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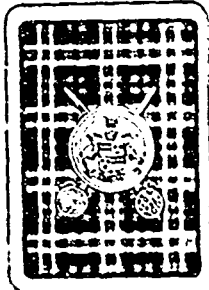
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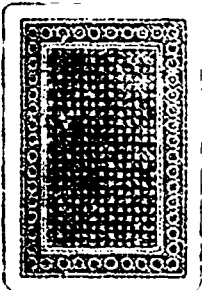
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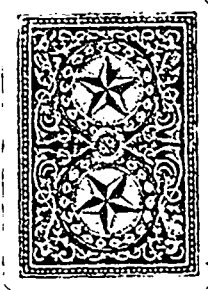
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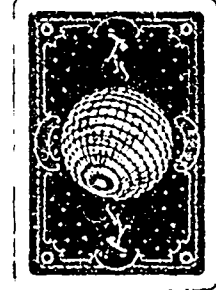
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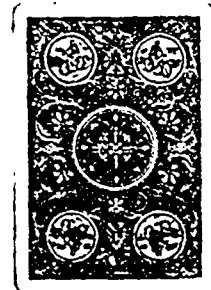
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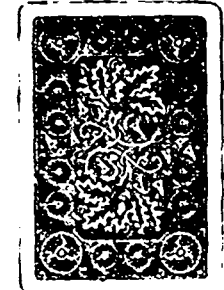
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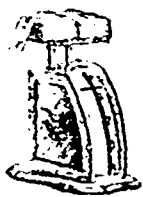


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National	4 lbs	\$3.00
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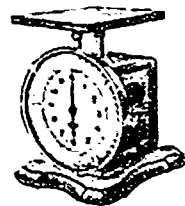
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**PELOUZE POSTAL SCALE.**  
It means you will get the best  
Postal Scale that money can buy.

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"Save Time and Stamps."

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Mail and Express  
1 lb. \$1.00

Commercial	12 lbs.	\$3.75
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The **PELOUZE POSTAL SCALES** have a double needle index that starts at the top and moves through a slot. Very easy to read. Absolutely automatic no tedious maneuvering of a poise on a beam.

All Leading Dealers Sell Them. Order Through Your Jobber.

**PELOUZE SCALE & MFG. CO.**  
118-130 W. Jackson Boulevard :: :: CHICAGO



## We have

A beautiful little Koh-I-Noor Pencil Booklet, that is a work of Art—nothing less, and we will send a liberal quantity with any orders we may receive for Koh-I-Noor Pencils.

In fact, we *make it a point* to supply a liberal quantity of Advertising matter, such as Booklets and Show Cards and other handsome material, upon which *we* pay duty, for the benefit of our customers.



**L. E. Waterman Co.**

OF CANADA, LIMITED

136 St. James Street, - Montreal

# ART GALLERIES IN YOUR TOWN

You are invited to visit our travellers' sample rooms, and view the display of

## CHRISTMAS CARDS AND CALENDARS FOR SEASON 1905-1906

It is almost impossible to enumerate all the lines shown in

## CHRISTMAS CARDS

which represent the best designs in practically endless variety of *Hills "For the Empire" Series.*

*Canadian Emblematic Designs. Cards with Canadian Views. Souvenir Cards.*

*Davidson Bros. Special Boxed Cards.  
Castell Bros. Autographic Cards in Boxes.  
Assorted Cards in Packages.*

## CHRISTMAS AND NEW YEAR POST CARDS

## CALENDARS

Work of the best known artists, to retail at from 5 cents each up to \$10 each. Drop, Turnover, Fans, Novelties, Floral Decorations, Landscape and Marine Scenes, etc. Beautifully Illuminated Titles.

*We will not keep you waiting as our samples are far in advance.*

## PRIVATE GREETING CARDS.

In contemplation of the increased demand there will be for these cards we will have an exceptionally large stock of extensive variety to select from.

*Import* orders will also be taken for special designs. "*For the Empire*" is the series that has been again selected as having the most appropriate and up-to-date designs for this important branch of the *Christmas Card* trade.

We are the sole Canadian agents for the publishers represented.

*The Trade* have now an opportunity of selecting the most attractive and saleable goods ever displayed.

## THE COPP, CLARK COMPANY, LIMITED

64 and 66 Front Street West

TORONTO, CANADA

# THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXI.

MONTREAL AND TORONTO, CANADA, APRIL, 1905.

No. 4.

## PROGRESSIVE BOOK SELLING

IN the cycle of progress which has come upon the business world in recent years, the bookseller could not hold aloof, even if he wished. Perhaps no business retained its old conservatism as long as this. The traditions which have been handed down from time immemorial, still clung to the shop of our own time. We are accustomed to think of bookshops as the homes of old musty tomes and older and mustier bespectacled men. This was the condition which subsisted up to within our own memory.

### Modern Methods.

A change, however, has come over the scene. The prevailing spirit of unrest and innovation has banished the mustiness of the shop, and the dull, legal bindings of the books have given way to all manner of resplendent colors. We may heave a sentimental sigh at the passing of these landmarks of antiquity, but much is to be said for the change on the business side.

Year by year the race for existence becomes harder and eternal vigilance, more than ever before, is the price of salvation. Business has become a contest in which only those who develop and progress are going to win. The keenness of present-day competition leaves no place for the sluggard. Accordingly, the bookseller cannot sit back and look with admiration and wonder on what has been already accomplished. The wave of progress is still advancing and the business man must be carried along with it, or sink under it.

### Progress Necessary.

How will the bookseller progress and infuse life into his business? This is the question that confronts him and its correct solution is of vital importance to him. It is a difficult one to solve, as is every question which is worthy of solution. Yet, it is not an impossible one. One way which has been tried in various quarters is the introduction of new departments. This can be done with the utmost advantage in most stores. The fancy goods

department can be made to include a limitless variety of goods. Each season brings forth some novelty which should mean an ever-increasing volume of sales. In recent times, we have but to mention the souvenir post cards, the new games, leather goods, etc., to illustrate the possibilities along these lines. The shop might be made fresher and brighter with a well-selected stock of fancy china and glassware. Such departments do not require the investment of much capital, and by their own dauntiness they improve the whole store.

### Legitimate Expansion.

This matter of expansion is worthy of the greatest consideration. For a long time the introduction of new departments was looked on with disfavor, and booksellers hesitated about introducing them. Now, however, the trend of business has overcome all obstacles and the question that arises is rather how far the dealer will go in this development? This condition does not subsist any more in the bookselling business than in any other. It is just the characteristic of the present time to strike out into new channels and work all lines which even remotely relate to the main business. The condition which gave rise to the big departmental stores subsists in a smaller degree in every locality. Without theorizing on the desirability of the matter, a business man has to accept the condition and make the most of it. In his fight for commercial existence he must seize all the fair weapons which come to his hand, and undoubtedly subsidiary departments and side lines are some of these.

These are some of the methods of invigorating the business. They do not exhaust the list by any means. Original advertising supplies another source of life. But whatever the means, the aim must always be to develop and progress with the advance in general business methods. Activity and life are essentials to good business.

## LEADING CANADIAN STORES

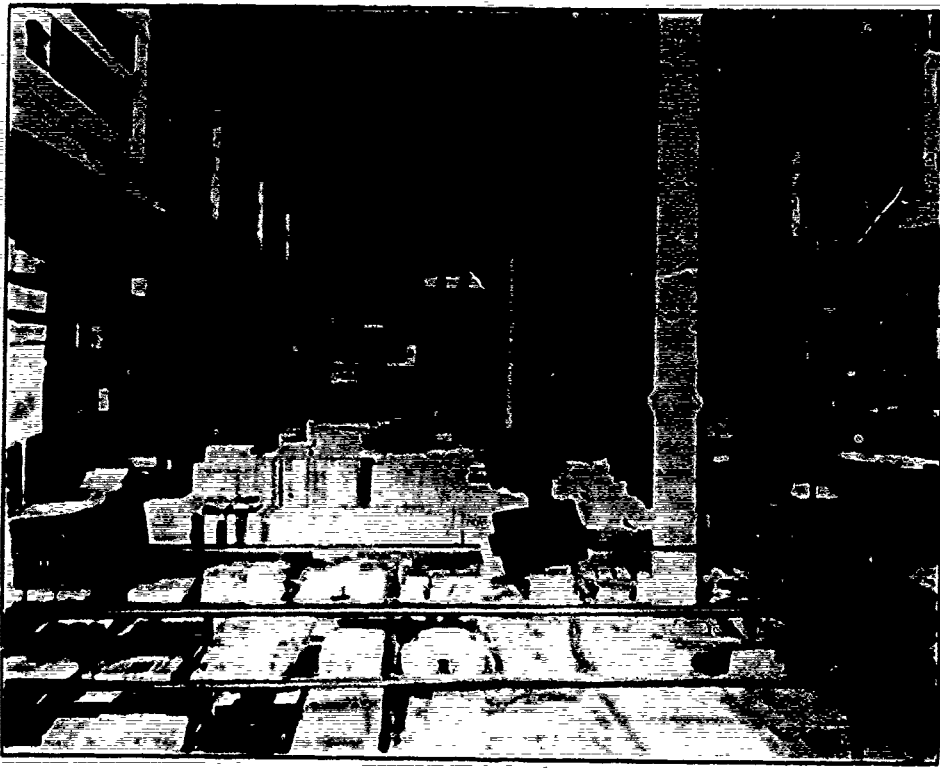
### MONTREAL SETS THE PACE.

**F.** E. PHELAN'S store, St. Catherine street, Montreal, is a good illustration of the idea that if the book and stationery store is to prosper it must be alert to the possibilities of expansion. Further than this, a store so modern in detail serves to minimize the inroads of large departmental stores' competition. Modern in every way, with up-to-date methods of merchandising, this store is a revelation of book store pos-

the general store, confronts the customer on entering in the form of a showcase with a line of confectionery. The situation is peculiarly apt and cannot be overlooked.

This store thoroughly believes in showing the goods. The shelving at the right in the front contains the lines of office accessories. Immediately back of this is the enormous stock of society and commercial stationery. The school books and supplies find a place in the rear of the stationery, while the shelving at the back is filled with standard sets, which run around the entire end of the store. On the two galleries a reserve stock of stationery and games is kept.

The entire left-hand side of the store is given over to the stock of bound books, with the standard and classic in boxes at the very front. Bound fiction, divided according to praiseworthy methods, extends to the rear. In the centre of the store some seventeen tables are



Luxurious and Elegant Store of F. E. Phelan.

sibilities. The present site has been occupied by Mr. Phelan for a period extending over twenty years, but it was only three years ago that renovations were felt to be a necessity, and the capacity was doubled by extending to the rear.

Three main lines are carried in stock—books, stationery and fancy goods—and the division is such as to raise each to the dignity of a separate store. Each department is featured and recognized as such. Nine showcases are ranged down the entire right of the store upon entering, and these contain the various complete lines of fancy and leather goods, as well as papeteries and playing cards. Wisely, such knick-knacks as combs, brushes, etc., are in the front cases. Two cases at the rear show a range of hand and wrist bags; the two last cases containing a display of prayer and hymn books. An innovation which has proved successful and is an eye-opener to

filled with all classes of paper-bound books. Current popular fiction is at the very front, while lines ranging in price from ten to twenty-five cents are scattered over tables at the rear. Display cards are judiciously used in an explanatory manner. Picture post cards have a place, as will be noticed in the illustration, near the centre of the store. They are shown on revolving display racks.

No easy-going principles find a place in this store. The methods of progressive retailing introduced in this business woke up the city some three years ago, and progress is ever the watchword. Business is systematized, and a complete National Cash Register aids materially. This gives a record of every clerk, and gives an absolute insight into the weak points of any salesperson. Each department, too, is registered, and affords Mr. Phelan an opportunity to see just what is being done in the various branches of the business.



## PUBLISHERS' COLUMN



"The King's Scapegoat," by Hamilton Drummond, "The Winged Helmet," by Harold Steele MacKaye, and "Beatrice of Venice," by Max Pemberton, are some of Copp, Clark's new books. Cloth, \$1.50; the latter two in paper, 75c.

"The Pioneer," by Geraldine Bonner, promises to have a big run. McLeod & Allen. Cloth, \$1.25, paper, 75c.

A story by Kate Westlake Yeigh, entitled "A Specimen Spinster," will appear late in the Spring. The Copp, Clark & Co. are bringing it out.

The Copp, Clark Co. announce "Stingatee," by E. W. Horning. This story of a gentleman highwayman has appeared serially in the Strand. Cloth, \$1.50; paper, 75c.

The April lists of George Newnes contain "The Worldlings," by Leonard Merrick; "The Sowers," by H. Seton Merriman; "For God and the Czar," by J. E. Muddock; "A Deal With the Devil," by Eden Phillpotts, all in a six-penny edition.

