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# The Bookseller and Stationer

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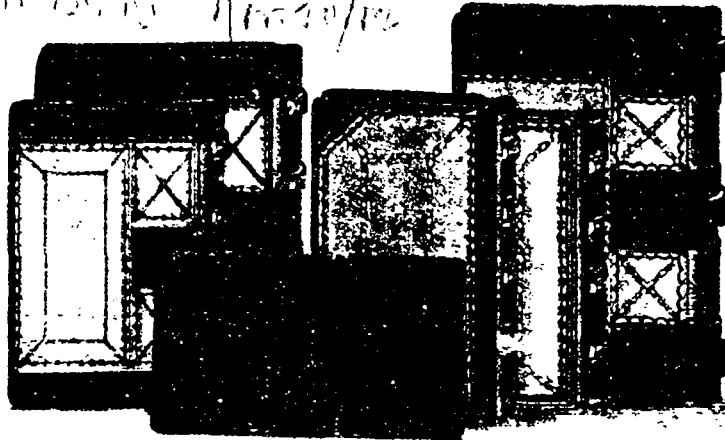
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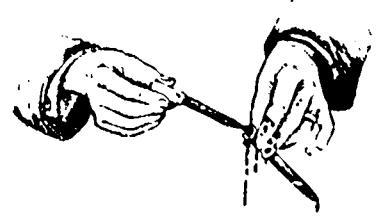
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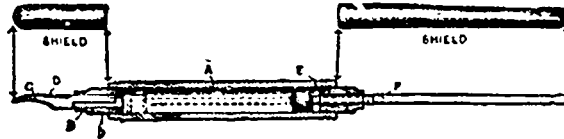
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# THE Bookseller and Stationer

Vol. XVIII.

MONTREAL AND TORONTO, CANADA, SEPTEMBER, 1902.

No. 9.

## TOPICS OF THE DAY.

ORGANIZATION is the keynote of nearly every branch of industrial activity. In almost every direction we turn we find manufacturers forming themselves into trusts, combinations or

### *Retailers and Organization.*

associations and working-men into unions. The most backward in sharing in this movement are the merchants, and particularly those engaged in retailing. There is probably no class that have a greater need of organization or that feel the need of it more. Competition is certainly very keen among them. There are times when there does not appear to be manufacturers enough in certain branches of industry to supply the demand. And the same can be said in regard to skilled mechanics. In fact, we are passing through just such an experience now. But no one ever hears of there being an insufficient number of retail storekeepers in any branch of trade. Storekeepers are like the poor in one respect: We always have them with us in numbers unlimited.

Possibly it is in the largeness of their numbers that is to be found the cause of the lethargy with which organization is being brought about in the retail trade. There

### *Why Organization is Lacking.*

are a few branches of the retail trade, such as the grocers and hardwaremen, who have some organization, but it is weak, indeed, in comparison with its possibilities in this respect. In no line is it probably equal to 10 per cent. of the whole. As the feeling that organization would be a good thing is much greater in proportion than the actual membership of the retail bodies organized, it is evidently not due to

want of recognition of its necessity. What, then, is the cause? While there may be others, there are probably two chief causes: The one is the general diffidence there is on the part of any one member of a particular trade to take the initiatory step towards effecting organization—of calling his conferees together to discuss the question. The other is the jealousy and distrust which unfortunately obtains among the retailers in each and every branch of trade.

Retail booksellers and stationers in Canada are no better off as far as organization is concerned than are retailers engaged in other branches of trade. No class of late years have felt the need of organization more keenly. There are a number of questions which seriously affect their welfare, but the efforts which have been made in the past to induce them to get together have failed. The movement for organization is now taking better shape than ever, and it is to be hoped it will be fruitful of good results.

