to the association, jobbers, and the trade, of any persons violating the above provisions.

IX. That it shall be the duty of all members of the association to report immediately to the said office all cases of the cutting of prices which may come to their knowledge.

X. That the association, through its agents and members, aid in the formation of booksellers' associations in the important centres and cities in the United States, the object of which associations shall be to assist The Publishers' Association in maintaining prices on net books as aforesaid, and to establish such lawful rules and regulations respecting the conduct of business in their locality as will tend to secure fair, honorable and uniform methods of business in each important centre or section of the country. That the association pledge itself to support such local associations by every means in its power in maintaining such lawful rules and regulations as may in this way be agreed to.

XI. That the report when adopted by the board of directors be submitted to the association, and voted upon in accordance with the association's rules, Article II, section 1.

The plan was adopted by the majority of the association, a few dissenting voices being heard in favor of including fiction under the net system.

So far the system seems to have worked fairly well. Works of fiction are left to the option of the publisher. This is a serious omission. If a plan of net prices could be agreed upon between Canadian publishers and booksellers, similar in all essential details to that now in force in the States, it would be of small value unless fiction were included.

#### VIEWS OF CANADIAN DEALERS.

W. J. F. Mallagh, Brantford

"I was interested in the step taken by the United States publishers in regard to putting a set price on books for the retail trade, and yet there is one feature of it that is not quite clear to me, that is the relation of the bookseller to public institutions, such as libraries and other educational institutions. Am I to understand that these institutions are not to be sold books at any less than the regular retail price because, as no doubt you are aware, such places expect a reduction since they buy in much larger quantities than the regular retail purchaser. Of course, Brantford being a small city, we have the difficulty of the departmental cut rate in the larger cities, and you could see that it would be to our advantage to cooperate with any scheme or idea that would enable the bookseller, irrespective of the size of the place or the amount of their purchases, to sell books at a uniform figure. This, we believe, would be the salvation of the small town booksellers, as it would keep the trade to a large extent in its own territory. Of course, the success of this rests with the publishers in refusing to supply books to any firm who would sell at a cut-rate figure. This might mean for them the cutting off of some of their best accounts were they to enforce this measure. But, if it has worked on the American side, where there is a much larger field, it seems to me such could be effected here. I will be pleased to read from month to month in your valuable paper the results in this matter, and, if in any way I can be of service, you can count on me for unifying of the book trade by the maintaining of one price."

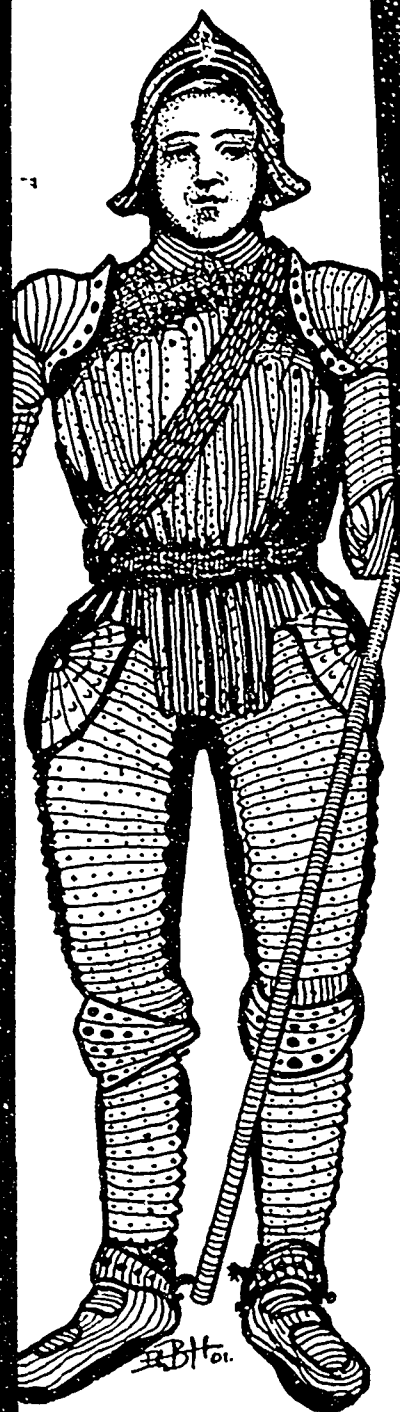
G. E. Copeland, Windsor.

"I would be very glad if some move was made to prevent the cutting of prices on books, and think we ought to adopt the system that has been tried in the United States. It may not be entirely successful, but it will be a step in the right direction and may lead up to some plan which will be of great benefit to retailers."

F. Nisbet, Kingston.

"Such an arrangement would be a great advantage to the legitimate bookseller.

"The regular bookseller cuts prices only when he is forced to by the book



## THIS STANDARD

USED IN CONNECTION WITH OUR PURE FINE PARA RUBBER BANDS REPRESENTS EVERYTHING IT IS INTENDED TO IMPLY. IT IS SIGNIFICANT OF QUALITY, PURITY AND HONESTY IN THE SUPERLATIVE DEGREE.

THE GREATEST ELASTICITY  
THE GREATEST STRENGTH  
MAXIMUM NUMBER TO THE POUND  
AND EXTREME DURABILITY

CHARACTERIZE THE

**Imperial**

### PURE FINE PARA RUBBER BANDS

MADE BY

**THE GOODYEAR TIRE & RUBBER CO.**

AKRON, OHIO, U. S. A.

IS "THE BEST" TOO GOOD FOR YOUR TRADE? WE SOLICIT INVESTIGATION OF OUR CLAIMS. PLEASE SEND FOR SAMPLES OF THE GOODS. WE WILL BE GLAD TO SEND THEM POSTPAID WITHOUT CHARGE.

butchers in the rag-selling business, who cut the price often below cost to draw custom to other departments and so in that way make up their losses on the book department.

"You must, however, enlist the sympathy and honesty of the publishers to do their duty in the matter. It lies entirely with them to make such a rule and see that it is carried out; the American publishers seem to have done so, and reports say that it works satisfactorily and helps the legitimate retailer to fight the big monopolists successfully."

**C. W. Papst, Seaforth.**

"I see no reason why our Canadian publishers could not adopt and carry out successfully the system adopted by the United States publishers to the mutual benefit of themselves and the retail dealer."

"The prices at which new books have to be sold to compete with Toronto cut prices does not leave margin enough for the retail dealer throughout the country to bother with them, as the new books cost on an average, 55 cents delivered. For myself I am paying very little attention to new books, as I find it much easier to sell four or five of the ten-cent magazines on which I make as much profit and have no risk of dead stock (as they are all returnable), and I am giving more attention to other lines of my business on which there is a decent margin of profit. I know of a number of the trade who are not handling the new books, except on special order, who would do so if the publishers would protect them."

**Canada Drug and Book Co., Regina.**

"We sell a great many books here but get regular prices. However, one cannot tell how long it will last. We are strongly in favor of publishers not letting the cut raters get their goods, and they could not if they paid their cash down."

**Geo. Carter & Co., Charlottetown, P.E.I.**

"In reference to the book trade, we may say that as far as booksellers in this Province are concerned the department store does not affect them very much. The demand for books is small in Prince Edward Island, and we are many hundred miles from the nearest department store, which is in Montreal. However, we are of the opinion that some action should be taken, and that promptly, to remedy this evil of big department stores cutting prices of certain lines of goods below cost to the utter ruin of the small retail houses, and the demoralization or hindrance of legitimate business, and at the same time, making good profits from other lines. We should, indeed, be glad to see some scheme brought forward that would be workable, and the one involving net prices with no cutting is, we think, a good one. The book

trade is in a bad way anyhow, at the present, and as for ourselves we are pushing other lines of goods from which we can see some fruits for our labors."