"The Confessions of a Wife," (paper, 25c) by Grace Miller White, and "The Peer and the Woman," (paper, 50c) by E. Philips Oppenheim, are on J. S. Ogilvie's Spring list.

McLeod & Allen announce new editions of "The Man on the Box," "In the Bishop's Carriage," and "My Lady of the North."

"The Lodestar," by Sidney R. Kennedy, "Another Hardy Garden Book," by Helena Rutherford Ely, and "Beyond Chance of Change," by Sara Andrew Shafer," are on Morang & Co.'s list.

"Millions of Mischief," by Headon Hill, author of "The Duke Decides," is promised by McLeod & Allen this month.

Norman Duncan's new book, "Dr. Grenfell's Parish," is on Revell's list. "The Lure of the Labrador Wild," by Dillon Wallace, and "Dr. Luke of the Labrador," by Norman Duncan, issued by the same publishers, are selling well.

A descriptive catalogue has been received from the Chadwick Copying Book Co., Springfield, Mass. The booklet is artistic in itself, and sets forth the goodness of the books it advertises in attractive form.

In "The Fair Land Tyrol," W. D. McCrackan has produced a work of merit in which history, travel and description are combined. L. C. Page & Co. are the publishers.

L. C. Page & Co. have published "A Captain of Men," by E. Anson More.

"My Lady Claucarty," by Mary Inlay Taylor, a story of the time of William the Third, and "On the Firing Line," a romance of South America, by Anna Chaplin Ray and Hamilton Brock Fuller are among the Spring books of Little, Brown & Co. Cloth \$1.50.

John Lane announces the publication of a new novel by William J. Locke, entitled, "The Morals of Marcus Ordeyne." On the same publisher's list are "A Prince to Order," by Charles Stokes Wayne, and "Widdicombe," by Miss Willecocks.

John W. Luce & Co. promise epigrams and aphorisms by Oscar Wilde for early publication.

S. E. Kiser, who has been writing the funny column for The Chicago Record-Herald for some time, has written a story entitled: "Charles, the Chauffeur." The story, which has been running serially in The Sunday Magazine, is now published in book form by F. A. Stokes Co.

McLeod & Allen are publishing a new story by Burton E. Stevenson, entitled, "The Marathon Mystery." Cloth, \$1.25; paper, 75c.

Morang & Co. have added "Sydney Smith" to the "English Men of Letters" series which have already been published. This life is by George W. E. Russell. 75c. net.

"The Flower of Destiny," by William Dana Orcutt, is a picturesque and romantic love story which A. C. McClurg & Co. have recently brought out. 8vo., \$1.25.

"A Biographical and Critical Study of Theodore Watts-Dunton," by James Douglas, is announced by John Lane. The reminiscences of Rossetti, Tennyson, Browning, etc., will insure its interest. 8vo., \$3.50 net.

"Beyond Chance of a Change," by Sara Andrew Shafer, has been issued by Morang & Co. The author of "The Day Before Yesterday" is already well known to the reading public. Price, \$1.50.

McLeod & Allen will publish early in Spring "The Great Mogul," by Louis Tracy. This writer is already well-known from his novel, "Wings of the Morning," which appeared some time ago.

"For the White Christ," a story of the days of Charlemagne, by Robert Ames Bennet, is one of the best selling books on A. C. McClurg & Co.'s Spring lists. Price, \$1.50.

A. S. Barnes & Co. announce for early publication "Serena," a novel by Virginia Fraser Boyle.

"Return," by Alice MacGowan and Grace MacGowan Cooke, promises to be the strongest of the Copp, Clark Co.'s Spring books. Its advance sales have been exceptionally large.

"The Black Barque," by T. Jenkins Hams, is one of the best of the books brought out by the Copp, Clark Co. this year. It is proving a good seller.



**MONTHLY REPORT  
FROM BOOK CENTRES**

**MONTREAL.**

Office of BOOKSELLER AND STATIONER,  
237 McGill Street, Montreal  
April 3, 1905

**M**ARCH trade continued quiet in book circles. Many stores avet that the late Easter this year had much to do with slow business. However, the opening of the month sees renewed activity and book-sellers in general are hopeful. Spring fiction is rapidly appearing on the shelves and increased interest is a natural result. Good displays of new fiction characterize progressive stores. Prayer and hymn books are in their element for Easter trade, and trade is pushed in these lines in most quarters. Easter cards of every description, and novelties, and various lines of fancy goods appropriate to the season, are incorporated also in many establishments.

Among the wealth of new fiction, which finds a ready reception, without any price-cutting, Mr. Humphry Ward's "The Marriage of William Ashe" is highly spoken of. "The Garden of Allah" is another new favorite. "The Fugitive Blacksmith," a book characterized as impossible to match in humor, has opened well. "A Mysterious Disappearance" is a tell well recommended, while "The Lute of the Labrador Wild" is an appropriate story which is well heralded.

Two new war books, "The Downfall of Russia," and "Under the Care of the Japanese War Office," are having some attention. "The Opening of Tibet," with copious illustrations, is a book noticed in one progressive store. "For the White Christ," and "A Harvest of the Sea," are two other recent arrivals. William Drysdale has on his shelves "The Parochial School," by Father Crowley, a book of peculiar interest, owing to the present discussion in Parliament of this problem. "Dead Man's Rooms," in cloth, \$1.25, and in paper, 75c., is another of his new books.

A progressive idea employed by a Montreal store to further the sale of Easter prayer and hymn books, is a placard outside reading "Easter prayer and hymn books, large selection, choice bindings." An attractive window display vetines the card. An ingenious post-card window had as a background red crepe paper, upon which were fastened strips of heavy paper, with slits therein, in which were inserted the various picture post cards. This cut off the four corners and gave an attractive appearance. From six to twelve cards were shown on the various strips. Both leather and view cards were included.

G. E. F.

**TORONTO.**

Office of BOOKSELLER AND STATIONER,  
10 Front Street East, Toronto  
April 6, 1905

**T**HE exceptionally fine weather of the past month has had a good effect on business. The stagnation which usually sets in for a couple of months after Christmas has given way to a decidedly better condition. The book trade responds very readily to weather conditions. More than almost anything else, a book has to

be seen to be attractive. So the more the people are brought out on the streets and into the stores, the greater is the sale of books. The result this Spring has been that the stores have been kept uniformly busy.

A noticeable feature of the book trade recently has been the large number of books of travel which have been sold. The tourist travel is the cause of this. The number who have already left, or are about to leave, for a visit to the Mediterranean and Southern Europe much exceeds what it has ever been before. This has aroused an unusual interest in guide books and books descriptive of the people and countries of Europe. This is a department which will undoubtedly develop greatly in the near future.

A paper edition of "The Duke Decides" is being pushed strongly. "The Marriage of William Ashe" has aroused great interest and is sure of a good sale. "God's Good Man" and "The Man on the Box" have gone into new editions and continue to sell steadily. The public appearance of Ralph Connor before the Canadian Club on April 10 and of Dr. Grenfell on April 17 will create an exceptional demand for "The Prospector" and "The Harvest of the Sea." "The Clansman" and "The Return of Sherlock Holmes" are on the selling list.

The book counters of the departmental stores would seem to be a menace to the legitimate book dealers. But after all, they do not do much harm. The majority of the people who buy a cheap book at the bargain counter, do so because they can get one for a few cents. Otherwise they would not buy a book at all. It is not in the very cheap books that the real menace lies. It is in the reduction by a few cents from the list price of the better publications. This is always present and is not specially acute now.

F. P. M.

**WINNIPEG.**

Office of BOOKSELLER AND STATIONER,  
406 McIntyre Block, Winnipeg, Man  
April 4, 1905

**M**ARCH sales seem to have been quite satisfactory to the local trade. Winnipeg has the reputation of being a good town for the book trade. Departmental store competition has not yet been keenly felt, and it is possible to maintain prices on popular books. While departmental stores in Montreal and Toronto cut prices on "The Prospector" three months ago, the Winnipeg stores were able to get the advertised price.

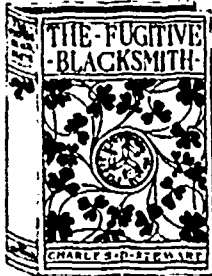
Undoubtedly the book of the month has been Mrs. Humphry Ward's latest, "The Marriage of William Ashe." Several hundred copies were ordered by local stores and they have been sold quite readily. "The Clansman" and "The Masquerader," books mentioned last month, are still asked for frequently. Among the newer fiction, "Roland of Altenbury" by Edward Mott Woolley, "The Garden of Eden" by Blanche Willis Howard, "The Mysterious Disappearance" by Gordon Holmes, and "The Millionaire Baby," are meeting with popular favor.

"The Crisis" was in good demand for a week or ten days during March. The dramatization of the book was presented at the "Winnipeg" Theatre. The local stores were well stocked in anticipation of the demand.

Apart from fiction, the chief interest has been shown in "The Opening of Tibet," by Percival Lauder, the story of the Younghusband expedition.

F. R. M.

# Six Spring Successes



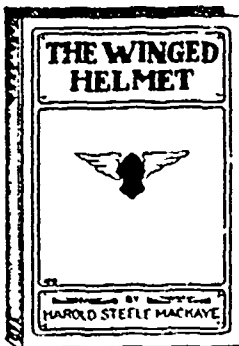
**Return.** By Alice MacGowan and Grace MacGowan Cooke. A story of the Sea Islands in 1739. Illustrated. Cloth only, **\$1.50.**

**The Fugitive Blacksmith.** By Charles D. Stewart. Illustrated. Cloth only, **\$1.50.**



**The Clansman.** By Thos. Dixon, jr. Illustrated. Cloth only, **\$1.50.**

**The Black Barque.** A tale of a Pirate Slave Ship. By T. Jenkins Hains. Illustrated. Paper, **75c.** Cloth, **\$1.50.**



**The Winged Helmet.** By Harold Steele Mackaye. Illustrated. Paper, **75c.** Cloth **\$1.50.**

**The Downfall of Russia.** Under the surface in the land of riddles. By Hugo Ganz. Cloth only, **\$1.50.**

## SELLING WELL

**Whosoever Shall Offend.** By F. Marion Crawford. Paper, **75c.**

**Hearts in Exile.** By John Oxenham. Paper, **75c.**

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

**Beatrice of Venice.** By Max Pemberton. Paper, **75c.**

**Hemming the Adventurer.** By Theodore Roberts. Paper, **75c.**  
Cloth, **\$1.50.**

**The Sign of Triumph.** By Sheppard Stevens. Paper, **75c.** Cloth, **\$1.50.**

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**The Copp, Clark Company, Limited**

Publishers - TORONTO



**BOOKS OF THE MONTH**

Geraldine Bonner "The Pioneer" Indianapolis: The Bobbs Merrill Co., Toronto: McLeod & Allen.

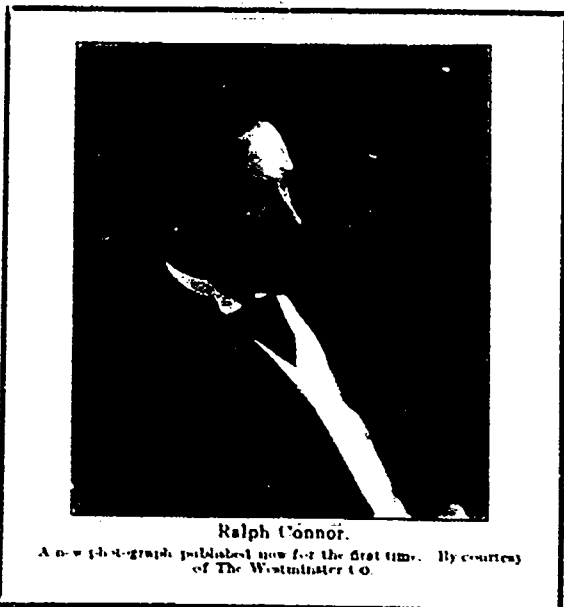
This is a vigorous tale of the golden era of California, when men were millionaires and penniless with startling rapidity. The story has for its setting two mining settlements and San Francisco, when life was being lived at a terrific pace. The devotion of an old colonel to the two daughters of a woman to whom he in his youth had been engaged, but who had deserted him, casts a delightful spell of chivalry over the whole story. The plot is developed through a net-work of intrigues, and sustains the interest of the reader to the end.

Arthur Henry "The Unwritten Law." New York: A. S. Barnes Co.

This book holds a mirror up to nature with perfect fearlessness. The weaknesses and follies of present-day life are shown dramatically and intensely. Ambition, love and passion are interwoven into a story which ridicules the false and sympathizes with the true. It is a daring work and an absorbing story. It will be one of the books which will be talked about during the next season.