In the United States the movement for organization among the booksellers and stationers seems to have developed quite an impetus, and the journals

### *Organization in the U. S.*

belonging to that branch of trade are devoting quite a little space to the question. In Philadelphia, where trade conditions appear to be most unsatisfactory, a particularly brisk agitation in favor of organization is on foot. A stationery dealer in that city, in conversation with a representative of The American Stationer gave utterance to some trenchant

remarks that are as applicable to Canada as to Philadelphia. He said in part:

I am convinced that an organization would work for good. I believe that it could make its use felt in regulating the prices of certain staple articles where price-cutting is of no benefit to anyone but the consumer—where neither the jobber nor the retailer derives benefit. If the organization, even admitting that it was unsuccessful in price regulation directly, engendered a better spirit of fraternity among the jobbers, and perhaps retailers, it would be worth establishing.

This gives the views of a practical man as to what organization might accomplish. The following extract from some remarks recently made by the president of the Stationers' Club, Cincinnati, shows what organization has accomplished after an experience of three years. He said:

Previous to its existence the personal relations existing between the members of the trade here were somewhat strained, and when the writer started out to visit them for the purpose of forming an organization he had serious doubts if he would live to survive the effort, but, contrary to expectation he was everywhere received with a warm welcome, and, to use a common but expressive phrase, he was given the glad hand. The situation had become so bad through the evils of price-cutting and the determination to secure business, whether it paid anything or not, that it was intolerable, and everyone was waiting for someone to begin a movement of reform.

An organization was effected at an early date and a schedule of prices which has been changed from time to time as occasion demanded was adopted for the leading articles dealt in. The tariff thus established has been faithfully maintained and no suspicion of price cutting exists against any member. It is true that charges of this kind have from time to time been brought forward but in every instance investigation has shown that they were caused by ignorance, misunderstanding or inadvertence, and they have been dismissed with the injunction, "Go and sin no more" without leaving in their wake any hard feeling on either side.

Our members have shown a spirit of mutual toleration and forbearance, and have wisely declined to be unreasonable about trades and to consider no one guilty until proved so. Herein lies the whole secret of the success or failure of an organization of this nature. If the members can give their associates credit for sincerely trying to



keep good faith and will discard the feeling that others are insincere, all will go well, but if mutual confidence cannot be secured, success will be difficult to attain.

If I might be allowed to utter a word of advice to those contemplating the formation of similar organizations I would say do no attempt too much at once. Let your agreement cover at first only the articles most generally dealt in. Your list can be extended from time to time as experience may determine. It is easier to put the machinery in running order when it covers a limited number of articles, rather than a numerous one, and above all things give your associates credit for good intentions, and don't rush to the conclusion that they have acted dishonestly without making a full investigation and hearing both sides. Exercise moderation, remember that we are all human and liable to err, and you will find many a cloud, which seemed to be full charged with explosive material, nothing but the creation of imagination.

In the above extract there is both much that is encouraging as well as much that is advisory.

*Trade returns show that there has been a decrease in the importation into Canada of printed periodicals and pamphlets during the past fiscal year as compared with the preceding 12 months. Canada, up to June 30 last, imported a value of \$139,413 in periodicals and pamphlets from Great Britain and a value of \$512,915 from the United States. Both sums are below the sums for the preceding year.*

In the matter of novels, works of fiction, and such books, there has been a slightly increased importation from the United States, but a very decided falling off in the value from Britain. The figures in the former case are \$65,112 for 1901 and \$67,227 for 1902, and in the latter case \$21,847 for 1901 and \$12,653 for 1902. If there was the same consumption of books during the two years, it follows that the Canadian publishing business is advancing at the expense of the British publishers.

Turning to stationery, a similar state of affairs is evident. Canada took \$4,557 worth of calendered paper from Great Britain in 1901 and only \$2,912 in 1902, while at the same time the importation from the United States grew from \$4,468 to \$5,385. In the matter of envelopes the British trade declined very slightly from \$8,442 to \$8,014, and the United States trade rose from \$18,681 to \$21,769.

Four thousand million letters, post cards, newspapers and parcels were carried

through the British post office system last year. Of these 10,000,000 were not delivered owing to defective directions. In carrying on the business of the Post Office Department £10,500,000 sterling were expended, while the profits averaged £4,000,000.