#### VIEW OF CANADIAN PUBLISHERS.

In getting the opinions of some Canadian publishers, "The Bookseller and Stationer" has found that certain initial difficulties seem to exist, although they are not referred to in set terms. The chief point is, who will start the ball rolling? Apparently in the United States the question was forced upon the publishers by the booksellers. Unless the retail trade in Canada get together and propound a plan acceptable to them, the publishers may hesitate to frame some scheme of their own and impose it on the trade. The following interview will be read with interest:

**W. Copp, of the Copp, Clark Co., Limited.**

"If it is possible to agree upon a workable plan for net-priced books in Canada at the instance of the whole book trade, and if it is agreed upon as being to the interest of the trade, we would be heartily in its favor, for our policy has always been to consider the interests of the retail book trade. At the same time, could it be worked? The United States publishers have expressly excluded fiction, showing that they consider the scheme impracticable at present if fiction were included. The question, therefore, is how would our booksellers benefit if the proposed arrangement did not cover works of fiction, which comprise so large a portion of their sales? Thus again, if A orders books from a publisher and shares his supply with B, who cuts prices, how can the publishers interfere? But, if these difficulties can be got over and all the persons concerned agree to go in for it, we would certainly not be the ones to stand out."

**W. P. Gundy, of W. J. Sage & Co., Limited.**

"I would favor such an arrangement. No publisher likes to see cutting, since it is injurious to the retail trade; this is not mere sentiment, but sound business, as our interests are so closely allied that nothing affecting the interests of the retailer escapes the wholesale merchant.

"In order to succeed, it would be essential to secure the hearty cooperation of all concerned, that is to say, not only the regular retail bookseller, and the publisher, but all those stores where books are sold. Whether the departmental stores would enter into such an arrangement or not, I do not know. If their cooperation can be secured, then I see no reason why an arrangement should not be successfully carried out. If this cooperation cannot be secured, then I fear the thing is hopeless. The publisher cannot follow his books, and it would be practically impossible to prevent these

who might stay out from securing supplies, even if the publishers were to stand loyally together. However, if the New York departmental stores have entered into such an arrangement, and are adhering to it, it is quite possible our departmental stores here may be willing to follow that good example.

"This is primarily a question to be dealt with at the outset by the retail book trade. If they can say that all, or nearly all the retail booksellers in the country are ready for a net price system, with cutting prohibited, then I do not imagine they will meet with opposition from the publishers who, in my experience, have been ever ready to check, to the extent of their ability, useless cutting where it has developed."

**G. N. Morang, of George N. Morang & Co.**

"Perhaps it would be better to wait until the arrangement in the United States has been fairly tested. In any event it would benefit the retail booksellers and what would benefit them would also benefit the publishers. If the publishers would agree to some such plan and stick to it, the arrangement could be worked. I do not think any plan which does not include fiction is of much value, and to that extent I think the United States arrangement is faulty. It originated with the publishers there who found the trade quite willing, as they doubtless would be here."

**S. B. Gundy, of Wm. Briggs.**

"I am in favor of introducing the net price system into the Canadian trade, but not along the lines that the American publishers had laid down. They omit fiction from the net list, which, in my opinion, makes the whole thing a farce. For fiction is about all the big department stores handle, and it is principally against them, I take it, that this movement is directed. Scientific works, books of travel, etc., are put on a net price basis; but there is no pressing need of it on such books, for it is not often that cuts are made on them. They are the lines I would be in favor of omitting from the list, instead of fiction. I believe that such a movement would be successful here, and will support it if it is started. Now, I think the publishers' prices on books ought to be raised. You take a book like this that we have sold to the trade for 80 cents. They sell it for a dollar. Now, on this other book, we advertised it as a \$1.25 book and sold it to the trade for \$1.05. They make the same profit, but we make the 20 cents that used to go to the public. The publisher takes the risk of bringing the book out, and why should he not have the profit instead of the buyer, who takes only one copy? If the books were put up at a higher figure, perhaps there might be less desire to cut on them, as

**Dolls**  
**Toys**  
**Rock Horses**  
**Games**  
**Magic Lanterns**  
**Soldier Suits**  
**Wood Furniture**  
**Toy Watches**  
**Toilet Cases**  
 In Leather and Celluloid

ALL OUR NEW  
**CHRISTMAS  
 GOODS**

now in warehouse. The range of samples is very complete and attractive, and, best of all, no Fancy Prices. If you call and see us you are sure to purchase. All our business done by mail order and personal visits.

**Albums**  
**Writing Desks**  
**Photo Frames**  
**Fancy China**  
**5-o'clock Setts**  
**Cups and Saucers**  
**Tea Setts**  
**Water Setts** <sup>In Glass</sup>  
**Wine Setts** <sup>In Glass</sup>  
**Liquor Setts**

**F. & E. W. KELK, 76 YORK ST., TORONTO**

they could not be offered to the public at such a tempting price."

**A. F. Rutter, of Warwick Bros. & Rutter.**

"When you ask me if I am in favor of the net-price system, my first inclination is to say at once that I am. There might probably be cases where it would not answer, but just at the moment I do not think of them. In this matter of cutting prices, our firm has had quite an experience in connection with the annuals. After three or four years' experience we have, at last, established a net price and this year we find that all the department stores are willing to abide by it. This means that there will be no cutting in the annuals for this season. Every dealer has signed the agreement not to sell below a certain figure. Naturally, the result of our experience inclines me to favor a system of quantity price. The advantage to the dealer in this is that he is able to sell at the same figure as others. The advantage to the publisher is that he saves breaking packages, and can sell in larger quantities. This is a principle which a retailer applies, for he would not be disposed to sell a quarter gross of any article at as low a figure as he would a whole gross. In the case of the annuals, a point like Oakville is considered equal to taking 25 copies, while Toronto is put down for 1,000 copies. The retail price is the same in

each. We find that this system has worked out all right, and it is based on a principle to which I entirely adhere, namely, that local trade shall be reserved to the local dealer, and he is placed on the same plane as regards retail price as the big city dealer—provided always, that he carries a full stock suited to his locality. I don't see why this system would not do in all cases. In the matter of net prices, a certain fixed rate all over Canada is a pretty difficult thing to enforce, because a 50c. book costs less to the Hamilton dealer than to a Vancouver dealer, and it is just a question if you can limit the price of the man in Hamilton under such circumstances."

**George J. McLeod, of McLeod & Allen.**

"My own idea is that we should let well enough alone in this matter of net-price books, which might not be at all suitable to conditions in Canada. But if it were thought advisable to have a meeting of publishers to discuss the matter, I would be quite willing to attend. As matters stand now the Canadian department stores do not touch the more expensive new books, and these are left entirely to the booksellers. Of course, in fiction the department stores do compete. I have reason to think that some, at least, of the United States publishers are not any too well pleased with the working of the new plan, but as they have

gone into it they will keep faith with their colleagues. Before extending it to Canada, therefore, we ought to be very sure that it is satisfactory in the United States."

**MR. CLARK AND THE WATERMAN.**

E. B. Clark, representing the L. E. Waterman & Co., of New York, has been visiting his Canadian customers on his quarterly trip. Twice a year he goes as far west as Winnipeg. At present he is doing the Maritime Provinces thoroughly, and will shortly leave for his first trip to Newfoundland. I had an interesting trade talk with Mr. Clark. "I like the Canadian trade," he said, "because they are loyal. They have tested Waterman's pen and stick to it. We have the best pen, though we don't claim to have the best price. But the trade know that paying duty on a cheap article is wrong, and that dear and good in fountain pens is the best policy. Several features of our trade prove attractive in Canada. We keep stock here, and we take up the pens and return a new article, while, besides, there is no cutting. This is a strong card, but, of course, the merits of the pen are its leading feature." Mr. Clark referred also to the Waterman course of lessons to clerks, which readers will find outlined elsewhere in this issue.

## What a Great Book and Stationery Establishment is Like.

Improvements in the Manufacturing Branches and Warehouses of  
W. J. Gage & Co., Limited.

**E**XTENSIVE alterations have been going on in the great establishment of W. J. Gage & Co., Limited, Toronto, publishers, wholesale booksellers and manufacturing stationers, and so complete a rearrangement and enlargement of the interior has taken place as to be well worth a visit from all those interested in the growth of the trade.