Alice MacGowan and Grace MacGowan Cooke: "Return" Toronto: The Copp, Clark Co. Price, \$1.50

This is a love story of the eighteenth century. The stirring days of Carolina and Virginia leave boundless scope for romance and chivalry. Scenes of the beauty and society of the southern towns are in sharp contrast with the daring life on the frontiers. The story is an admirable sketch of this most interesting period. It



combines fineness of characterization with strength of plot.

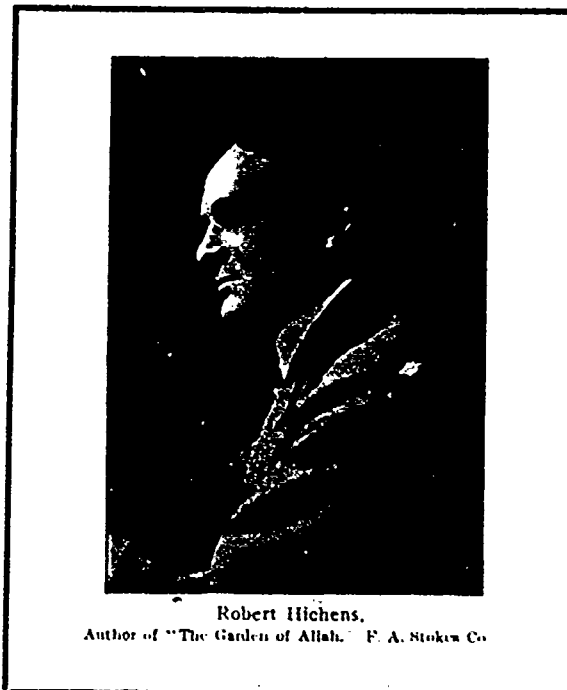
William Le Queux "Sins of the City" London: George Bell & Sons. Price, 2s. 6d.

This is one of the Indian and Colonial library books, and needs no introduction to our readers. The author has already produced a number of stories of city life, and

the present book is fully up to the standard of his former novels.

Casher, Rev. C. J.: "Forgotten Heroes." Second edition. London: Charles J. Thynne. Cloth, 1s net.

An excellent piece of work has been accomplished by the author of this book in perpetuating the brave deeds of men long since dead, whose lives are almost, if not



quite, forgotten to-day. The heroes are early reformers, and include Curioni and Palcario in Italy, several Spanish martyrs, the Waldensians, while a chapter deals with the reformed church in France during the eighteenth century.

T. Jenkins Hains "The Black Barque." Toronto: The Copp, Clark Co. Cloth, \$1.50, paper, 75c.

A good sea story is as acceptable as it is unusual. In the present work an exciting story of piracy and slavery is realistically told. The descriptions show that the writer has a perfect knowledge of the sea. The stirring life of the sailor in the time when every day brought on a fight for existence is strongly portrayed.

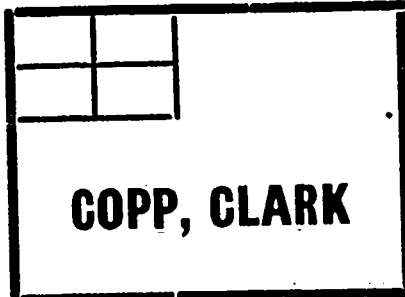
Valentine, Edward U.: "Hecla Sandwith." Indianapolis: The Bobbs-Merrill Co. Cloth, \$1.50

The Pennsylvania of fifty years ago, with its gradually developing iron industry, is the setting in which Hecla, daughter of the old Quaker ironmaster, Joshua Sandwith, meets the destiny of her life. The times are admirably portrayed, and the glimpse afforded of the Quakers is instructive. The story of Hecla's life is well worked out. All the elements of the book contribute to make it a strong piece of fiction.

Butler, Rev. D.: "Eternal Elements in the Christian Faith." Edinburgh: Oliphant, Anderson & Ferrier. Cloth, 2s 6d.

The Christian faith is here treated in a spirit at once rational and comprehensive, without narrow sectarianism or controversy. The writer shows that in the Christian faith there is the culmination of all that is best in all religions. The book is well printed, and should be on every theologian's shelf.

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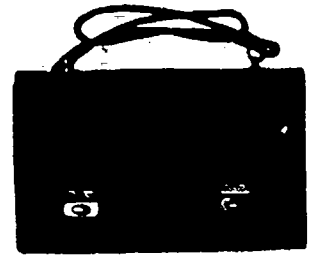
TORONTO.

**Leather  
Goods**

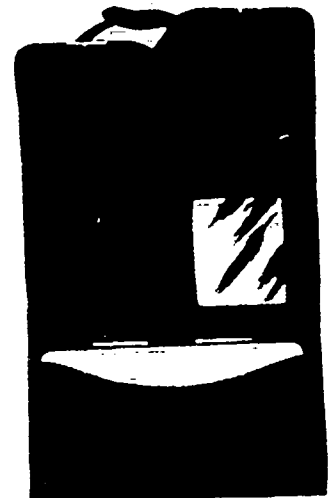
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Latest design; quite new

WE ARE NOW ADDING TO OUR STOCK EVERYTHING NEW AND UP-TO-DATE.

NEWEST AND FINEST MAKES OF LEATHERS, FITTINGS, ETC.

**BROWN BROS.**  
LIMITED

MANUFACTURERS OF  
LEATHER GOODS  
ACCOUNT BOOKS, ETC.

51-53  
Wellington Street W., **TORONTO**

Harold Steele MacKaye "The Winged Helmet" Toronto: The Copp, Clark Co. Cloth, \$1.50, paper, 75 cents

The author has gone back to the time of Francis I for this romance. The early part of the 16th century provides a new and attractive field for the story writer. In the present work the situation, environments, and characters are new. The subject is treated with the freshness and lightness of touch which characterizes the author.



"Return." The Copp, Clark Co.

Oakley, E. S. "Holy Himalaya" Edinburgh: Ohphant, Anderson & Fernier. Cloth, illustrated, 5s net

Though not distinctly a work on Christian missions, nothing more convincing has ever been written to show that the real need of India is Christianity. The writer confines himself to two of the mountain provinces. Then scenery, natural products, races, history, traditions and religions are treated most exhaustively. The region described is one of great sanctity and resort, and the writer, by long residence, is well fitted to transcribe its history.

"The Marriage of William Ashe" Mrs. Humphry Ward. Toronto: Wm. Briggs

This is the most talked of book of the past month. A new story by this popular author is sure of an eager reception by a large band of admirers. In the present book the writer has produced a story of great strength and interest. It is a problem play, the plot of which is laid in the England of the present day. The difficult subject is treated with rare skill and fineness of touch. The character sketching is done with a masterly hand. The large advance sales of the book were amply justified by its instant popularity.

The selected poems of Michael Drayton are published by George Newnes in an attractive form. This little volume forms one of a series of pocket classics which should take the fancy of every literary person. The poems show all the freshness of the age in which the poet lived, the Elizabethan era. Price, 2s. 6d.

In Bell's "Miniature Series of Great Writers" has appeared a brochure on Browning, by Sir Frank T. Martin. Small as it is, the book contains much that is of interest about the life and work of the great poet. London: George Bell & Sons. Price, 1s.

Quiller-Couch "Shinning Ferry" This story shows an unusual strength in the delineation of character. The

plot itself is not complex, but it allows of the development of a story of fascinating interest. The scene is laid in the spot which has become familiar to the reader of Mr. Quiller-Couch, as "Troy Town." The character of Samuel is drawn with a masterly hand, and the rest of the book is treated in a crisp and charming style.

Mr. G. B. Burgin, the author of "The Marble City," is as well known as a journalist as he is as a novelist. An Englishman by birth, he is a British North American by adoption, and has made the little village of "Four Corners" peculiarly his own. His plan is to take a holiday in the backwoods settlements of Ontario and "chum up" with people who earnestly entreat him to turn from his idle ways and "do a little work 'stead of foolin' round." "You seem, young man," once said an Ontario storekeeper to Mr. Burgin, "to ha' got brains—of a sort. Come into my store and earn an honest livin' and I'll give you a hundred dollars a year and your board, and try to make suthin' out of you." Mr. Burgin's intense love for everything Canadian gives a reality to his work which is not often found in stories of colonial life.

Of "Duncan Polite," which will be issued by the Westminster Co. in May, Prof. Archibald MacMechan, professor of English in Dalhousie University, Halifax, writes: "I want you to congratulate for me the author of 'Duncan Polite.' The people of the book are our own people, whom we all know; the life has been observed with a true eye, and what has been observed has been faithfully recorded. The charming love story which is woven into the plot is told with discernment and delicacy, but to many readers the great charm of the book will be its varied, spontaneous and wholehearted humor. This is as refreshing as a breeze from the Canadian lakes."



"The Black Barque." The Copp, Clark Co.

#### WEDDING STATIONERY

WITH the approach of Easter the demand for wedding stationery will become more active, but it is expected that very little change in styles will be made. Old English, Roman and script will doubtless retain their popularity, and stationers cannot go wrong in recommending either of these styles. The shape and finish of the stationery used will remain much the same as during the past two or three seasons, linen lawn, kid mesh and simalat stocks being popular, the styles varying from 4½x6 7/16 to 6½x7 1/4 inches for sheets, and 3 1/4x4 15-16 to 4 1/4x6 1/4 inches for envelopes. Reception and at-home cards are furnished to match the stationery.

## For the Remainder of the School Season

Our customers will want their supplies just as they feel their need, meaning that the wholesaler must have stock on hand to ship the orders QUICK. We are prepared for this and have a number of new lines ready as well as a full stock of regular ones.

### SOUVENIR CARDS

We make a specialty of special views. Send for prices and samples.

**G. A. Weese & Son, 44 Yonge St., Toronto**  
Canadian Agents for Parker Fountain Pens

## Known to Fame in Point and Name Are **Koh-I-Noor** Pencils

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

In Canada procure from  
**The Copp, Clark Co., Limited, Toronto**

Under the Patronage of His Most Gracious Majesty Edward VII., King of England, and His Imperial Majesty Wilhelm II., Emperor of Germany

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SECOND EDITION, 10/- Net.

- The New Testament in Modern English, 2/6. Third Edition
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**S. W. PARTRIDGE & CO., 8 & 9, Paternoster Row, London**

## "Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE  
IN THE MARKET.

ONE OF MANY  
VARIETIES

Leaders in a second  
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LUCK and ST.  
LAWRENCE.

SPECIAL CARD FOR  
WHIST PLAYERS

**Colonial Whist**

We are headquarters for PLAYING CARDS  
MADE IN CANADA.

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

**The UNION CARD & PAPER CO.,**  
Limited  
**MONTRÉAL.**

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AN ACQUAINTANCE WITH

# "JAPANESE"

BRAND

## WRITING INKS

and MUCILAGE

Will be Profitable for you.

## They're Perfect

MADE IN CANADA.

**THE COLONIAL INK CO.**  
LIMITED  
PETERBOROUGH, CANADA.

**THE  
BOOKSELLER AND STATIONER  
and Fancy Goods Review.**

Published promptly on the second Wednesday of every month.

**The MacLean Publishing Company, Limited**

President, JOHN BAYNE MACLEAN, Montreal.

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Vol. XIV APRIL, 1905 No. 4

**NEW ADVERTISEMENTS.**

Librairie Brauchemin, Montreal  
 Merrim, G. & C. Co., Springfield, Mass.

**PUNCTUALITY IN APPOINTMENTS.**

HERE is much complaint among traveling salesmen about the failure of merchants to keep their appointments promptly. This is a charge which should only have to be mentioned to be rectified. A little consideration will show the inconveniences and pecuniary losses which such irregularities cause. A traveler is at great trouble in opening and displaying his samples. In most cases he has a large territory to cover, and it is only by the greatest economy of time that he can hope to cover the ground in the time at his disposal. If, then, when he goes to a town and arranges with a merchant to visit his sample room at a given hour he is compelled to wait for him an hour or two hours or more, his work is made needlessly more difficult. A business man knows the value of time. If he were just to think for a moment that this meant an absolute loss to the traveler and that the same thing may happen two or three times in every town which he visits, the trouble would not often occur.

After all, the matter resolves itself into a question of courtesy. A business appointment does not differ from any other engagement. The really considerate man will not thoughtlessly put another to the trouble and inconvenience which the breaking of an appointment necessarily

entails. In all transactions with commercial men, it should be remembered that the relationship of buyer and seller is one of mutual advantage. On this assumption the merchant should extend to the traveler the same courtesy which he expects and gets from him.