Such are the few important figures, which go to show the present financial standing of one of the greatest business institutions in the world. While in Great Britain itself this enormous surplus may be regarded with nothing but pride, to Canadians it offers suggestions. If Britain draws yearly such a sum from its post office system, surely there can be little to prevent a considerable reduction in the postage on newspapers and periodicals directed to this country. Even though the bulk of matter carried remained the same as at present, so small is that amount that a reduction of the postage on it would very little diminish profits. But this is not a probability, for there can be little doubt that, with decreased postage, the bulk of matter carried will greatly increase, and, instead of lessened profits, there will more likely be increased profits. This is evidently an argument which Britishers are finding it hard to see through.

Whatever may be said as to the charge so often made that the American is more appreciative of English books than the Englishman is of American books, it follows that if the initial work of a British novelist can secure attention in the American literary world, it must be a work of no mean power. Full many a writer has published books in Great Britain, which are scarcely ever heard of on this side of the Atlantic, much less read. Even the works of some leading British novelists fail to gain any popularity here. What must then be said of that first literary venture of an obscure London journalist, "The House with the Green Shutters," which aroused so much attention on both sides of the Atlantic? If it even possessed a few of those qualities which go to secure the favor of the reading public, one could understand the possibility of its gaining popularity, but there was practically nothing about it of this nature. It was a book that appealed through its very power and genius. It was something entirely alien to the sentiments expressed in contemporaneous literature

and came very much as a protest to the extreme optimism of the creators of *Druntochy and Thrums*. Its publication raised George Douglas Brown, its author, to a foremost place among contemporary novelists.

His fame has unfortunately been short lived. After a brief year spent in comfortable circumstances at Haslemere, the promising young author died suddenly on August 28 in London. Ever since his great success he had been living in a buoyant state of mind, planning holiday trips and looking hopefully towards the future. This very hopefulness makes his unexpected death the more deplorable.

George Douglas Brown was born in 1869 in the west of Scotland, where he afterwards placed the scene of his now famous novel. He studied at Glasgow University, where he won a scholarship, on which he went to Oxford. After graduating there, his slender means were reduced to £17. With this tiny capital he went to London and became a reporter. Later he was able to improve his position by becoming literary adviser to a publisher. The success of his novel permitted him to retire from his daily grind, and he went to live at Haslemere, where Tyndall and Grant Allen lived, and Sir A. Conan Doyle now resides.

#### DROPS FROM THE PEN POINT.

[BY MARCUS.]

Books bound in frog skins ought to have a "hopping" sale.

Successful stores as well as successful men must have character.

Good selling music naturally tunes up the retailer's profits.

The stationery trade becomes a moveable one when it is energetically pushed.

Ideas are the precursors of ideals, without which success in business is scarcely obtainable.

It is sometimes necessary for a business man to take a rest in order that he may overtake his duties.

Perseverance is the price of prosperity in the book trade, as well as in all other branches of trade.

Price tickets have utility in the window of the bookseller and stationer as well as in the window of the butcher.

The more frequently booksellers and stationers rub shoulders, the more difficult is it for "moss" to accumulate in the trade.

Oat hulls are being converted into paper. If horses should take to books printed on paper made from this material, is it not possible we should in time have bookworm equines?

## CARNEGIE'S LIBRARY GIFTS.

TO the student of man and cities Carnegie's gifts to Canadian towns have proved invaluable. Types as diverse as are the characters of boys, lead us to the conviction that "there are cities and cities." Lindsay, Ont., by defeating the by-law for \$2,000 to purchase a site for the Carnegie library spurned the Scotchman's generosity; Grimsby, however, according to The Hamilton Herald, of August 16, assumes a suppliant attitude.

In speaking of Grimsby's city fathers The Herald rises to remark: "The latest spasm that has seized that august body is to resolve themselves and the village into a community of beggars, and send a tale of woe over to Andrew Carnegie, begging him to give them some money with which to build a library."