Messrs Gage now occupy Nos. 54, 56 and 58 Front street west and Nos. 1, 3 and 5 Piper street. Their establishment has a frontage on Front street of 78 feet, with a depth through to Piper street of 191 feet. These dimensions include a large addition erected on Piper street this season, and the object of these extensive changes has not only been to obtain increased space for an expanding business, but also to systematize the various operations so as to save time, space and labor. In fact, a marked feature of the rearrangements is that every time goods are moved they are advanced a stage nearer to completion. This is, of course, particularly valuable in the manufacturing departments.

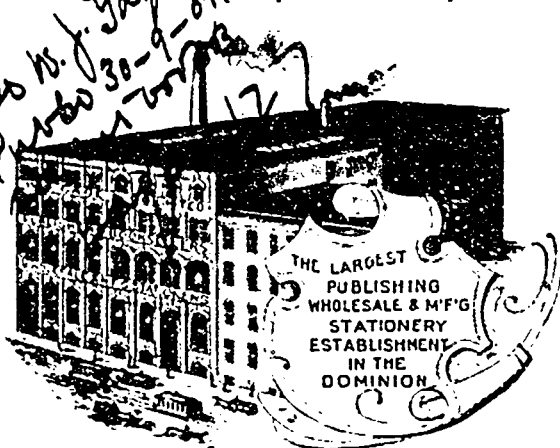
As the visitor enters at the main doorway (54 Front street), the business office, salesroom and private telephone exchange are the first portions observed. There are nine telephones in the establishment, which serve as means of inter communication between all the offices and all the departments, and they are also connected by three direct lines with the city central office, so that it is possible for any of the heads of departments, or any of the officers, to communicate not only with any department in the house, but also with any part of the city or country direct from the desks at which they transact their business, by calling up their own central exchange. In the rear of the salesroom is the checking-room, where goods received are checked off, and also where travellers' samples are inspected and prepared.

The Gage Building, as most members of the trade are aware from personal visits, is chiefly a combination of two immense warehouses with archways or connecting doors between them, so that after you leave the salesroom you go through a large archway which leads into the building now occupied by the firm as their warehouse,

where the stock of paper is kept and also where the immense stock of manufactured stationery of every kind is carried. Here, at the very front, on the first floor is the private office of Mr. W. J. Gage, president of the company, and the directors' board room. Ascending a spiral stairway to the second floor are the offices of Mr. Geo. Spence, vice-president, and Mr. W. P. Gundy, general manager and treasurer. Just here may be mentioned that the officers and directors of the company are :

W. J. Gage, president  
Geo. Spence, vice-president  
W. P. Gundy, general manager and treasurer  
F. Wright, secretary  
F. H. Gage, manager of printers' supplies dept

These various officers are noted for their courtesy, promptness, and ability in all that



pertains to the management of a big concern, and no one can visit the establishment without feeling that it is well regulated and admirably managed throughout. This is particularly observable at the present time when the aim of the recent changes has been to systematize the work. For example, in rearranging the plant in the manufacturing department special attention has been given to saving of labor and reducing the cost of production, not only by the use of up-to-date machinery of every description, but also by planning that stock has not to be needlessly moved about. Managed in this way the raw material, from its entry to the manufacturing department until it goes out a finished article, is a stage nearer completion every time it is moved.

After inspecting the private offices of Messrs. Spence and Gundy, which are handsome rooms fitted up with every comfort to aid in the work of such busy men, the visitor observes that the central and rear portion of this building is occupied by

the stock of school books and other publications, and is also devoted to the carrying of a large line of printers' supplies of all kinds. The same floor of the connecting building is occupied by the school book branch of the business. Here all the publications of the firm are bound. The machinery used in this, as in all the other departments, is the most modern and up-to-date kind procurable. The bindery is by far the largest of any in the country, if you combine the blank book manufacturing department and the bindery in which the firm bind their publications.

Ascend to the third floor and you find that the whole space, in both buildings, is taken up with the making of envelopes, papeteries, paper boxes and writing tablets, and the storing of materials and stocks. Here is once more exhibited the distinct labor-saving value of the recent changes. On one side is kept the stock of envelope paper and envelopes, it being on a level with the envelope factory. The flat papers are wheeled into the factory and wheeled back again after being made into envelopes, and placed in stock. The stock of envelopes at present on hand is about 15,000,000. The plant in the envelope factory is believed to be the largest in the country. It is equipped with 21 machines. Facilities for putting up boxed goods and papeteries are unexcelled. As they manufacture not only their own envelopes, but their own boxes, they are in a position to produce goods at absolutely first cost in every detail.

The fourth floor is devoted to the making of blank books, memorandum books, school blanks of every description, and paper ruling. Here again the system comes into play, for on the same floor of the adjoining and connecting building is carried the stock of paper used for these manufacturing purposes. The arrangement is that the stock on this floor is taken from it into the ruling-room, which is on about the same level in the adjoining building, and from there passes along through the different stages and emerges a finished article of some description. The ruling department is equipped with six modern machines, three of them being automatic self-feeders. One of the machines in use here is one of the largest on the continent and will automatically feed itself and rule a sheet 40 in. square on both sides at one operation.

In the basements of the whole premises is carried an immense stock of heavy papers and papers of every description. The quantity of flat paper of every kind carried in stock amounting, at times, to as much as 1,500 tons, independent of the stock of manufactured goods.

The arrangements for receiving and shipping goods are such that no goods are received into the shipping room and no goods are sent out from the receiving room. All goods enter by a separate entrance on Piper street, where the railway lorries unload them on a slide-way which runs along into the receiving room where they are assorted and distributed to the different departments. Over a carload of paper is taken into the receiving room daily and a similar quantity is sent out from the shipping department each day.

The volume of business of W. J. Gage & Co., Limited, has been constantly increasing year by year, and the amount done during July and August of this year exceeded the amount done in six months ten years ago. No Canadian can go through this immense and well-ordered establishment without feeling gratified that the Dominion contains so signal an example of what executive ability and business push can accomplish in this country.

**ENGLISH CARD CALENDARS.**

New English card calendars include thick, grained, cards, and a number are provided with wall pockets. The great feature about them, however, is the collotype and photo-chrome pictures with which they are embellished. One in imitation pig skin, has a view in photochrome of Ramsey Harbor; another has a wall pocket with an excellent collotype of Shamrock II.; yet another has in chromo, admirably printed portraits of Lord Roberts, Baden-Powell, and another view of Ramsey Harbor. A very large variety of English, Scotch and Welsh views are also included, in addition to Swiss and other Continental places of artistic interest. A very good idea consists of a business calendar fitted with a metal indicator which obviates the old-fashioned idea of crossing the dates day by day in ink.

Cuthbert Lennox, a close personal friend of the late Henry Drummond has written a biographical sketch of that famous man in which many points of interest and information may be found that have not been included in any other book or writing on the subject. The author particularly deals with Professor Drummond's work in connection with Edinburgh University and its students, of whom Mr. Lennox was one. Two or three photographs of Professor Drummond are included, one wherein he is shown in company with Lord and Lady Aberdeen and Mr. and Mrs. Gladstone at the home of the former. William Briggs, Toronto, is the publisher. The book is bound in cloth, stamped in gold, and is well printed in large, clear type.

**ALEX. PIRIE & SONS**  
LIMITED

**PAPERMAKERS**



MILLS ———  
**ABERDEEN, SCOTLAND.**

Established over 150 years.

Agencies in all the principal cities of the world. A special feature is the manufacture of

**MOURNING STATIONERY AND PAPETERIES**

of the highest class, in all sizes and selected designs. On sale everywhere throughout the Dominion.