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

**THE GAUGE OF SUCCESS**

ARE you making the maximum profit out of your business? This is the question the business man should keep constantly before him. There are many conditions over which a merchant has no control. The population of his town may be limited, his capital may be small, and he may not be able to expand in ways in which he would desire. These are unfortunate but probably necessary difficulties. They have no bearing on the present question. Assuming the existing general conditions, are you doing the biggest and most profitable business possible?

There are many details which bulk largely in the success or failure of a business. The majority of these lie easily within the power of the average man for their accomplishment. A few instances will illustrate this. In some towns the store exteriors are uniformly dingy and ill-kept. There is no reason for this. A man is not doing full justice to his business who does not make his store as attractive as possible. It is of paramount importance in getting new business and even in retaining the old.

Similarly the show windows are not used to the best advantage. Everyone is not an expert window dresser, but there can be no excuse for not having an up-to-date window with attractive display. It is just a matter of getting out of the rut and hustling for business, and it is better to hustle for it now than after someone else has come in and compelled you to move. There should be always something new on exhibition to tempt the buyer.

The interior of the store should be run on similar principles. Only so will the business reach its highest mark. A merchant cannot afford to wait for customers to come to him. He must go after them. Vigor and enterprise are as essential in business as they are in everything else.

*A business that is in a rut is like a vessel that is in the trough of a sea.*

**UP-TO-DATE CREDIT**

CHARGE accounts are variously regarded as the bane or the blessing of retail trade. While they accord a profitable use of capital, they are inconvenient to the small dealer who needs every dollar. However, the progressive retail store when it gives credit is, nowadays, practically on a cash basis. The charge customer is on little better footing than the cash customer. Charge accounts, payable monthly, are the same as cash, and

afford an opportunity for generous purchases. Credit today is chiefly a matter of mutual convenience.

It is a good thing for the store as it is apt to throw trade into one establishment, and avoids the delay in purchasing as well as the sending out of goods (C.O.D.). It is a fact that more than one store which started out to do a cash business has found it necessary to adopt this form of credit.

This does not mean a return to the old-fashioned style of allowing a customer to pay when he so pleases. In the country store conditions are somewhat different. A storekeeper has to carry his customers from season to season, and the collections are dependent upon the moving of crops.

*Politicians in Canada are just now busily engaged in the business of politics. It would be better for the country were they engaged in the politics of business.*

**BUYING FOR AUTUMN.**

THE travelers for the stationery houses are now well under way with their Fall lines. The freedom with which the retail dealers in the country are buying shows great confidence in the outlook for the next year. This hopefulness is full of promise. In most cases it is the result of personal observation of existing conditions for several seasons back. Men who have been in business in one town for a considerable time can size up the possibilities pretty shrewdly. Accordingly, when business men throughout the country feel that business is going to be active, and the volume of sales large, it can be fairly assumed that they have good grounds for their belief.

Apart from these conditions it is a fine thing for business to have such a feeling prevalent among the retailers. Whether it is present among the general public at first or not, the spirit of the retail trade will soon become universal. The additional variety and attractiveness of his stock, which shall result from the retailer's liberal buying, will compel the attention of his customers. All indications point to a prosperous season for the country at large, and the booksellers and stationers are preparing to get their share of the general prosperity.

*Don't steal time You can't repay it even should you at any time be conscience-stricken*

**NOVELTIES FOR SUMMER.**

UNDER proper care, a large business can be developed in souvenirs and novelties. This is the particular province of the stationery shop. The army of Summer visitors, when will soon be on the move, provides a ready market for this class of goods. The increasing popularity of picture post cards and view books is but an example of what can be done along this line.

A tourist is always anxious to carry away some token from a town which he visits. It adds greatly to the pleasure of a trip to collect souvenirs of the holiday

It is no forced or artificial demand which the stationer has to meet. It is a want which has naturally arisen and which will bear the utmost development.

The stationer cannot afford to close his eyes to the importance of this department of his business. It is attractive stock and allows of big profits. Never before has there been such a variety of novelties on the market and a good selection of these should prove a strong impetus to business.

*Dishonesty is economically unsound as well as morally bad*

**NEWSPAPERS.**

THE newspaper business is not developed in most stores to the extent it might be. Most dealers are content to accept what subscriptions come in, in a haphazard way, for city papers, without exerting themselves to create new subscribers. This is not a very big part of the business, yet it is one of the numerous small things which bulk largely in the total. It is worth while making an effort to get new business. There is no habit which is as incurable as newspaper reading, and the chances are strong that if a man once subscribes, he will never discontinue his paper.

A newsdealer will have the active co-operation of the big papers in this. They are always ready to second any movement which is going to increase their circulation. A combined campaign on the part of the newsdealer and publisher should increase this business to a very appreciable extent. The suggestion is well worth a trial. If it accomplishes nothing else, it will prove to the citizens that the dealer is alive and energetic in his business methods.

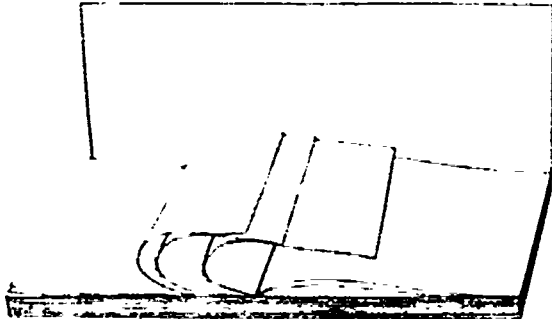
*A broad outlook is essential to the up-building of a large business*

**BE OPTIMISTIC**

DO not admit that any town is better than your own. There is too much complaining about the deadness of the town, the unprogressiveness of its citizens, and the perversity of everything and everybody. This kind of talk will never make your business any brighter. Remember that whatever be the faults and failings of your particular bathwick, that is the place in which you have cast your lot, and that your success depends primarily on the town's success. Be optimistic.

If there is any royal road to success, it lies in that. Convince yourself, first, that you are doing business in a community of intelligent people, who are able and ready to buy your goods, if you can show them that they are right in quality and price. Then get out and show them. That is what an advertisement is for—that is what your show windows are for. You will be surprised how infectious such a spirit of enterprise is. It will spread from you to your next door neighbor, from him to the rest of the street, and from that street to the rest of the town. That is what you want. Life and spirit in the town means business and profits for you. Be optimistic.

**IT PLEASES**



The most serviceable Pad extant - the fly-leaf pad FINE LINEN LAWN. It values time; it preserves patience; it studies economy. You just fold the unbound portion of the sheet and go on writing as if it were notepaper. No trouble. No unnecessary tearing. Best linen-finish paper. Price per hundred, in white, grey or blue colors, \$15.00.

**THE COPP, CLARK CO., Limited**

**Imperial Series Postcards**

**To the Trade:**

Write Quick for Samples and Prices.

WE LEAD IN

**Black and White  
Our Colored Cards**  
STAND ALONE

MONTREAL    TORONTO    QUEBEC  
OTTAWA    HISTORIC    SPORTING  
FISHING    HUNTING  
NORTHWEST SCENES

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

**The Picture Postcard Co.**

P. O. Box 334, OTTAWA, ONT.

**W. G. MacFARLANE**

72 Bay Street, - - TORONTO

**SOUVENIR POST CARDS  
AND  
SOUVENIR VIEW BOOKS**

Souvenir post cards in half tones \$5.50 to \$7.00 per thousand of a subject  
In collotype, \$5.50 to \$7.50 per thousand of a subject.  
Hand-colored collotype \$17.00 per thousand of a subject  
Naturotype (colored) 7,000 of a subject at \$7.50; 3,000 of a subject at \$8.25  
Half tone embossed \$9.00 per thousand of a subject  
Silver print limitation \$7.50 per thousand of a subject  
Fancy and comic post cards, sample lots \$1.70 per hundred Quantity orders at 7c. to 10c. per packet of six cards, according to quality and quantity. Send for catalogue.

Burnt leather post cards. A big demand for these, \$5.00 to \$6.00 per hundred. Write for prices on post card racks and post card albums. We will have albums to sell at 25c. up. Post card racks at \$6.50 and \$13.00

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

FOR SALE BY

**Clark Bros. & Co.,**  
LIMITED

WHOLESALE STATIONERS,

Winnipeg

Manitoba

**PERRY PENS**

ONE TON of PENS MADE DAILY

Red **PERRY BANDS** Aromatic  
**PERRY STATIONERS' SUNDRIES.**

Perry & Co., Ltd., London, have pleasure in stating that Messrs. MENZIES & Co., of Toronto, represent their interests in Canada, and they will be pleased to furnish samples of above specialties on receipt of postcard.

Mr. T. E. Menzies will shortly visit all interested in these goods, with full range of samples.

**Silence is Golden**

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

**Koh-I-Noor Pencils**

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

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

**The Brown Bros., Limited, Toronto**  
Direct Canadian Importers



\* This department is conducted and prepared by Mr. J. C. Kirkwood, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," BOOKSELLER AND STATIONER, Toronto.

## HOW WHYTE INCREASED HIS BUSINESS

By John C. Kirkwood.

YOUNG WHYTE believed in having a first-class store—that meant a first-class stock. He sold books, stationery, sporting and fancy goods. He displayed these to the best advantage, was thoroughly attentive to his customers, and was always on the alert for new things that would sell in his town. People said of him: "Whyte is a hustler!"

But Whyte had ambitions. He was not content with his prosperity. He dreamed bigger things. To be just an ordinary, everyday bookseller and stationer, even though he was doing nicely, was not enough for him. For one thing, he wanted to do a bigger business in a bigger way. For another, he was young, and youth, we all know, acknowledges no lord, no limitations, no impossible mountains. This thing of waiting for people to come to him fretted him. He wanted to compel business. He argued that people had the money to spend, were spending it, were willing to spend. All that was wanted was the right temptation. So his great concern was how to divert the expenditures of the public in his direction.

There was his book trade, for example. It was an indifferent source of revenue; the turnover was comparatively small, and while the reading habit of his community was pronounced yet people didn't buy much—they depended upon the newspapers, magazines and the public library for their literature. All this didn't make much money for Whyte. He believed that people ought to have books, to own books, and that he ought to sell them. How could he develop a book trade that would be steady and profitable? This was a question that could not be answered off-hand; but one thing Whyte did: he wrote to several publishers and jobbers and said: "I want to put on sale in May a line of miscellaneous books, which I can retail at 25c. What can you furnish for this purpose?" The result was that Whyte was able to offer on a given date about 500 books of all sorts—juvenile, religious, art, fiction, poetry. These books sold originally for from 50c to \$1.50 retail, and were first-class value at his advertised price—25c. They were displayed in his window for a week, from Monday to Friday, with a big card, stating:

He also advertised the sale in the local paper, giving a few titles, and emphasizing the unusual chance afforded to add to one's library, or to provide good Summer reading. He suggested, too, that among the books were many suitable for birthday gifts, and hinted that it might be a good thing for some to anticipate the needs of next Christmas.

The sale was successful. His 500-books had cost him 12½c. each, or \$62.50. He had sold by noon 412 books,

which at 25c amounted to \$78. Thus he had not only recovered his outlay of \$62.50, but had made a profit by 12 o'clock of \$15.50, and had 188 books to the good. By night there were only 73 books left, so that his day's book sale figured out after this manner.

Sold:		
427 Books at 25c.....		\$106.75
Bought:		
500 books at 12½c .....		62.50
75 books on hand. Profit .....		41.25

In June another sale was held, and the 73 odd books were mixed in with the fresh lot. The sale was not so

ON SALE

# SATURDAY

AT 8 O'CLOCK

AT

## 25c

Come early.

brisk as the former one, but was very profitable notwithstanding. Then a week later all the unsold books were offered at 10c. per volume, and were grabbed up in short order.

Of course, Whyte's ordinary book trade suffered because of these bargain sales, but when everything was added up the sales in the book department of his business had been handsomely increased, and the profits highly satisfactory.

Whyte learned who were the book-buyers of his community through these sales, and made a note of their names and addresses for future use. It surprised him to find out the host of people ready to buy bargain books. He determined to make good use of his new-found knowledge for future book-selling, and the subsequent history of his book trade goes to show that he succeeded beyond his hopes.



NOTES OF THE TRADE.

A W. Faber removed on April 1 to 41-60 East 23rd street, New York

Mr N. Metzler of Young Bros, Toronto, visited the Montreal trade the first week of the month

Wm Foster Brown, bookseller and stationer, Montreal, held a successful removal sale prior to occupying his new quarters

Joseph Fortier, stationer, St James street, Montreal, is now in improved premises, corner of Notre Dame and St Peter street.

Mezies & Co., manufacturers' agents, lately of Wellington street, are now located in their new offices and sample rooms at 23 Scott street, Toronto.