Some of the cities achieved the triumph of selecting with a fair degree of unanimity the site for "Andrew's" book-house; and we hear The Winnipeg Free Press, of August 21, dilating with pardonable pride upon the peaceful character of the denizens of the Western city: "A number of prominent citizens were interviewed by a Free Press reporter recently, and all expressed themselves as satisfied that the site chosen was as good a compromise as could be made to suit all parts of the city." In other cases, on the other hand, no sooner had the citizens arrived at the point where it became necessary to determine the question of site than objections based upon small local prejudices and other grounds—mostly of a petty character—were raised and the building was delayed. The Sydney Record, of August 28, comes out with a double-header, "Library Site Only Obstacle," and below we find Mayor Crowe comforting The Record's representative with the consolation that the council is ready to accept Carnegie's offer, but a suitable site for building must be chosen first.

The architect has proved a prolific "spat begetter." The editor of The Halifax Morning Chronicle, of August 18, is made the recipient of an interesting article which thus descants upon the situation: "Under the heading 'Not Much Like Halifax,' I observe a paragraph in an evening paper in which the announcement is made that the St. John City Council has accepted the plans of a local architect for the new library building to be erected in that city. Whether the St. John Council has acted

wisely or not I am not in a position to say, but so far as we are concerned the reproof implied in the headline quoted is unfortunately only too well merited."

Even the literary tendencies of the average dweller in the sacred precincts of Halifax are questioned by a writer in The Halifax Herald of August 20. This evidently infuriated good Alderman J. M. Geldert, for lo! valiantly he rushes to the rescue, and The Herald quotes an interview with much solemnity on August 21, thusly: "'It is certainly,' said he yesterday, 'untrue that our people read only and want only the lightest fiction. Scholars, students, bank clerks, mechanics and, in fact, the people generally, are constantly asking for books on technical subjects.'"

Down in Sydney the population evidently is a reading one, for in the columns of The Sydney Record of August 18 is it not written as follows?: "Every young person attending school should, and will, use the library to its fullest extent. It is necessary that the building should be within easy reach of the majority of the pupils, and they are to be found in the academy and convent schools. It should also be within easy reach of the professional and business men, and near the street car line; and, if near the hotels and equipped with the right kind of literature, it will be an attraction to tourists, the value of which cannot be overestimated."

This solicitude for the tourists would appear amusing were it not evident that the results would be undoubtedly beneficial.

It is evident that in some cases no mere book-barns will be constructed. The Galt Reporter of August 20 claims that their library will go down the ages as a monument to Architect Mellish and the liberal Scotchman, Carnegie. It says, in a sort of enthusiastic ecstasy: "Mr. Mellish was complimented on every hand on his work, his designs meeting thoroughly the ideas of the committee."

The Chatham Banner-News tells of how their eager library board have the firm and unalterable conviction that should funds run short, the warm heart of the genial Scotchman might be won over to separate himself from a further consignment of the needful.

We have heard of sites, but we believe that The Halifax Herald has beaten all re-

cords. We wonder if The Herald meant this for a joke. It seemed to be dead in earnest. On August 18 it says with perfect coolness: "That it is authorized by Governor Jones to offer a site which should, and doubtless will, be heard with satisfaction by a large proportion of the people of Halifax. The site thus offered free is the southern portion of St. Paul's Cemetery."

In the same article it goes on in dignity to remark: "It would not be easy to find a site more pleasantly located than this, and as to convenience of access it would not be far."

We are sorry that space does not allow us to describe all the pretty pictures of libraries furnished by the newspapers, nor to tell how the architects' friends have with one accord believed it to be in the best interests of the town for their favorite architect "to visit Toronto and the great centres to see how a really up-to-date library is conducted." It pains us to have to omit the description of the oratorical advocacy of methods to be pursued in Owen Sound, Brantford, etc., and, above all, the religious squabbles of Montreal. We can conclude by quoting from a Maritime paper what a correspondent believes to be the aim of a library. He says: "The library will be largely used as a reading-room, and for consultation purposes." This definition should furnish considerable light to the puzzled recipients of Carnegie's thousands.