**Andrew Whyte & Son, Limited**

Wholesale, Export and Manufacturing Stationers

Bothwell Works : Also at  
**Edinburgh, Scotland.** **Glasgow, and London.**

*Flat Papers of all grades in Canadian sizes.*

*Printers' and Bookbinders' Material.*

**Note Papers, Envelopes, Papeteries, Blank Books.**

Sole Canadian Agents for  
**"Annandale Polton" Papers :**

**POLTON AIR-DRIED VELLUM** In Note and Commercial sizes.

**POLTON PATENT LEDGER PAPER** Supersedes Hand-Made and is 25 per cent. cheaper.

*"The Library Note" - Our new high-grade Parchment Note Paper, with Envelopes to match.*

Samples and Prices on Application

To have the Best and Most Complete Line of

**CRAYONS**



has been our aim. We can please you with more styles and varieties than any other manufacturer. This cut represents one of our special leaders. We will display from week to week, the best taking styles in our variety.

WRITE FOR OUR CATALOGUE.

**THE STANDARD CRAYON CO.**

New York Salesroom,  
351-383 Broadway.  
F. G. THORN, Manager.

509-517 Eastern Ave.,  
Lynn, Mass., U.S.A.



## Topics for the Wall Paper Dealer

### A STRIKING DISPLAY.

THE handsome advertisement of The Watson, Foster Co. in this issue calls for notice, both by wall paper dealers and those interested in good advertising. In the first place, the general appearance of this artistic display would challenge anyone's attention. A firm that asks the trade to buy from them by means of such finely engraved blocks with two-color printings must do good work in their line of manufacture. Advertising, in these days, has been carried to a high degree of merit by enterprising people. They want it to be characteristic of their own work in their own establishment, and we have never known an instance where it was abandoned after being tried. The first criticism that one would pass upon The Watson, Foster Co.'s announcement, therefore, is that it is a promise of fine wall papers. The announcement then effects its purpose even if nothing more were added.

But there is something more. The writer of the advertisement has had some white space to fill in, and it remains to be seen how he has employed it. Into three sentences he has, it seems to us, managed to compress all that any advertisement can be made to contain: (1) That it pays the dealer to handle the goods; (2) particulars of goods; (3) an invitation to buy. It is quite an art to do this in three sentences, while, in addition, the writer has been able, by an ingenious use of color printing, to accentuate eight words in the whole article so as to express the following sentiment: "What is it that makes money in 1902?" This strikes us as a clever device, one to catch the eye, one to impress the seller of wall paper in the place of most interest to his business—where he can make money. Tell any man that, and you have his ear. Of course, if The Watson, Foster Co. made poor wall paper, the finest advertisements in the world would not bring or hold trade for them. The goods must be behind the advertisement. There is no other way. Good advertising and poor goods might bring in first orders. But the business would end there.

These remarks are not made by the company or any of its officers or at their orders. It is a voluntary opinion in reply to a query. If any dealer has a different opinion he is welcome to air it.

### NEW WALL PAPERS.

A very attractive pattern in the Stanton & (Limited) new line is the "Harrington," a

festoon design with a stripe underprint. The combination is treated in the English style of decoration, the whole being colored in quiet, subdued tones, and the frieze is a strong floral on blended grounds in harmonious colorings. While the colorings in the combination throughout are all in good harmony, the contrast in design between the wall and the frieze makes a very effective combination, and is a very acceptable change from the prevalent style of the entire combination, being drawn on a repetition of the same ornamentation or motive. Among others, some specially attractive colorings are in the silk effects, viz.: Empire Green, Deep Rose, Warm Yellow. The pattern is particularly suitable for drawing rooms, parlors and halls, according to the depth and strength of the colorings.

The company report very satisfactory business being done and liberal orders continue to be placed.

### WALL PAPER FOR THE DUKE.

Colin McArthur & Co., Montreal, have prepared several special lines of wall paper for use during the Royal visit, and the past few weeks have seen them busy distributing samples among their customers. In fact, the primary object of the move was to provide the Canadian wall paper trade with a novel decoration for their stores during the Royal visit; the secondary, to have some suitable wall paper for banquet rooms and other function halls.

The design is called "Our Tribute to Royalty," which appears in bold letters on each section of the paper. The main design is made up of flags, British coat of arms and the crests of the different colonies. The maple leaf appears quite prominently.

There are four colors of background, white, green, blue, and red, and each effect is very striking. Colin McArthur & Co. are to be complimented, not only upon the brilliancy of the execution, but also upon the enterprise displayed in devising such a decoration.

### WRONG IDEAS OF DECORATION.

There is a noticeable lack of taste shown in the interior decorations of most of our homes. It is the exception where the decoration scheme is harmonious throughout, and not only does it show refinement and art, but the colors and tones have been chosen with a view to give a brighter, pleasanter appearance to the rooms.

Often we may see a mixture of many colors in one room, out of harmony, taste and everything else. Dark browns, greens and such heavy and gloomy colors are the rule in the great majority of houses, and the effect they produce on the temperament of the inmates is, according to eminent physicians, not a bright one. Pinks, blues, oranges, and other bright colors are much more to be desired, and where they are used, often being so faint as to merely suggest a certain color and give its effect, there is a cheerfulness and appropriate setting given to the room that is otherwise lost.

People are recognizing these facts, and as a result there is a tendency to use particular shades and tones, and have done with the depressing colors heretofore in vogue.

It is a wonder that yellow is not used more. It is like direct sunlight. Visitors to Versailles recall the apartments of Marie Antoinette. They seem gay, even in showery weather. The color scheme is yellow. It is in the walls and in the furniture and on the floor. While the Queen occupied those cheerful rooms it could hardly seem reasonable to her that people could be hungry or bad or disagreeable. Apartments hung and painted in bright yellow might become too stimulating to one's spirits and might cause a reaction, but in the past we have suffered from lack of this warmth and life in our surroundings.

We may hazard a guess that in future the owner of a fine house will have rooms for his various moods; an oaken room for study and reflection; a black room for penance and lamentation; a soberly cheerful room for dining; a hall with pink and other healthful, ruddy tones in its rugs, upholstery and mural paintings to express hospitality and cheer; a sitting-room in yellow, where those who stay most constantly at home can be kept in spirits; bed chambers of delicate green or airy blue, shading into white toward the top and suggesting country quiet and fresh air; kitchens and pantries of pale gray or pale buff, exhibiting spots and stains so easily that those who work among them will be shamed into cleanliness and order; and a den hung and floored with Oriental carpets, low in color but expressive of richness as are no other fabrics.

### A COMPLAINT ACROSS THE LINE.

In the United States, the complaint is made that the great number of patterns placed on the market each year is not for

**WATSON FOSTER CO.**



**MONTREAL**

**WALL PAPERS**

**WHAT IS IT  
THAT MAKES**

WATSON - FOSTER WALL PAPERS PRE-EMI-  
NENTLY IN FAVOR WITH ALL DEALERS?  
SIMPLY BECAUSE EXPERIENCE PROVES THAT,  
BEING EFFECTIVELY COLORED AND SHOWN  
IN PATTERN RANGE EXCEEDING ALL OTHERS,  
THEY HAVE MADE . . . . .

**MONEY**

FOR, AND LARGELY DEVELOPED THE BUSI-  
NESS OF EVERY DEALER WHO HAS FREELY  
STOCKED THEM.

GIVE US THE OPPORTUNITY  
TO EXPAND YOUR TRADE

**IN 1902**

the good of the trade, and it may, to some extent, account for the mixture of colors and designs in many homes. A great many different samples must be carried around by the traveller, and a dealer is often at a loss what to take and what to leave. He ends by taking as great a variety as he thinks he will be able to handle. These are all small orders, and his customers, in their turn, order many different patterns.

Many of the latest patterns are not much more than reproductions of others. One maker takes another's designs, alters them slightly—sometimes no alteration is made—and sells them to the jobbers. As a result, there are in every factory line many patterns of about equal merit, similar in design and priced the same.

There can be no doubt that just as many goods would be sold if each factory produced a small number of good patterns, aiming at distinctiveness and individuality, rather than multiplicity, while the standard of quality would be raised and a large saving made in the expense entailed by the present policy. However, the managers seem committed to it, and for the coming season there are probably as many patterns being sampled as in any previous year. The designers and block-cutters, of course, approve of this system, for they profit by it.