Mrs. Bigelow, of the Bennet News Co., White Horse, Yukon, was a recent visitor to some of the wholesale stationery and publishing houses in Toronto

W Street, bookseller, Montreal, will remove May 1st from No 3 to No 13 Bleury street As in the past, Mr. Street will make a specialty of late fiction in his enlarged new premises

On Monday, April 10th, the Buntin, Reid Co moved to their new premises at 13 Colborne street, Toronto. The company expect to be completely settled in their new place by the end of the week.

E. J. Kastner has been appointed secretary of the L. E. Waterman Co., of Canada, Limited. Mr Kastner has for a long time been connected with the L. E. Waterman Co., and has a thorough practical knowledge of the fountain pen business. He will probably reside in Montreal.

C. Howard Smith, sales agent for a number of paper mills, was damaged in the severe Montreal fire on Cote street last month. He held a sale by tender of the damaged stock, and will shortly be in new premises. Office accommodation is now at room 107 Coristine Building, Montreal.

Last month W. Warner, who has been in the book and stationery business in Brandon for the past fifteen years, relinquished his business to a company known as Warner's, Limited, which is composed of several of the leading business men of Brandon. Mr. W. Warner will retire and probably take a trip to Europe this Summer.

Mr David Hills, of Hills & Son, manufacturers of the famous "For the Empire" series of cards and calendars, was a recent visitor to Toronto. Mr Hills is quite enthusiastic about the business that is being done here by his firm, who are represented by the Copp, Clark Co. Mr Hills expressed his opinion that the private greeting card trade has not developed in Canada to the extent that it should have done, and believes that this is due partly to the lack of interest shown by the retail trade. In England it is now nearly impossible to sell any other class of cards.

The Eagle Pencil Co. are putting on the market a fountain pen which will doubtless prove one of the best pens made. The feature of the pen is that it is filled automatically, and has a "screw on" cap which keeps the pen airtight and prevents corroding, thus making it possible to write immediately the pen touches the paper. To empty the pen a button is pulled, a tongue fastened to the inside of the barrel is pressed on a rubber bag, letting out the air, etc. To fill the pen, all that is necessary is to hold the pen in an inkstand and press the button.

The well-known and old-established fancy goods business of F & E. W. Kelk, 75 York street, Toronto, has been taken over by Messrs J & J. A. Sutcliffe, and will in future be known as the Kelk, Sutcliffe Co. The business will be carried on along the lines which have brought so much success to the house in the past. Many new lines, however, will be added. Mr Kelk is still actively engaged in the management of the business, and his experience, coupled with the infusion of new blood, will doubtless result in a full measure of success for the newly-formed company.

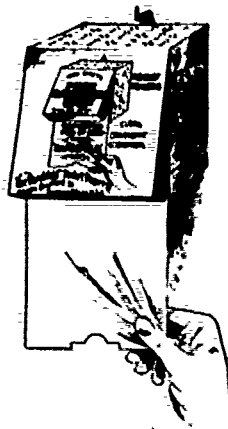
CHRISTMAS CARDS AND CALENDARS

THE new samples of cards and calendars imported by the Copp, Clark Co. are to hand, and it can be truthfully stated that never before has such a fine collection been gathered together by this firm. Realizing that it would be difficult to surpass the brilliant assortment shown last season, the company started to work early and co-operated with the various manufacturers,

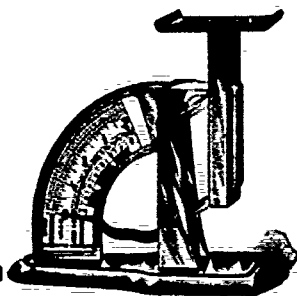
with the idea of designing a line of goods that would not only compare favorably with lines shown in other countries, but would be specially suited for the Canadian market.

Some of the cards worthy of special note are No. 161, a card with the Dominion coat of arms outside and a Canadian view inside, together with an appropriate verse. No. 163, a beaver surrounded by Autumn maple leaves on cover, and Canadian view and verse inside. 160, a maple leaf on shaded background for cover and a view and verse inside. 167, a card of special interest to the western trade, it shows John Bull and Uncle Sam driving through the wheat fields, there is also a card in this line showing Jack Canuck with a party made up of all nations. Jacks acts as conductor while they sing "The Maple Leaf Forever." No. 365 is a card with the coat of arms of the various provinces. No. 603 shows Niagara Falls in Summer and Winter, beautifully tinted and with verses. No 12221 shows Canadian mountain views and scenery, with verses. No. 1260 is a souvenir booklet of views of Niagara Falls in Summer and Winter.

THE "HANDIFOLD" TOILET



A NEW line of toilet paper called the "Handifold" is being shown the trade by Buntin, Gillies & Co., Limited, Hamilton. The paper is put up in a cardboard box, and is so arranged that when hung on the wall it is a complete toilet fixture and package of paper combined. The paper is of the best quality and perforated in such a way that when one sheet is torn off, another is left exposed. The package, complete, retails for 15c, and every stationer should have a stock.



A "Weigh" Ahead of All

The principles embodied in the Triner Scales are correct Postal Scale mechanics. The simplicity of construction, the extended dial, the upward-moving indicator, the double-uprights supporting the weighing platform, all contribute a part necessary for absolute accuracy of weight. The great popularity of Triner Scales, their enormous sale, their daily use with no complaints from the users, substantiate all our claims for them.

Order of Your Jobber

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# DAVIDSON BROS'. CALENDARS

FOR  
1906



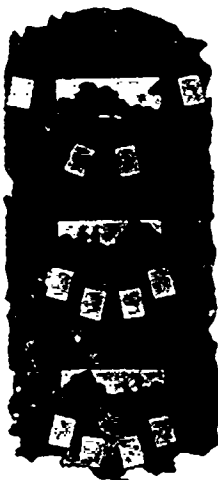
*10 lines  
to  
retail  
at  
5 cents.*



M. H. DAVIDSON.



*8 lines  
to  
retail  
at  
10 cents.*




**DAVIDSON BROS., Basterfield St., Golden Lane, - LONDON, ENG.**

SOLE AGENTS FOR THE DOMINION: **THE COPP, CLARK CO., Limited, TORONTO.**

<p>This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,</p>	<h2>Leading Canadian Accountants and Auditors</h2>	<p>adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.</p>
<p><b>DAVID HONKINS, F.C.A.</b> Chartered Accountant, Auditor, Financial Valuator. 27 Wellington Street East. Toronto, Canada.</p>	<p>This Space \$15 a Year.</p>	<p><b>JENKINS &amp; HARDY,</b> Assignees, Chartered Accountants, Estate and Fire Insurance Agents. 184 Toronto Street Toronto. 488 Temple Building, Montreal. 100 William Street, New York.</p>

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

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



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

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# MAGAZINE COUNTER

"Arena"—April: A notable article, "Law-Makers Who Shame the Republic," "Switzerland and Her Ideal Government," and a number of papers on phases of municipal ownership are some of the features.

"The Canadian"—Easter: "The Petit Trianon," by Albert R. Carmen; "Canada and Imperial Defence," "Bridge versus Fresh Air," "Our First Mounted Parade," besides reproductions of great paintings. The regular departments are strong.

"Century"—April: "The Work of the Associated Press," "The Famous French Chateaus," "President Roosevelt as a Reader," "Africa's Appeal to Christendom," "Mrs. Lathrop's Love Affair," "The Immediate Future of the American College" and others.

"Critic"—April: Among the many literary features are "The Early Novels of George Meredith," "Literary Women and the Higher Education," "Books of To-day and Books of To-morrow," besides reviews and poems.

"The Forum"—April-June will contain "The Government of the Great City," "A New Edition of Defoe," "The Czar," "The Growth of Federation," "The Revival of Old Masters in Music," etc.

"McClure's"—April: Contains "The Astor Fortune," "A Social Event," "Leaves from the Log of 'Lend-a-Hand,'" "The Faithful Brady," and a number of poems

"The Outlook"—April Magazine Number: James Bryce on "America Revisited," "The Story of Port Arthur," "Photography and Astronomy," besides the regular departments.

"Pearson's"—April: Contains in fiction "When there is no Shadow," "The Love of the Stable Boy," "The Burden of the Many," an article on "How a Big Newspaper is Conducted," etc.

"Political Science Quarterly"—March: Contains "Our Monetary Equilibrium," "Monopolistic Combinations in Europe," "The Scottish Church Case," "Russia's Struggle with Autocracy," and reviews.

"Review of Reviews"—April: Among others are "The Politics of Austria-Hungary," "Bird Hunting with the Camera," "The University of Virginia: Retrospective and Prospective," and the regular reviews and cartoons.

"Success"—April: Contains "Across Europe in a Balloon," "A Mouse for a Monarch," "A Kingly Fisherman," "Originality," "Another Good Australian Suggestion," "How 'Standard Oil' Really Began," etc.

"The World To-day"—April: "Unionizing the School Teachers," "The Northwest Mail," "Off the Tourist Route," "Christian Science from a Psychologist's Point of View," with the regular departments.

"Lippincott's"—April: Contains "The Man Who Adopted Asia," "A Prairie Night," "April in Paris," "Sylvia's Bridegrooms," "A Dreamer," "My Psyche," etc.

"The Red Book"—April: Among the fiction are "The Wolf of Success," "Identification Waived," "In Honor of Mr. Gibbs," "The Salvage of Honor," etc.

## The TOPAZ PENCIL

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

**HB - H - HH - HHH - B**

—AND—  
**Indelible Copying.**

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LEADING COMMERCIAL HOTEL.

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Located in Heart of Business Section. Ten First-class Sample Rooms.

#### HOTEL GRAND

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First-class accommodation for Commercial Men

#### WINDSOR HOTEL, HAMILTON, BERMUDA

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

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

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(CORNER OF MAIN AND LAMANA STREETS, GEORGETOWN, DEMERARA.)  
Cool and airy Bedrooms, Excellent Cuisine, Attendance Qualified. Terms Moderate. Electric Car Loop at gate of premises. Patronage Solicited. Managers E. COTTAM.

#### WINTER RESORT, QUEEN'S PARK HOTEL, PORT OF SPAIN, TRINIDAD, B. W. I.

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

## STANDARD TELEPHONE SETS FOR SALE

**\$5.00** per set.

Slightly used but in good order

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SALES DEPARTMENT:

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OR

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

# FINANCE AND INSURANCE

**T**HE past year was unprofitable for fire insurance companies doing business in Canada. Practically all of them showed an absolute loss for the year's work, and in many cases the loss was double the total amount received on premiums. One of the most conservative companies in accepting risks, paid out in fire losses \$227.42 for every hundred dollars received. The number whose losses ran from 110 per cent. to 140 per cent. of their receipts from premiums, comprises practically all the companies doing a big business here. The figures are given, too, without including the running expenses of the companies, which would average thirty per cent. of the premiums. In this reckoning, account has to be taken of the extraordinary fire losses in Toronto last year. But we have the statement of a general agent of one of the big companies in Montreal, that the losses in Montreal average up with those for the rest of Canada.

If these conditions continue it will be a bad outlook for men who carry heavy insurance. The withdrawal of the foreign companies from Canada would be a rather drastic means of supporting home industry. It would simply mean that these companies could not do a profitable business here at anything like the rates they now charge. If they cannot, it is certain that local companies can not either. The result would be an inevitable raising of rates.

Much depends on the report which the present year will show. If 1905 presents as disastrous a record as 1904, a stiffening of rates will be inevitable. Insurance companies cannot and will not dissipate their profits from other countries in paying deficits here.

There are only two logical outcomes of such a state of affairs. There is either an increase in rates or improving of risks. There can be no doubt as to which horn of the dilemma should be seized. Definite steps must be taken to lessen the risks. In up-to-date factories automatic sprinklers are now being installed. The more general these become the quicker will the rates come down. The cost of these will soon be made up by the difference in the premiums that will follow their general adoption.

The Manufacturers' Association is doing a good work in establishing a department of insurance, with an expert at its head. What is required more than anything else at the present time is a systematic investigation of the conditions obtaining in the insurance world. Undoubtedly risks can be improved if a united effort is made. The Manufacturers' Association is in a peculiarly strong position to carry on a general campaign in this direction.

Messrs Cowdry Bros., MacLeod, Alta., have sold their private banking business to the Canadian Bank of Commerce, who are to open a branch at MacLeod immediately. The bank will also open at Lethbridge, Alta., on 27th instant.

A bill to incorporate the Sovereign Fire Insurance Company was passed by the Dominion Parliament recently. The incorporators are: William Dineen, Robert E. Menzie, John T. Hornibrook, Edmund E. Sheppard and Josiah B. King, Toronto. The capital stock is placed at \$2,000,000. Before the company commence business, \$650,000 must be paid up in cash, and each succeeding year for three years, \$15,000 in cash. The head office will be in Toronto.