## AN IMMORAL (?) BOOK.

It is said that Mark Twain's "Huckleberry Finn" has been excluded from the Denver, Col., public library as immoral and sacrilegious. It must have taken a good deal of stupidity and perversity to discover these evils in that delightful romance. "Huck" is a boy, not a lay figure for a clothing store, but he is wholesome to the core, thoroughly boyish in his faults as well as in his good qualities. If Colorado cannot tolerate him, it must have made a tremendous advance, not in goodness but in priggishness.—Toronto Globe.

## A CONVENTION OF NEWSDEALERS.

The twentieth annual convention of the National Association of Newsdealers, Booksellers and Stationers of America, was held on August 21 in Brooklyn. Two hundred delegates from all parts of the country were in attendance. A committee was appointed to devise ways and means of dealing directly with publishers. The matter of inducing certain magazine publishers to abandon the system of "club rates" also came under discussion.

## Business and Its Management.

### ACKNOWLEDGEMENT OF REMITTANCES UNNECESSARY.

W. A. GIVEN, PITTSBURG, PA.

THE Louisville Convention of the National Association of Credit Men devoted some time to discussing the proposition that receipts for remittances by cheque were unnecessary, and this idea seemed to meet with general approval, a recommendation to that effect being made.

It is quite easy to see the advantage to the receiver of such remittance if he is not put to the expense, time and trouble of sending receipt, but the sender must be able to see some benefit to himself before he is likely to surrender his right to an acknowledgment.

It is for the purpose of showing that there is also advantage to the sender in making remittances in such form as not to require receipt that I make the following explanation of the method I have used for some ten years

In sending a satisfactory remittance, two things are essential, viz., a cheque and a statement of the amount remitted; many houses add a letter of advice.

A cheque requires writing the date and the name of creditor and amount. It also requires the filling of a stub with date name and amount, which is copied into a cash book with date, name and amount.

A statement bears the date, name and address of creditor as well as amount. A letter of advice bears the date, name of creditor and address

My plan substitutes for the cheque, statement and letter of advice, a voucher cheque, consisting of a sheet 8½ x 7 in., one side of which shows statement of the account (no names), this sheet is folded with statement inside. Half the outside, or one side of the folder bears the form of a cheque while the other half is a blank for receipt. In this form the creditor's name is written but once and the date but once.

When the voucher cheque is filled up, it is entered in the cash book, with date, name and amount, the entry thus taking place of the "stub" of cheque. The entries are numbered consecutively as they are made and each voucher as it is entered has the same number stamped upon it, the number being proof of entry.

By the old method, receipts had to be checked up and examined to see that they were a full receipt for the account covered by remittance, also that none were missing. These receipts were then filed.

By my plan no acknowledgment is necessary, nor is it desired. You rest assured that, in order to get his money, your

creditor will properly receipt, not only for the amount remitted, but in full for the account as you intended, and you know with certainty that when your bank account is balanced (in my plan it is monthly) you will get every receipt for the money charged to you by the bank, and no checking up and filing of receipts is necessary, other than filing your cheques in numerical order, which would be done in the old way in addition to filing receipts. A reference to any receipt is easy from the number on entry in cash book.

Let me enumerate the points in which there is a saving in work:

	OLD WAY.
Letter of advice	requires name, address, date.
Statement	" " " "
Cheque	" " " "
Stub	" " " "
Entry	" " " "
	5 names, 2 addresses, 5 dates.
	NEW WAY
Voucher cheque	requires name, address, date.
Entry	" " " "
	2 names, 1 address, 2 dates.

Saving on each remittance 3 names, 1 address, 3 dates.

In addition, there is the saving of examining, checking up and filing of receipts.

This plan is also, I think, a safeguard against altering or "raising" amounts of cheques, the accompanying statement rendering this much more difficult.