### *Clerks, Attention!*

An Attractive Offer from L. E. Waterman, of Fountain Pen Fame.

**A**N attractive and unique proposal for assistants in stationery stores is made by L. E. Waterman Co., 173 Broadway, New York, the famous manufacturers of fountain pens. Nothing less than a free course of lectures on selling pens, with prizes awarded to the successful competitors.

In a circular which the Waterman Co. have prepared, the idea is so well explained and outlined that we cannot do better than quote from it:

"We have a proposition to make to you. You want to get on in the world—that means getting on in your employer's esteem, making yourself more valuable to him. Here is a way to do it. Make the fountain pen business your chief study for a while. Learn all there is to know about Waterman's 'Ideal' fountain pen (the only thoroughly-satisfactory pen), how they're made, what principle they work on, how they should be treated by the one who wants to get the most pen satisfaction.

"Learn how to talk them to a customer, how to advertise them in the store, how to show them in cases and windows to the best advantage, how to push them in various ways, how to treat complaints of people

who have been heedless in handling the pen in use and while at rest. Learn these things, work them out in the store, and there's a better position and better chances for you in every way. Become the pen clerk of your store, get the appointment as such from your employer, and you have laid the foundation of your fortune.

"How to do all this? Take our free correspondence course of 20 lessons on the practical handling of fountain pens in a stationery store. We will send it to you, five lessons at a time. Study each lesson thoroughly, and we will send you a list of questions which will test your knowledge of the subject and give you suggestions which will be of great value to you. All this will cost you nothing but a thorough and loyal interest in Waterman's fountain pen, and will undoubtedly open up a very profitable department for your employer, and so greatly increase the value of your services."

In one Canadian city alone 35 people have already entered their names for the course. Readers of BOOKSELLER AND STATIONER who wish to know more about it should drop a post card to L. E. Waterman Co., 173 Broadway, New York, and get particulars. The whole thing is conducted by correspondence, the lessons are printed, and very readable they are.

# WALL PAPERS

The Staunton 1902 Line has been prepared expressly for the Canadian trade—Your wall paper requirements have been especially provided for—No other line will so fully meet the demands of your customers—or yield you as great profits—See the Staunton Line—our salesmen are on the road. ❀ ❀ ❀ ❀ ❀ ❀

**STAUNTONS** - LIMITED. **Toronto**  
Formerly H. Staunton & Co.

*Returned  
to  
Staunton's  
Limited  
March 9/02*

**Canadian Trade Chat.**

THE special railway fares for the Exhibition bring many buyers to Toronto the first week in September. This year a number, after doing business, took in the Pan-American at Buffalo. Among the members of the trade noticed in town by THE BOOKSELLER AND STATIONER were: W. M. Parish, Palmerston; F. C. Hord, Mitchell; W. Cooper, of Cooper & Co., Clinton; P. C. Trebilcock, Bowmanville; R. G. Zahlarin, of Zahlarin & Knight, Temiscaming; L. J. Austin, Brighton; Thos. Comport, Dundas; J. R. Gillespie, Orangeville; L. R. Burns, Southampton; E. S. Brown, Collingwood; Geo. Porter, Goderich; G. W. Sulman, Chatham; Alex. Wilson, Seaforth; S. E. Mitchell, Pembroke; R. M. Pitts, Cornwall; J. T. Skales, Mount Forest; T. F. Rixon, Meaford; W. J. Kenny, Chatham; E. A. Coughell, Aylmer; J. H. Jackson, Georgetown; T. Thorburn, Brampton; R. E. Moore, Lion's Head; D. McGillivray, Uxbridge; F. E. Dalton and W. H. Buckley, Niagara Falls, S.

David Yule has registered as The Radford Paper Co., Montreal.

Thomas Comport, druggist and stationer, Dundas, Ont., has sold out.

John Anderson & Co., stationers, etc., London, Ont., have been succeeded by Jas. I. Anderson & Co.

The style of J. Eastwood & Co., book and stationery dealers, Hamilton, has been changed to A. C. Turnbull.

H. N. MacNeil, Dauphin, Man., dealer in furniture and stationery, has sold the stationery stock to George H. Cameron.

D. J. Symes, Sarnia, Ont., has sold out his book and stationery business to Thos. H. Manley, who has taken possession and will in future conduct it.

J. T. Large, of W. J. Gage & Co.'s staff, has accepted a position with Geo. B. Hurd & Co. of New York, stationery manufacturers, to travel for that firm in the New England States.

Mr. Fairfield, of Fairfield & Co., St. Catharines, one of the experienced members of the trade in Ontario was in town the other day, and in conversation expressed himself strongly on the question of cutting prices. He said that where one's competitors did this, it was usually necessary for a dealer to meet the cut. But experience showed that the cutting never did any good.

He recollected one case where prices were cut on scribblers but that did not move out the stock any faster, while the profit on the goods was lost. Mr. Fairfield reports trade in his town as satisfactory.

Wilfrid J. Wilson, law stationer and bookseller, Montreal, has assigned, with liabilities about \$9,500. His principal

creditors are E. A. Bercereaux, \$1,850, and Compagnie d'Imprimerie Moderne, \$564.

Walter Meal, representing Messrs. Alex. Pirie & Son, Limited, Aberdeen and London, is again in Canada, and those whom he has not already called upon will have been acquainted of his arrival by the card sent out by his firm. Mr. Meal calls on the

**FOR SALE**

GOOD Book and Stationery Business in Kootenay town of 1,500. No opposition. The only news stand and only wall paper stock in town. Does good business in Fancy Goods, Jewellery, etc., besides Stationery School Supplies. Possession at once, giving pur buyer advantage of Xmas trade. Average turnover, \$12,000 yearly. D. J. Young, Kaslo, B.C. (9)

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, MONTREAL.

ADVERTISING in WESTERN CANADA will be Carefully, Efficiently, and promptly attended to by

The Roberts Advertising Agency, WINNIPEG, CANADA.



**Book Labels**

In 5,000 lots, 60¢ to 1000 SINGLE 1,000 \$1.10 HEAVILY GUMMED DIE CUT. Finest Work. Any Shape, Style or Color. Any wording or design. EXPRESS PREPAID.

Lovy & Co., Toronto 19 Leader Lane.



**Label Makers**

**WM. BARBER & BROS.**

Paper Makers,

GEORGE TOWN. - - ONTARIO

BOOK, NEWS AND COLORED PAPERS.

JOHN R BARBER.

**Music Orders**

attended to promptly and satisfactorily.

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

Anglo Canadian Music Publishers' Assoc'n, (ASHDOWN'S) Limited 84 Yonge St., Toronto.

**Are You Satisfied**

with the amount of business you are doing? Is your advertising bringing the results you would like? Then put new life, energy and business bringing attractiveness in your space!

Advertising pays. That's why all successful business men believe in it

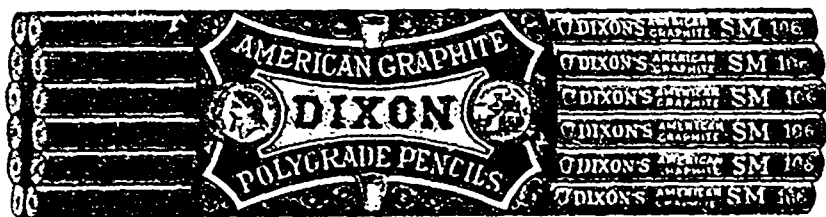
I will conduct your advertising—any line of trade—and make you a successful business man too. I conduct the advertising department for a million dollar company, the largest up-to-date concern of its kind in the world.

Write for Terms.

**"My Ad-Writer"**

33 Clinton Street, TORONTO.

Booklets and circulars a specialty.



**A FAMILIAR BUNCH OF LEAD PENCILS**

Dixon's American Graphite Pencils are noted for their smooth, tough leads. Our Illustrated Catalogue, which fully describes our entire line of lead pencils and pencil sundries, will be mailed to any dealer sending us his name and address.