The contractors for the new Government mint at Ottawa have commenced operations. Excavations will be begun as soon as the weather permits. The building will be a handsome and substantial structure and will be in keeping with the rest of the public buildings in the capital. Langdon & Sullivan are the contractors.

**I**NDPENDENT telephone companies continue to extend their sphere of influence. The growth of these is being watched with the closest attention by the business men of the country. The close monopoly which the Bell company has had on the telephone business has been felt to be unendurable. It is not so much the positive excessive rates that this company charges though this is grievance enough in most cases, but the objection is to any concern having the whole decision of price and quality in its control. The Bell Telephone Co. has pursued with increasing vigor and persistence every independent company which has raised its head in Canada or the United States. It has practically assumed the position that no such company has a right to exist. Every possible obstacle has been thrown in the way of the smaller company by refusing them connections and holding the railway companies up to iron-clad agreements not to admit any such telephone in any of their offices. In spite of this, the independent companies are expanding and thriving. Every new system that is installed strengthens the general movement. It should ensure better terms and better service, at least, from the old company.

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

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# The Barber & Ellis Co'y Limited

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## Barnes' Writing Fluid

ORDERS FOR SPRING DELIVERY NOW BEING TAKEN.

### Use Lion Series of Pens

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Paid-up Capital, \$8,700,000  
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### TRAVELLERS' LETTERS OF CREDIT

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

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AT THE FOLLOWING RATES:

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

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

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

## Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

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

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

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ACTUARY.                              MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

## WESTERN ASSURANCE COMPANY.

Incorporated 1851

**FIRE AND MARINE**

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

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

## BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$850,000.00.  
TOTAL ASSETS, \$2,043,678.50.  
LOSSES PAID SINCE ORGANIZATION, \$25,868,544.80

HEAD OFFICE, - BRITISH AMERICA BUILDING,  
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HON. GEO. A. COX, President.      J. J. KENNY, Vice-President  
P. H. HUMB, Secretary.              and Managing Director



# GIBSON ART PAPETERIES



**ABOVE AND BELOW**  
She lives in the square below me there,  
"Ah me" if she'd only love me!  
She lives in the square below me there,  
But moves in a circle above me.

BY  
CHARLES DANA GIBSON

A Series of  
Six Designs  
by the famous artist

## CHARLES DANA GIBSON



**THE MAIDEN AND THE MISTLETOE**  
A BOLLOQUY

Now if I hang you over this dark corner  
I won't see you, and if I hang you in the  
light he won't dare.

BY  
CHARLES DANA GIBSON

We have secured the sole right for use in Canada of pictures by the above artist on a series of high-grade papeteries to retail at 50c. each, which we will have ready for delivery to the trade by the 1st of May.

There are six in the series now brought out. The above cuts illustrate three of them and the other three are shown on another page of this issue.

Orders should be placed at once as the line is certain to be exceedingly popular and those who have them in stock first will reap the greater benefit.



**ADORING BRIDE**

Isk darling is this Wednesday or  
Thursday?  
I think it's Friday dearest  
Of this week!

BY  
CHARLES DANA GIBSON

**W. J. GAGE & CO., Limited**  
Manufacturing Stationers  
**TORONTO**



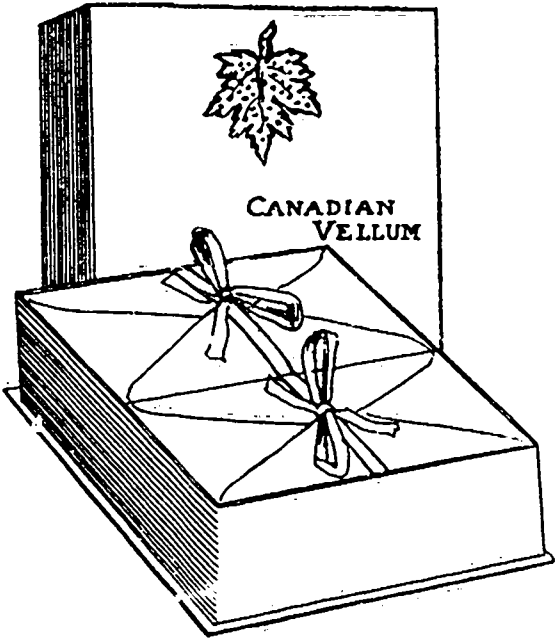
# HERE AND THERE AMONG THE JOBBERS

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



CANADIAN vellum, which the Copp, Clark Co., Limited, have added to their list of papeteries, and which I am able to reproduce in this number, is ornate in makeup and original in design. The box is done in a deep brown with gold edges, the top having, as will be noticed by the illustration, besides the name, a maple leaf embossed in gold. The aesthetic effect of the embossed gold on the deep brown is very striking. The paper is white, Salisbury size, and the envelopes are tied with ribbon. The Copp, Clark Co., Limited, are handling an excellent line of onion-skin paper, specimens of which I had shown to me while on my itinerary. The paper is thin yet strong, light yet durable and very opaque, and the company says it has no superior for

In last month's circuit, receipt books, as a special, were brought to my notice by the Copp, Clark Co., Limited. On this round the company was waiting for me with a mammoth array of promissory notes. In the as-

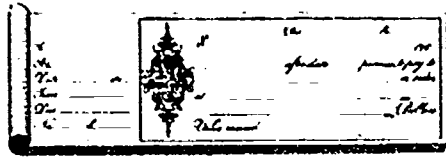


No. 457.

manifold writing. It is put up in packages of 500 sheets and in two sizes—8½ x 10½, and 8 x 13.

At the warerooms of the Copp, Clark Co., Limited, I was shown this season's array of At-Home cards. It is a representative selection. The cards are varied in size and word-arrangement. No occasion of their use is overlooked. The company regards the name of the cards as its best spokesman. They are made at home—in its own factory.

The games department of the Copp, Clark Co., Limited, is busily engaged in turning out a big supply of Sir Hinkum Pinkum, which is having a great run. The company is also working on an excellent edition of steeplechase, specially put up for tasty players. This edition will last a lifetime.



No. 202.

sortment were French and English editions, and many new styles of binding. The company informed me that their reason in bringing a staple line to the fore was because they had for some time been improving on the selection of promissory notes, with an eye to procuring the newest bindings, most serviceable shapes, and best-wearing materials. Through the courtesy of the company excellent likenesses of three of the assortment are given herewith.



No. 250.

My visit to the Copp, Clark Co., Limited, closed with a pleasant half hour in the leather goods department, the output of which is increasing with marked rapidity. I found the maximum attention to be centred on portfolios and handbags, and these the company is manufacturing in great variety. I was informed that genuine seal is the principal leather used in the portfolios, and genuine seal and walrus in the handbags. Moire and silk are the favorite linings, oxidized silver the favorite frame, and the plated handle preponderates.

W. G. MacFarlane is now located in his new quarters



No. 211.

at 72 Bay street. Mr. MacFarlane is quoting on contract orders of souvenir post cards in a great variety of processes and can suit any taste. He is making an attractive proposition on combination orders for picture



post cards and post card racks. A large volume of business has been written for Spring and Summer delivery.

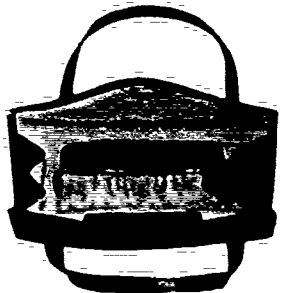
Young Bros. are now settled in their new premises, 107-109 Church street, Toronto, where they are preparing a full line of general fancy goods and holiday and Christmas souvenirs. The premises are splendidly situated, being on the corner of Church and Richmond streets, and comprise three flats with 8,500 square feet of floor space. The top floor will be the manufacturing department, the second will be used for finishing rooms, etc., and the ground floor for offices and show rooms.

As mentioned in our last issue, the Brown Bros. Limited have brought out a number of new lines in hand bags, a few of which we illustrate here



53--The Avenue Bag Closed.

The Avenue bag is one of the very latest ideas in the bag world. It is made in all the best leathers. There is no frame, but the gussets give ample room for small parcels. It is suitably lined with silk and fitted with purse and card case.



57--The Avenue Bag Open.

The illustrations above give an exact idea of this very handy bag.

The Brown Bros. Limited, have recently gotten out a new pencil which they call their "Teller's Special." This pencil is made of hard rubber, one end being for



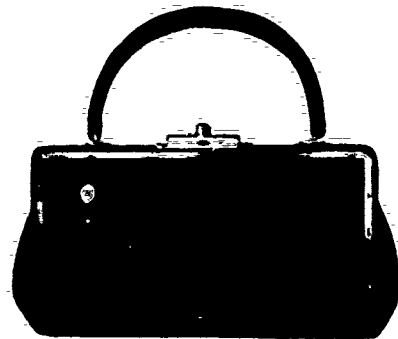
black lead and the other for colored crayon, and is designed to fit any of the colors generally in use. This is a very handsome article and a thoroughly practical one and does away entirely with the sharpening of leads, and, being just 6 inches long, is a very convenient size for either desk or pocket use. An illustration of this pencil is shown herewith

This real morocco bag is made in all sizes, 7-inch, 8-inch, 9-inch. The same pattern is made in real walrus, real Falkland seal and real seal.



59--Shopping Bag Closed.

This house does not confine its attention exclusively to high-grade goods, but also makes a splendid showing of medium and low-priced goods. Their line of bags at \$3 doz. are splendid value. They are made of seal grain leather with braided handle. As this firm manufacture



56--Shopping Bag Open.

what they sell, they are prepared to give an absolute guarantee as to quality and workmanship.

The Copp, Clark Co., Limited, are showing an exceptionally fine line of pictures and calendars. Particularly attractive are the four portfolios containing a number of subjects in each. The first, No. 3052, entitled "In Beauty's Realm," contains four pictures after originals by C. Allan Gilbert. The second, No. 3050, "Ideal Heads," has six Gilbert subjects. No. 3051 contains five pictures as "Types of American Girls," after Thomas Mitchell Pierce. "Real Children" is the title of the fourth portfolio and contains six representative child pictures by Jessie Wilcox Smith. These same pictures are shown separately in different sizes, and have had an enormous sale in the cities in which they have been al-

ready offered. Some novelties in cards are also shown. The panels containing a head, a quotation, a landscape and a calendar should prove ready sellers. One of the most striking things is the framed calendar. This consists of a regular nature study or head framed in wood, with a calendar pad attached by a ribbon. The effect is good

# MONCRIEFF'S

IS A GOOD

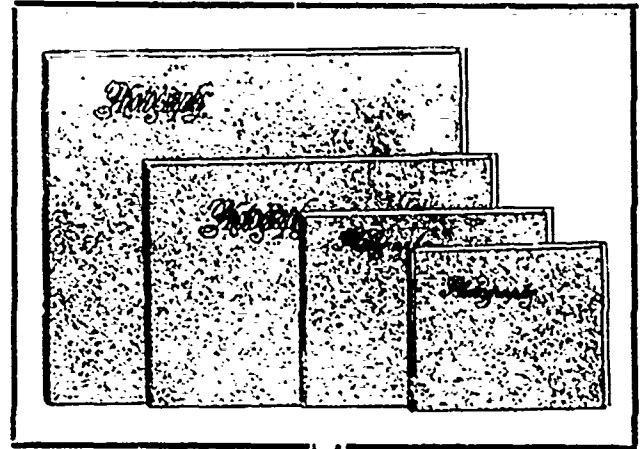
## INK

Writing, Copying and Scarlet

Prices and Samples  
on application

**McFARLANE, SON & HODGSON**

Wholesale Stationers  
MONTREAL



USE OF

## Gem Photo Albums

DOTH BREED A HABIT. BECAUSE FROM COVER TO COVER THEY HAVE THE UNMISTAKABLE STAMP OF SUPERIORITY, THAT ALL-TIME PATRON-WINNER. GEM ALBUMS ARE USED FOR UNMOUNTED PHOTOGRAPHS: THEY HAVE EACH 18 LEAVES (32 pages) AND ARE PUT UP IN SCOTCH GRAY AND CARBON BLACK. No. 5 (4 1/2 x 5 1/2) 50c. per doz.; No. 7 (5 1/2 x 7) \$1.20; No. 9 (7 x 10) \$1.50; No. 11 (10 x 12) \$2.00. ARE YOU SELLING "GEMS"?

The COPP, CLARK CO., Limited

# DENNISON'S PERFECT ADHESIVES

Recommend Themselves

WHEN USED IN MAKING  
CREPE PAPER LAMP  
SHADES, FLOWERS, ETC.

No Device Quite so Nice

OUR

"TABLE DECORATIONS"  
FOR INSTRUCTIONS.