**JOSEPH DIXON CRUCIBLE CO.**

JERSEY CITY, N.J.

## Best Selling Books of the Past Month.

BASED ON REPORTS OF LEADING CANADIAN RETAIL DEALERS.

### OTTAWA.

1. "The Crisis," by W. Churchill. Copp.
2. "Graustark," by G. B. McCutcheon. McLeod.

3. "Cinderella," by S. R. Crockett. Copp.
4. "Like Another Helen," by Horton. McLeod.
5. "Puppet Crown," by H. McGrath. McLeod.
6. "Sirius," by S. T. Fowler. Gage.

### CHARLOTTETOWN.

1. "Eudorpha," by J. U. Lloyd. Gage.
2. "Days Like These," by E. W. Townsend. Langton.
3. "Puppet Crown," by H. McGrath. McLeod.
4. "Good Red Earth," by E. Phillpotts. Briggs.
5. "Jocelyn Cheshire," by S. B. Kennedy. Gage.

6. "Your Uncle Lew," by Sherlock. News Co.

### QUEBEC.

1. "The Crisis," by W. Churchill. Copp.
2. "Puppet Crown," by H. McGrath. McLeod.
3. "Richard Carvel," by W. Churchill. Copp.
4. "Days Like These," by S. W. Townsend. Langton.

5. "God's Puppets," by T. Clark. Gage.
6. "Cinderella," by S. R. Crockett. Copp.

### HALIFAX.

1. "Eben Holden," by I. Bacheller. Briggs.
2. "To Have and to Hold," by M. Johnstone. Morang.

3. "Cinderella," by S. R. Crockett. Copp.
4. "The Crisis," by W. Churchill. Copp.
5. "Good Red Earth," by E. Phillpotts. Briggs.
6. "Visits of Elizabeth," by E. Glyn. Morang.

### HAMILTON.

1. "The Crisis," by W. Churchill. Copp.
2. "The Octopus," by F. Norris. Morang.
3. "God's Puppets," by T. Clark. Gage.
4. "Helmet of Navarre," by B. Runkle. Copp.
5. "Tarry Thou Till I Come," by Croly. Briggs.

6. "Eben Holden," by I. Bacheller. Briggs.

### KINGSTON.

1. "Puppet Crown," by H. McGrath. McLeod.
2. "Days Like These," by S. W. Townsend. Langton.

3. "The Crisis," by W. Churchill. Copp.
4. "Cinderella," by S. R. Crockett. Copp.
5. "Visits of Elizabeth," by E. Glyn. Morang.
6. "Like Another Helen," by G. Horton. McLeod.

### LONDON.

1. "The Crisis," by W. Churchill. Copp.
2. "Richard Carvel," by W. Churchill. Copp.

3. "Helmet of Navarre," by B. Runkle. Copp.
4. "God's Puppets," by T. Clark. Gage.
5. "Jemice Meredith," by P. L. Ford. Copp.

### MONCTON.

1. "The Crisis," by W. Churchill. Copp.
2. "Puppet Crown," by H. McGrath. McLeod.
3. "Tarry Thou Till I Come," by Croly. Briggs.
4. "Like Another Helen," by G. Horton. McLeod.

5. "Days Like These," by E. W. Townsend. Langton.

6. "A Daughter of New France," by M. C. Crowley. Mussen.

### MONTREAL.

1. "The Crisis," by W. Churchill. Copp.
2. "Cinderella," by S. R. Crockett. Copp.
3. "Tribulations of a Princess,"
4. "Four-Leaved Clover," by M. Gray.
5. "Penelope's Irish Experiences," by K. D. Wiggins. Houghton.
6. "The Aristocrats."

### OTTAWA.

1. "Puppet Crown," by H. McGrath. McLeod.
2. "Graustark," by G. B. McCutcheon. McLeod.

3. "Cinderella," by S. R. Crockett. Copp.
4. "Quincy Adams Sawyer," by Pidgin.
5. "The Crisis," by W. Churchill. Copp.
6. "Helmet of Navarre," by B. Runkle. Copp.

### PETERBOROUGH.

1. "Ralph Marlowe," by J. B. Naylor. Briggs.
2. "Puppet Crown," by H. McGrath. McLeod.
3. "Visits of Elizabeth," by E. Glyn. Morang.
4. "Cinderella," by S. R. Crockett. Copp.
5. "Days Like These," by S. W. Townsend. Langton.
6. "The Crisis," by W. Churchill. Copp.

### STRATFORD.

1. "God's Puppets," by T. Clark. Gage.
2. "The Crisis," by W. Churchill. Copp.
3. "Puppet Crown," by H. McGrath. McLeod.
4. "Heart and Soul."
5. "Kidnapped Millionaires," Gage.
6. "Sir Christopher."

### ST. JOHN.

1. "The Crisis," by W. Churchill. Copp.
2. "Puppet Crown," by H. McGrath. McLeod.
3. "Graustark," by G. B. McCutcheon. McLeod.
4. "Helmet of Navarre," by B. Runkle. Copp.
5. "Lords of the North," by A. C. Laut. Briggs.
6. "A Missing Hero."

### TORONTO.

1. "The Crisis," by W. Churchill. Copp.
2. "Puppet Crown," by H. McGrath. McLeod.
3. "Cinderella," by S. R. Crockett. Copp.
4. "Tarry Thou Till I Come," by Croly. Briggs.

5. "Graustark," by G. B. McCutcheon. McLeod.

6. "Days Like These," by E. W. Townsend. Langton.

### VANCOUVER.

1. "The Crisis," by W. Churchill. Copp.
2. "Cinderella," by S. R. Crockett. Copp.
3. "The Lone Star Rush."
4. "A Daughter of New France," by McCrowley. Musson.

5. "Quincy Adams Sawyer," by Pidgin. Langton.

### CANADIAN SUMMARY.

|                                   | Points |
|-----------------------------------|--------|
| 1. "The Crisis" .....             | 120    |
| 2. "The Puppet Crown" .....       | 81     |
| 3. "Cinderella" .....             | 60     |
| 4. "Days Like These" .....        | 36     |
| 5. { "Graustark" .....            | } 28   |
| 5. { "God's Puppets" .....        |        |
| 6. "Tarry Thou till I Come" ..... | 23     |

### ENGLAND.

1. "Penelope's Irish Experiences." 6s.
2. "Cinders." 6s.
3. "The Luck of the Vails." 6s.
4. "A Serious Wooing." 6s.
5. "Tangled Trinities." 6s.
6. "Sirius." 5s.

### SCOTLAND.

1. "Doom Castle." 6s.
2. "Sister Teresa." 6s.
3. "The Grip of the Bookmaker." 6s.
4. "Penelope's Irish Experiences." 6s.
5. "The Luck of the Vails." 6s.
6. "A Serious Wooing." 6s.

### UNITED STATES.

1. "The Crisis," by W. Churchill. Macmillan, \$1.50.
2. "The Helmet of Navarre," by B. Runkle. Century, \$1.50.
3. "The Puppet Crown," by H. McGrath. Bowen-Merrill, \$1.50.
4. "Graustark," by G. B. McCutcheon. Stone, \$1.50.
5. "Truth Dexter," by —. McCall. Little, Brown, \$1.50.
6. "The Visits of Elizabeth," by E. Glyn. Lane, \$1.50.

Canadian trade regularly now, and his coming is always awaited with interest by the stationers of the Dominion.

J. Hunter, representing The Culter Mills Paper Co., Limited, and Robert Craig & Co., Limited, of Airdrie, Scotland, is in Canada on his annual trip. The Culter Mills make a specialty of tub-sized and engine-sized writings and printings, coated papers, and duplex paper for high-class magazine art, and the finest lithographing

work. The specialty of Messrs. Craig is blottings, of which they are said to be the largest makers. They also make a specialty of ingrain for cover papers, manilas, casings and tinted writings. Mr. Hunter also carries a line on this journey of the noted ledger and bond papers made by Wiggins, Teape & Co., Limited, of London. These papers are held in high repute, having a close even texture, are thoroughly sized and can be erased and written upon several times without damage to the sheet.

He is visiting the chief Canadian centres, from Halifax to London, and is doing a little business in the United States, which will necessitate a call at New York and other eastern points on his way home.

Much sympathy is expressed for A. Langlois, stationer, Quebec, owing to the death of his young son Oscar, who conducted the news agency on the Quebec and Lake St. John Railway, and who was accidentally killed at St. Raymond.

## Where We Get Our Stationery Goods From.

A Canadian Dealer Draws His Supplies From Many Sources.

THE markets of the world are open to the Canadian stationer, and from them he can pick and choose whatever he wants, aided by the many importers of the Dominion. Our proximity to the United States is greatly in favor of the stationery manufacturers of that country, many of whom have taken advantage of this market to the fullest extent, and push their goods ahead of those of all other countries. But the stationery imports from Great Britain and other Old World countries are considerable and are growing rapidly. There is a strong feeling in the Canadian trade for imported goods, which are frequently chosen in preference to those of home manufacture of equal merit.

Much of our paper for manufacturing into fine and fancy writing stationery is of United States origin. That market commends itself to the Canadian buyer for the reason that the goods can be shipped in any desired quantity and in quick time than for any merit they possess over British goods. And in the matter of producing novelties, it suits the Canadian trade so much better than any other that most of the orders go there.

The travellers from United States mills visit this market nearly every month, and thus keep in close touch with the jobbers, while a yearly call is all that British representatives pay.

Of course, much of our ordinary class paper, in bond, parchment and vellum, is made in Canada, and the quality is up to the standard of any imported goods of that kind. Fancy tints also are made a good deal in Canada, but most of this comes from the United States.

In papeteries, the English houses stick to staple sizes to a great extent, which leaves the market for novelties very much to the United States; and American manufacturers take full advantage of this.

The American papeteries, however, are not sold in as large quantities as British goods, and the latter would be still further in advance in the Canadian market were they put up as tastefully as are the former, for the quality of the British papeteries is finer than any other we import. They are much cheaper, too.

A few novelties in papeteries come from France. These are all in blazing colors and are not in great demand.

All our black bordered notepaper comes from Great Britain.

Any of these papers can be supplied by Canadian mills if jobbers will take enough; but when small quantities are wanted they must be obtained from the United States mills, who have always a demand for them, and can afford to keep them in stock when our own mills cannot.

In blotting and typewriting papers the United States is in the lead. The thick blotting paper, which used to come from England and Scotland, now comes from Virginia. In thin blotting paper the trade is still in favor of the Old Country. Blotting paper with one side glazed for advertising purposes is wholly an importation from the United States.

Great Britain is far ahead of other countries in the Canadian market in drawing, water color and all artists' material papers. The American mills are, however, commencing to make these and are threatening to give British goods "a run for their money."

Our best imported tissue papers come from England. The cheaper goods are from Belgium, and a few from the United States.

Our imported inks come from England and the United States, and a little from France. The English inks are the best known and have probably an advantage on the market. The preferential tariff places them on an equality, as far as price goes, with the United States goods. Most of the French inks go to Quebec. Good authorities, however, state that our own Canadian makes are as good as the best; all they lack to make them sell ahead of others here is the reputation, and this is coming. Ink powders are growing in popularity, chiefly because importers do not care to pay duty on so much water when the ink is shipped in liquid form. These come from Great Britain and the United States.

Mucilage is imported from England and the United States. The white paste is nearly all American.

Steel pens come to us from Birmingham mostly. Some large United States manufacturers sell a lot to Canada, and the pens made especially for the vertical writing taught in the schools are American.

The best sealing wax comes from England. Some is brought in from the United States, but it is of a cheap variety and not a great deal is used here.

Imported rubber bands are all from the United States. Some used to be made in Canada of a cheap quality, and for a long time those of home manufacture have had this reputation. They are now made here, however, equal to any imported goods.

The best lead pencils are, of course, from Germany. All good drawing pencils come from that country, which imports the pine wood from the United States, makes the pencils, and then is able to lay them down in United States and Canadian markets in better quality and at a lower figures than home-made goods. The United States pencil-makers go in mostly for the rubber-tipped and fancy-designed varieties. There are not many British pencils made.

The United States makes the best imported rubber erasers, but in this line Canadian manufacturers are not behind, and are putting up a keen competition with imported goods.

Fancy ink bottles, paper weights and other fancy goods of the kind come from Austria and France. Many novelties in the stationer's trade are of American make, such as fancy ash trays, match safes, etc., but, for the great bulk of the novelty trade, Austria, France and Germany lead.

Map globes are made in the United States. Blackboard brushes, slates and numeral frames are other school accessories in which American firms do nearly all the trade in Canada.

Silver and gold pencils and other stationers' jewellery are mostly from England, though the United States is rapidly coming to the front. In getting out novelties of this line in cheaper quality the Americans lead, but for really solid, high class goods Great Britain is far ahead.

What we call Chinese lanterns are made in Germany. The Japanese lanterns, however, are really from Japan. Wicker waste-paper baskets, slate pencils, artists' brushes, damping brushes and the cheaper seals and stamps are of German make.

Most of the school crayons and chalk comes from the United States. Oil crayons are being used more than chalk now, and it is likely they will soon displace it altogether.

In school bags, the canvas ones are from England and Germany. All the leather bags are our own make. Other countries have not been able to compete with Canadian makers in this line.

Inkstands, cash boxes and other stationers' hardware is divided between Great Britain and the United States.

Mathematical instruments of the best kind for school and professional use are made in France. Compasses are brought from England and the United States also,

but they are not as good as the French makes. Rulers are all American.

Files, bill stickers, stamping pads, inks and stamps and wire waste paper and desk baskets are American. Paper fasteners come from England. The porcelain sponge cups are made in Great Britain, but the glass ones are made in both that country and the United States.

Ebony and ebonite rulers are mostly from Great Britain.

Opera glasses and magnifying glasses of the best kind come from France, though some of the latter are of English make.

White composition slate pencils are French goods.

All the playing cards we import are of the best class. The duty of 6c. per pack keeps out the cheap goods. Most of the cards come from the United States. But English cards come in more lately. Until recently they all had square corners, which went against them.

Chessmen, checkers, dominoes, cribbage boards, whist markers, etc., are brought from Germany. Some American checkers and dominoes are beginning to take the place of the German goods, but on the whole, Germany is the place where the great bulk of these goods come from.

School pencil boxes are made in Germany and France. The filled goods are often American, but the best made boxes are of German and French make.

Crepe tissue paper we get mainly from American and English makers. A few cheap lines come from France.

Germany, England, France and Italy supply us with rubber balls. The best come from England. The fancy balls come from Germany mostly.

The highest class Christmas cards are sent from England. Much of the work on them is done in Germany. France and Germany export to us stamp, photo and scrap albums. A few are made in Canada. Cotton flags are all Canadian, but the best bunting and silk flags are imported mostly from England and France.

Fancy photo frames, in brass and other metals, as well as cardboard and enamel, are mostly of German make. A few are American.

Our best visiting cards are English made.

All our celluloid goods come from New York. Nylonite, an imitation, is English.

Letter presses are from the United States mostly, and letter balances from Great Britain.

Keyrings and chains, gold and silver paper and telescopes are nearly all from France.

Penholders we buy from the United States and Germany.

Most of our leather goods are manufactured in Canada. The leather is imported already tanned, and prepared to be cut up into purses, belts, valises, etc. Germany, England and the United States are the chief exporters to Canada.

Morocco, or goat skins, real Russian and sealskins, for purses, wallets, etc., come from Great Britain. Some seal skin comes from Germany. Alligator, already tanned and glazed, is wholly from the Southern States, principally Florida.

Russia leather is wholly an English product. The Americans have a pretty close imitation of it, but most of our goods are from the Old Country.