**DENNISON M'F'G CO.**

Coristine Building. MONTREAL

BOSTON NEW YORK PHILADELPHIA  
CHICAGO ST. LOUIS



A visit to the showrooms of Warwick Bros. & Rutter showed a great transformation from last month. The temporary quarters are a revelation of beauty. The artistic arrangements in drapings and decoration are alone worthy of inspection. On the tables are displayed an attractive and varied assortment of samples of foreign manufacture. Every country in Europe is represented in the specimens of art displayed. In a stock of such varied attractions, it would be impossible to select particular items of interest. The Venetian glassware in that class of ware vies with the German earthenware as shown in the samples of steins. Mr. Warwick states that the demand for important novelties has never been as great as this year. He anticipates a large number of buyers during the Easter holidays.

**GIBSON ART PAPETERIES.**

What is certain to be the most popular novelty in papeterie, this season consists of a series being brought out by W. J. Gage & Co., Limited, who have secured the exclusive right to use in Canada copies of finely executed pictures by the famous artist, Charles Dana Gibson, on the covers of the boxes. The pictures are reproduced in such a manner that they resemble very closely original pen and ink sketches.

The fact that the pictures can be taken off the box

have secured the Canadian control of such celebrated English and Scotch publishers as Alexander Moring, (The De La More Press), Wells, Gardner & Darton; Brimley, Johnson & Ince, Henry J. Drane; Gowans & Gray; T. N. Foulis, Gibbing & Co., Walter G. Wheeler & Co.; S. W. Partridge & Co., etc. Another special feature recently added is a fine line of papeteries, programme cards and wedding invitation cards from European and American manufacturers. This line will be carried in stock. The control for Canada of Messrs. Alexander, Baird & Co. Glasgow, the noted Christmas and private greeting card makers, has also been secured, which, together with the Hagelberg calendars, makes an exceptionally effective line. This week a part of the annual Spring list of forthcoming books is being scattered broadcast to the trade. The Musson Book Co. must be congratulated on the excellence of their Spring showing. Such books as: "The Purple Parasol," by George Barr McCutcheon; "My Lady Clancarty," by Imlay Taylor; "Vigorous Daunt," by Ambrose Pratt, "The Freedom of Life," by Annie Payson Call; "Justin Wingate, Ranchman," bespeak for themselves a popular sale and money for the bookseller.

The post card craze has also received its share of attention, and the travelers who are at present covering the Dominion from Atlantic to Pacific are showing a very full range of post card albums and cards. A few



Conspirators.



Engaged.



Am Revolt.

tops and framed or passe partouted, will doubtless add very much to the popularity of the series, as purchasers will receive not only a box of high-class stationery, but as well a desirable picture by a very popular artist, which, if purchased otherwise, would alone cost more than is asked for the papeteries, which can be retailed at the low price of 50c each. Dealers who have customers that appreciate high-class, artistically-put-up goods will, we are certain, please their patrons by having these in stock. A very attractive window display can be made by exhibiting them. There are six in this present series, and they will be ready for delivery to the trade on or before the 1st of May. The stock used in these goods is high-grade, and has the popular, fashionable two-tint effect. It can be had in either white or azure.

**THE MUSSON BOOK CO. EXPANDS.**

OWING to their increasing business the Musson Book Co., Limited, have found it necessary to add another flat to their present premises, 23 Richmond street west, Toronto, which is being put into shape as quickly as possible for early occupation. A rearrangement of the offices and a well-appointed sample room, where customers will be able to view the increasing lines of this firm, will be a feature of the new annex. In addition to regular lines carried by this house they

hours spent in reviewing their extensive import line of samples establishes beyond doubt that the Musson Book Co. has placed itself in the very foremost rank of Canadian wholesale booksellers and publishers.

**LOSSES IN MONTREAL FIRE.**

BUNTIN, GILLIES & CO., LIMITED, T. B. Little & Co., and the Carter's Ink Co., suffered severely in the disastrous Craig street fire in Montreal on Saturday, April 1st. These three firms were in the heart of the burned building, and the paper stocks added fuel to the flames. The total loss has not yet been estimated, but fortunately the stocks carried at that time were not heavy. The entire stocks were burned and damaged, but the loss is fully covered by insurance. In the case of Carter's Ink Co. the loss is placed at \$1,500; with insurance at \$1,000.

Monday found these firms located with office quarters at 93-Ottawa Building, St. James street, Montreal, which will be retained for one month. In conversation with Bookseller and Stationer, Mr. Little, who represents Buntin, Gillies & Co., Limited, in Montreal, stated that they already had the refusal of two excellent warehouses, and within a week would have good quarters and full stock. Mr. Crites, representing Carter's Ink Co., will retain his headquarters, as heretofore, with the above firms. All orders will be filled promptly.



## WHAT HAS BEEN ACCOMPLISHED IN A SHORT TWELVE MONTHS

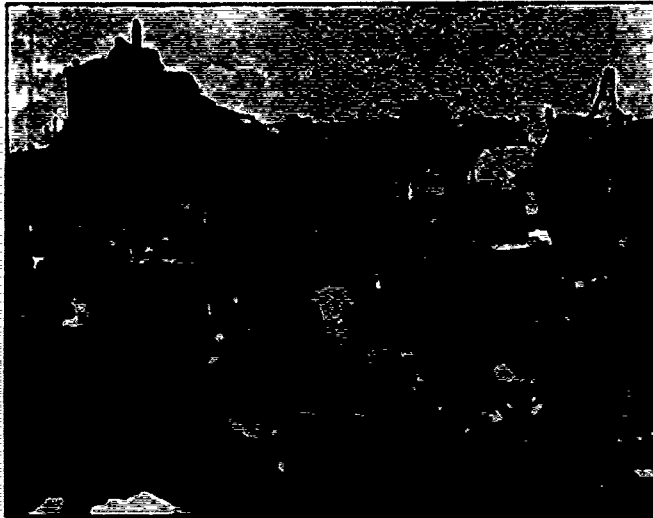
ON the nineteenth of last April Toronto was swept by the disastrous fire that transformed the wholesale district into a smoking waste. The desolation of that great area, where formerly warehouses and factories stood, is indescribable. Plants, which had taken

then business to much greater advantage than has ever been possible before. Every operation possible is done by labor-saving machinery. The printing, binding, folding, ruling machines, etc., are all of the latest and most approved types.

All these have their part in the bigger organism which daily turns raw material into finished product in vast quantities of school books, envelopes by the million in all grades, useful and aesthetic stationery, blank books, etc. Indeed, all that wide variety of manufactured stationery and school supplies for which this firm is so justly celebrated.

The most recent and far-reaching step in the progress of this firm was recently taken when a controlling interest was secured in the Kinleith Paper Mills, St. Catharines. The daily consumption of paper by the Gage Co. is equal to half the product of a large mill. By securing control of the "Kinleith," W. J. Gage & Co. have satisfactorily rounded out their business.

With a paper mill of such magnitude, a warehouse of the most modern type, a factory unexcelled on the continent, and a corps of salesmen scattered over the entire Dominion, the W. J. Gage & Co. are truly in a position to turn out "Made in Canada" goods equal to the best in quality and value. In having attained this point in a brief 12 months, they have certainly accomplished an herculean task.



The Warehouse of W. J. Gage & Co. after the Fire.

the care and energy of a lifetime to develop, were wiped out in a night. Among those who suffered was W. J. Gage & Co. Limited. The entire plant, stock and machinery was totally destroyed in that great disaster.

It is interesting to note the position of this firm one year after the fire.

On the site where twelve months ago there was nothing of the old warehouse and factory but a heap of smouldering bricks and mortar, a new structure has arisen far surpassing the building whose place it takes.

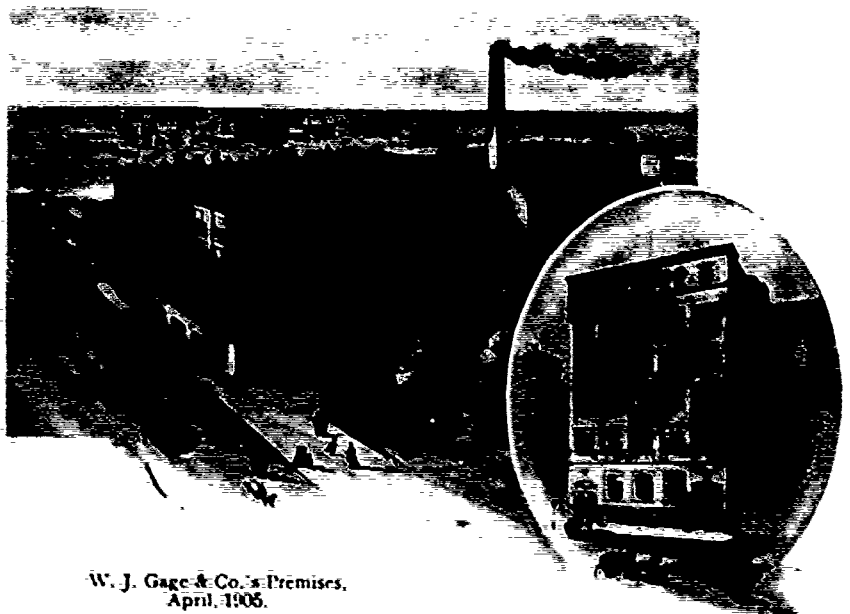
The new warehouse, situated at 51 to 58 Front Street West is a seven-story building of pressed brick and steel, with a handsome cut-stone front. It has a floor space of 90,000 square feet and is provided with three freight and one passenger elevators. This building, which is shown in our illustration, will contain the offices and sample rooms of the firm.

In addition to this warehouse, which in itself greatly exceeds in size the old premises, this firm has erected at 82-94 Spadina Avenue a new factory, which is all that modern ideas could make it. It is a five-story structure of stone and brick of mill construction and practically fire-proof. Its four elevators are enclosed with fire-proof walls. It has the enormous floor space of 120,000 square feet, or over 2½ acres.

With the facilities which this modern establishment provides W. J. Gage & Co. will be enabled to handle

### THE FANCY GOODS CO.'S NEW HOME

Visitors to Toronto will experience no difficulty in locating the new warehouse of the Fancy Goods Co. of



W. J. Gage & Co.'s Premises, April, 1905.

Canada, Limited, as it is located opposite the main entrance to the Union Station. The new building, as will be seen by the illustration in the company's announcement on another page, is a large one. It is of red brick and has been fitted up inside with every modern convenience to facilitate the execution of a large volume of business. The floor of each flat exceeds ten thousand square feet, so that the company will have ample room to store the very large stock which is necessary.

# YOU ARE INTERESTED IN SOMETHING.

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

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

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

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

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

## THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street,  
MONTREAL

10 Front St. East,  
TORONTO.

# The most popular pens are ESTERBROOKS'

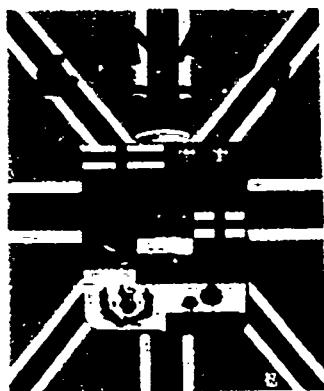
MADE IN ALL STYLES

Fine Points, A1, 128, 333  
Business, 048, 14, 130.  
Broad Points, 312, 313, 314.  
Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS.

THE BROWN BROS., LIMITED  
TORONTO.

# SCRIBBLERS AND EXERCISE BOOKS



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

Samples and prices sent on demand.

**Librairie Beauchemin**  
LIMITED  
MONTREAL



## TRY THE NEW ASSORTMENTS OF

# A. W. FABER'S RUBBER BANDS

1A—2A—3A—4A

ALL FIRST-CLASS STATIONERS CARRY THEM.

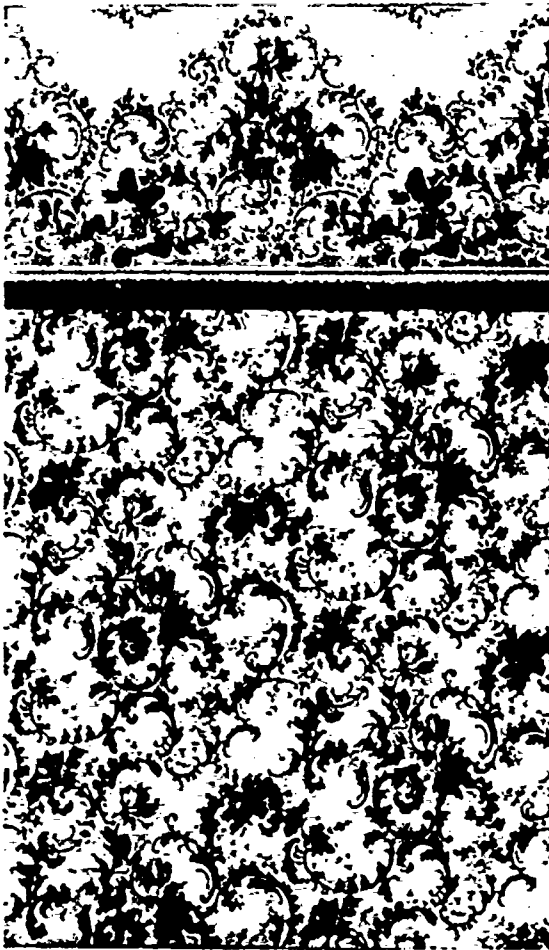
NOTE—A. W. Faber makes only one quality of Rubber Bands, and that is strictly first-class.