Walrus, monkey skin, sea lion, hippopotamus, etc., are generally made of seal, a different grain stamped on them being their only title to the fancy names. Snake and lizard skins wear out so quickly that very few are used, and they are expensive. They come from England and the United States.

Calf skins are brought from the United States, Germany and England. Canadian calf skins would be better liked if the color and finish were equal to those of imported goods, which they are not.

We use our own sheepskins much more than imported goods. Those that do come in are from Germany, England and the United States. The rough sheepskin used for blank books is nearly all our own. Lining skivers are excellently made in Canada, but imported goods get ahead of them because our makers do not carry a stock of fancy shades which our foreign makers do. Cow-hides are nearly altogether Canadian.

The metal fittings and frames for stationers' leather goods are all imported from England, France and Germany.

C. G. H.

The marriage of Chas. E. Manning, of the staff of A. H. Stratton & Co., Peterborough, to Miss Lillian Lee, took place at the residence of the bride's father, August 27. The ceremony was performed by Rev. W. L. Armitage, of All Saints' Church. The bride was attired in white organdie, and was attended by her sister, Miss Ida. The groom was supported by Mr. George Dawson. After the ceremony the wedding party sat down to a sumptuous wedding breakfast, and later left for their honeymoon trip to Toronto, Buffalo and other places. The wedding presents were handsome and included a beautiful hall rack from the employes of Messrs. A. H. Stratton & Co. and The Examiner office, and a \$20 gold piece from Mr. A. H. Stratton.

## The Bookseller and Stationer

Published monthly, in the interests of the Book, Stationery and Fancy Goods Trade of Canada.

President,  
JOHN BAYNE MacLEAN,  
Montreal.

### THE MacLEAN PUBLISHING CO. Limited.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, North-West Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

#### OFFICES

|                 |                        |                 |
|-----------------|------------------------|-----------------|
| MONTREAL        | 231 McGill Street      | Telephone 1255  |
| TORONTO         | 10 Front Street East   | Telephone 2148  |
| LONDON, ENG     | 109 Fleet Street, E.C. | W. H. Mill      |
| MANCHESTER, ENG | 18 St. Ann Street      | H. S. Ashburner |
| WINNIPEG        | Western Canada Block   | J. J. Roberts   |
| ST. JOHN, N.B.  | No. 3 Market Wharf     | J. Hunter White |
| NEW YORK        | 176 E. 88th Street     |                 |

Subscriptions, Canada and United States, \$1.00.  
Great Britain and elsewhere 6s. 3d.

Cable Address { Adscript, London.  
Adscript, Canada.

## INDEX TO ADVERTISEMENTS.

|                                  | Page.                         |
|----------------------------------|-------------------------------|
| Anglo Canadian Music Pub. Assn.  | 49                            |
| Auer Light Co.                   | 5                             |
| Auld Mucilage Co.                | 19                            |
| Barber & Bros., Wm.              | 49                            |
| Barber & Ellis Co., Limited      | 29                            |
| Blackie & Sons                   | 3                             |
| Briggs, William                  | 3, 18                         |
| Brown Bros., Limited             | 25                            |
| Buntin, Gillies & Co.            | Outside back cover            |
| Burge, Warren & Ridgley          | 37                            |
| Canadian-American Music Co.      | 19                            |
| Canada Paper Co.                 | 19                            |
| Canada Publishing Co.            | 13                            |
| Castell Bros., Limited           | Outside back cover            |
| Clay & Sons, C. J.               | 13                            |
| Confederation Life Association   | 5                             |
| Cooper, Dennison & Walkden       | Inside front cover            |
| Copp, Clark Co., Limited, The    | 3, 6, 15                      |
| Curry, George                    | 25                            |
| Desbarats Advertising Agency     | 49                            |
| Dixon Crucible Co., Jos          | 49                            |
| Fancy Goods Co. of Canada        | 35                            |
| Gage & Co., Limited, W. J.       | 5, 11, 23, 33                 |
| Gillott, Joseph                  | 29                            |
| Goodyear Tire & Rubber Co.       | 41                            |
| Gowans, Kent & Co.               | 37                            |
| Hyde & Co.                       | 7                             |
| Kelk, F. & E. W.                 | 43                            |
| Laird & Lee                      | 17                            |
| Langsdorf & Co., S.              | 37                            |
| Levy & Co.                       | 49                            |
| Long, John                       | 18                            |
| Long, R. J.                      | 49                            |
| Lyman, Henry L.                  | 1                             |
| McPherson, W.                    | 13                            |
| Merriam, G. & C.                 | 29                            |
| Morang & Co., Geo. N.            | 11                            |
| Morton, Phillips & Co.           | 25                            |
| Nerlich & Co.                    | 39                            |
| Obphant, Anderson & Ferner       | 4                             |
| Partridge & Co., S. W.           | 13                            |
| Payson's Indelible Ink           | 29                            |
| Photo Jewelry Mfg. Co.           | 19                            |
| Pine & Sons, Limited, Alex.      | 45                            |
| Revell, Fleming H.               | 21                            |
| Roberts Advertising Agency       | 49                            |
| Standard Crayon Co.              | 45                            |
| Standard Silver Plate Co.        | Outside back cover            |
| Stauntons, Limited               | 48                            |
| Turkish Steel Pen Co.            | 25                            |
| Warwick Bros. & Rutter           | 25                            |
|                                  | Inside front cover, 1, 25, 27 |
| Waterman Co., L. E.              | 31                            |
| Watson, Foster Co., Limited, The | 47                            |
| Wells, E. H.                     | 19                            |
| Western Assurance Co.            | 29                            |
| Whyte & Sons, Andrew             | 45                            |

FACTORY  
FOUNDED  
A.D. 1735

# WALKDEN'S

FACTORY  
REBUILT  
1892

## WRITING INKS



SCIENTIFICALLY MANUFACTURED IN THE OLDEST ESTABLISHED INK FACTORY IN THE WORLD.

**BLUE BLACK, COPYING, SCARLET,  
EXTRA BLACK, JAPAN, FANCY COLORS**

IN STONE OR GLASS BOTTLES.

### "MELANYL" MARKING INK

WARRANTED INDELIBLE AND HARMLESS ON ANY FABRIC.  
REQUIRES NO HEATING.

### SEALING WAX

IN ALL QUALITIES OF LETTER, PARCEL, BOTTLING  
AND DRUGGISTS' WAX.

"VICTORIA" "ROYAL CROWN" "BANK OF ENGLAND"  
The three finest qualities of Letter Wax made.

FANCY COLORED WAX A SPECIALTY. SIXTY EXQUISITE  
AND DELICATE SHADES.  
Put up in various sizes of sticks.

### PARCHMENTS AND VELLUMS

OF EVERY DESCRIPTION FOR WRITING AND BINDING.  
CONTRACTORS TO H.M. GOVERNMENT.

### QUILL PENS, NIBS AND TOOTH PICKS.

ILLUSTRATED CATALOGUE, SAMPLES AND TERMS ON  
APPLICATION.

WALKDEN'S INKS CAN BE OBTAINED OF  
**THE COPP, CLARK CO., TORONTO.**

MANUFACTURERS:

**COOPER, DENNISON & WALKDEN, LIMITED**  
St. Bride Street, E.C., and Verney Road, S.E., LONDON.



We have sold over twice the quantity  
of \_\_\_\_\_

# Dimity Stationery

that we thought we could dispose of.

We have another large lot coming through and will be able to fill all orders promptly.

**Buntin, Gillies & Co., - Hamilton.**

MONTREAL OFFICE:

No. 21 Mechanics' Building,  
St. James Street.

## SILVERWARE THAT SELLS.

Do You Handle  
Silverware ?

If so, you want  
"Quick Sellers."

The goods we  
make are uni-  
versally acknow-  
ledged to be that  
kind.



Our Designs are  
the Newest.

Our prices are  
right, and our  
quality is the  
best that can be  
made.

IF INTERESTED, SEND FOR OUR CATALOGUE.

**Standard Silver Co., Limited, 31-43 Hayter St., Toronto, Can.**