## WALL PAPER

### THE RETAIL TRADE.

**T**HIS is the retailer's month in the wall paper business. The manufacturers have made their deliveries and are just doing a sorting business. Lines which have sold out early are being re-filled, but apart from this they are just getting their samples into shape for next year.

The present has been a remarkably good year in wall papers. The retail dealers have bought strongly, and the season promises well for them. The artistic designs which have been brought out for the present year's business have helped the sales greatly. There is a certain amount of business which is done regularly in staple



The CHRYSANTHEMUM PANEL, by The Menzie Wall Paper Co., Toronto. Upper pattern, 1300, lower pattern, 1504.

The colorings in these two designs are exceptionally good, and form sufficient range to make them adaptable to the popular color schemes of interior decoration in vogue to-day.

lines, but the brilliant patterns offered this year it does many sales which would not otherwise be made.

The wall paper department is one which might be cultivated by retailers much more than it is. It offers excellent inducements in the way of good profits, attractiveness of display, and easiness of handling. Moreover, in the past it has not been worked on a good, live, up-to-date plan. Now is the time to establish your business firmly. Somebody is going to take hold of it and develop it to his own profit. Why not you?

### THE ART OF DECORATION.

**I**N many examples of modern houses and interior decoration it is difficult to find any element of art. This is remarkable, too, since there have been few periods in which so much study has been devoted to this subject. Of course art, and in this term we include the ensemble of the house interior, furniture, carpets, draperies and paper, represents the life of a people, and is not merely the result of study. The lavishness of ornamentation of one period, the classic severity of another, both give utterance to the general sentiment of the time.

So at the present time we have a real art of decoration in spite of the crudeness of some efforts. Simplicity, combined with a certain richness of coloring, has developed a principle which is suitable to the Canadian house. With a people such as we have the decoration and furnishing of the house must be inexpensive. To make it so it must be free from elaborate ornamentation, or else such decoration must be showy and tawdry—the choice has been made for the former.

Again, the life of the people demands that the house be homelike. Consideration must be given to the fact that the rooms are to be lived in. In Europe at the present time fineness of effect is being sacrificed to novelty. Native art will not permit of that here. The simplicity of the furniture must be relieved by warmth of colors in the carpets and wall paper. This is where elaboration may be developed. It is consistent with the idea of the whole arrangement, that is to say, to have the room simple, yet homelike, warm and habitable. This is true art in decoration. It comprises comfort with elegance, simplicity with decorativeness.

### WALL PAPER ADVERTISING.

An exchange tells the following story: No theory is here, but just a plain statement of the way in which one of the largest wall paper departments in the Northwest advertises its business.

The year's campaign starts in early Spring. Newspaper advertising, circulars and window displays all play a part in it. Newspaper space in both morning and evening papers, English and German, is used from Spring until late in the Fall. Ads are run two or three times a week during the busier seasons of Spring and Fall trade, once a week at other times. Four to eight inches of space are devoted to advertising bargains that are bargains. Prices range from 1/4c a roll upward, with the fixed rule of advertising leaders which defy competition. Sometimes room-lots, including wall, border and ceiling paper for an entire room are offered at especially low prices.

Throughout March a wall paper circular goes into all the bundles that leave the store. This tells about the goods carried and the range of prices. A few special bargains are given prominence in it.

Last Spring's circular consisted of four pages, 6x9 inches in size, printed on a fair quality of enamel paper. The last page was wholly occupied by a half-tone illustration, showing a section of the department.

Attractive window displays of wall paper are in constant evidence during the "season." Prices are pinned on special numbered leaders of attractive patterns.

A set of large framed placards, showing samples of paper and snappy "catch-lines" on the department were stretched across the entire front of the store (the distance of an entire block), between the second and third stories, last Summer and Fall.

**HIGGINS' INKS AND ADHESIVES**



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

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

**WALL PAPER**

**PLAIN BURLAP AND FABRIC EFFECTS**

GREATER DECORATIVE POSSIBILITIES  
 THAN WITH THE PLAIN "INGRAINS"  
 —AND BETTER PROFITS

Nos. 1840 AND 1841 ARE POPULAR  
 PATTERNS, AND REDS AND GREENS ARE  
 MOST POPULAR COLORS IN THESE GOODS

SAMPLES ON APPLICATION.

**STAUNTONS**  
 LIMITED  
 TORONTO

**WHITING PAPER COMPANY**

MAKERS OF  
**HIGH-GRADE**

**Wedding and**  
**Correspondence Papers.**

Visiting Cards,  
 Papeteries  
 and Tablets.

CORRESPONDENCE SOLICITED

**WHITING PAPER COMPANY,**  
 148-150-152 Duane Street,  
**NEW YORK, U.S.A.**

**We Have Been Asked the Question**

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

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

We can give more reasons, if necessary, and we believe other dealers can, too.

McFARLANE, SON & HODGSON,  
 Wholesale Stationers

MONTREAL

CANADA



**BEST SELLING BOOKS OF THE PAST MONTH.**

As Reported by Leading Canadian Retail Dealers.

**HALIFAX.**

- 1 "John Chilcote, M.P." by K. C. Thurston. Blackwood & Co.
- 2 "The Truants," by A. E. W. Mason. Bell & Sons.
- 3 "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
- 4 "The Loves of Miss Anne," by S. R. Crockett. Copp, Clark.
- 5 "The Abbess of Vlaye," by S. J. Weyman. Copp, Clark.
- 6 "The Prospector," by Ralph Connor. Westminster.

**HAMILTON.**

- 1 "The Man on the Box," by Harold MacGrath. McLeod & Allen.
- 2 "A Mysterious Disappearance," by Gordon Holmes.
- 3 "The Millionaire Baby," by A. K. Green. McLeod & Allen.
- 4 "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
- 5 "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.
- 6 "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.

**KINGSTON.**

- 1 "The Masquerader," by K. C. Thurston. Harpers.
- 2 "The Man on the Box," by Harold MacGrath. McLeod & Allen.
- 3 "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
- 4 "The Return of Sherlock Holmes," by A. Conan Doyle. Morang.
- 5 "The Clansman," by Dixon. Copp, Clark.
- 6 "The Prospector," by Ralph Connor. Westminster.

**MONCTON.**

- 1 "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
- 2 "The Garden of Allah," by R. Hichens. Stokes Co.
- 3 "The Prospector," by Ralph Connor. Westminster.
- 4 "God's Good Man," by Marie Corelli. Briggs.
- 5 "Dr. Luke of the Labrador," by Norman Duncan. Revell.
- 6 "Whosoever Shall Offend," by Marion Crawford. Copp, Clark.

**MONTRÉAL.**

- 1 "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
- 2 "The Garden of Allah," by Robert Hichens. Briggs.
- 3 "The Fugitive Blacksmith," by C. D. Stewart. Copp, Clark.
- 4 "Dr. Luke of the Labrador," by Norman Duncan. Revell.
- 5 "The Princess Passes," by Williamson. McLeod & Allen.
- 6 "The Clansman," by Dixon. Copp, Clark.

**OTTAWA.**

- 1 "Dr. Luke of the Labrador," by Norman Duncan. Revell.
- 2 "The Lure of the Labrador Wild," by Dillon Wallace. Revell.
- 3 "The Garden of Allah," by Robert Hichens. Stokes Co.
- 4 "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
- 5 "The Man on the Box," by Harold MacGrath. McLeod & Allen.

**PELFRIORD.**

- 1 "The Garden of Allah," by Robert Hichens. Stokes Co.
- 2 "God's Good Man," by Marie Corelli. Briggs.
- 3 "The Prospector," by Ralph Connor. Westminster.
- 4 "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
- 5 "The Millionaire Baby," by A. K. Green. McLeod & Allen.
- 6 "The Man on the Box," by Harold MacGrath. McLeod & Allen.

**QUÉBEC.**

- 1 "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
- 2 "Dr. Luke of the Labrador," by Norman Duncan. Revell.
- 3 "The Lure of the Labrador Wild," by Dillon Wallace. Revell.
- 4 "Whosoever Shall Offend," by Marion Crawford. Copp, Clark.
- 5 "Hearts in Exile," by John Oxenham. Copp, Clark.
- 6 "Dialstone Lane," by W. W. Jacobs. Copp, Clark.

**SARNIA.**

- 1 "The Masquerader," by K. C. Thurston. Harpers.
- 2 "The Prospector," by Ralph Connor. Westminster.
- 3 "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
- 4 "Dr. Luke of the Labrador," by Norman Duncan. Revell.
- 5 "The Sea Wolf," by Jack London. Morang.
- 6 "God's Good Man," by Marie Corelli. Briggs.

**ST. CATHARINES.**

- 1 "The Man on the Box," by Harold MacGrath. McLeod & Allen.
- 2 "The Masquerader," by K. C. Thurston. Harpers.
- 3 "The Undercurrent," by Robert Grant. Langton & Hall.
- 4 "Nancy Stair," by E. M. Lane. Appleton.
- 5 "The Loves of Miss Anne," by Crockett. Copp, Clark.
- 6 "The Prodigal Son," by Hall Caine. Morang.

**ST. JOHN.**

- 1 "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
- 2 "The Masquerader," by K. C. Thurston. Harpers.
- 3 "The Prospector," by Ralph Connor. Westminster.
- 4 "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
- 5 "The Pillar of Light," by Louis Tracy. McLeod & Allen.
- 6 "The Lure of the Labrador Wild," by Dillon Wallace. Revell.

**TORONTO.**

- 1 "The Marriage of William Ashe," by Mrs. Humphry Ward. Briggs.
- 2 "John Chilcote, M.P." by K. C. Thurston. Blackwood.
- 3 "The Return of Sherlock Holmes," by A. Conan Doyle. Morang.
- 4 "The Clansman," by Dixon. Copp, Clark.
- 5 "The Garden of Allah," by Robert Hichens. Briggs.
- 6 "The Princess Passes," by Williamson. McLeod & Allen.

**VANCOUVER, B.C.**

- 1 "Dr. Luke of the Labrador," by Norman Duncan. Revell.
- 2 "The Prospector," by Ralph Connor. Westminster.
- 3 "The Prodigal Son," by Hall Caine. Morang.
- 4 "The Abbess of Vlaye," by S. J. Weyman. Copp, Clark.
- 5 "Double Harness," by Anthony Hope. Copp, Clark.
- 6 "Old Gorgon Graham," by G. H. Lorimer. Briggs.

**Music Orders** attended to promptly and satisfactorily

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

**Anglo-Canadian Music Publishers' Association**

ASHDOWNS 88 YONCE STREET, TORONTO Limited

ESTABLISHED 1880.

**C. F. Rump & Sons**

CABLE ADDRESS: "RUMPSON."

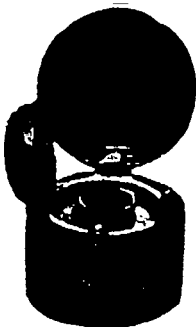
Manufacturers  Exporters

**FINE LEATHER GOODS**

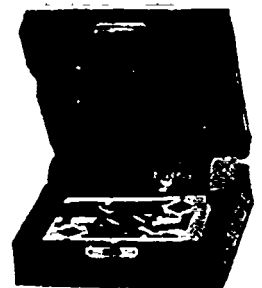
Pocket Books, Hand Bags, Dressing Cases, Cigar Cases, Stationery Sets, etc.

**Philadelphia**

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



TOURISTS' INK-STANDS.



PLAYING CARD CASES.

**BOOKSELLER AND STATIONER** has inquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a special list kept for the information of inquirers in our various offices throughout Canada and in Great Britain without charge.

Address,

**BUSINESS MANAGER,  
BOOKSELLER AND STATIONER.**

Montreal and Toronto.

### Standard Commercial Works.

**Mattie's Interest Tables.**

At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum, by NAPOLEON MATTIE. 5th Edition. Price, \$3.00.

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

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