### THE WOES OF A RETAIL MERCHANT.

In order to show up the fallacy of the credit system and the unreasonableness of most debtors, the following tale of woe is related by a Canadian business-man.

A man dealt with a merchant for several years and paid his bills promptly for some time, but he unfortunately conceived the idea of building a house. Now, because he did not have the necessary cash, he left the merchant after he had run up an account of some \$40 and spent his spare cash on the construction of his house. This same plan was likewise followed with the other ten merchants in the town and the man gets ahead say, \$250. This pays for his lot and in addition allows him \$150 to apply on his loan.

After awhile Merchant A. begins to want his money and of course he very impertinently writes to the man, saying, that as the latter is now buying his goods elsewhere, he would like to have his account settled. This makes the debtor very indignant and he says to himself, "Here, I have been dealing with Mr. A. for a good many months and I always paid him promptly and now, even if I am dealing elsewhere,

it is mean and contemptible of him to demand his money. I'll just go down and give him \$10 and a piece of my mind "in the bargain."

This he proceeds to do, and the merchant who has been used for years to hold himself in, takes it all in good part, and hands out receipt for \$10. The balance is to be settled next pay-day.

Pay-day comes and goes, and man, another pay-day comes and goes, but the account is not paid. Naturally, creditors make demands on the merchant, and he is forced to ask for the settlement of the account with interest, adding the threat that, if not paid, it will be placed in court for collection. This is more than Mr Debtor can stand. He gets very angry and goes to his employer and tells him what a mean man this merchant is to ask him to pay interest. However, he gets a sufficient advance of wages to pay the merchant off. He walks into the store with an air of injured innocence and explains that he wants to pay up his balance. The merchant is so pleased to get his money that he accepts payment without interest, notwithstanding that he has been paying the bank interest on this amount and others as well for the past two years.

### ABOUT GUARANTEES.

Of course every salesman has the "best in creation." The buyer knows that he has to sprinkle all his remarks with salt; but, when it comes to guarantees, that is an entirely different thing, especially when they come from a well-known reputable firm.

Nearly every retail stationer has sad tales to tell about typewriter supplies. How often he has to take ribbons back which are not full length or not quite as good as the last. Typewriter carbon paper which dried and faded within a year of purchase lies in almost every store waiting a convenient time for throwing away

These are risks which the retail stationer used to expect to take, but to-day it is different.

The Pen-Carbon Manifold Co., 145, 147, 149 Centre street, New York, are not afraid to guarantee every "Ditmars" typewriter ribbon to be perfect and full length. "Ditmars" typewriter carbon is sold with five years' guarantee that it will neither fade nor dry out.

Guaranters of this kind necessarily save the retailer many dollars per year, and we are not surprised that the business of the Pen-Carbon Manifold Co. is growing very rapidly.

The largest library in the world is the National Library of Paris, which contains 40 miles of shelves, holding 1,400,000 books. There are also 175,000 manuscripts, 300,000 maps and charts and 150,000 coins and medals.

**HOUSATONIC**

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**BARRINGTON**

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**DANISH**

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**Bond—Linen—Ledger**

Manufactured by

**B. D. RISING PAPER CO.**

**Housatonic, Mass., U.S.A.**

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**AGENTS FOR CANADA:**

**Housatonic:**  
**BUNTIN, REID & CO.**  
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**Barrington:**  
**DAVIS & HENDERSON**  
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**BARBER & ELLIS**  
Toronto  
Limited

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*Write for Samples and Quotations.*

## REMINISCENCES OF A BOOKSELLER.

By JAMES HAIN, Jr., D.C.L.

(Public Librarian of the City of Toronto.)

The following article forms the substance of Mr. Hain's remarks during the course of an interview very kindly afforded a member of the staff of BOOKSELLER AND STATIONER on a recent date.

THE great lack in the bookselling business to-day is the absence of booksellers who possess an intimate knowledge of literature. What we want are men to know books and to be able to guide and direct us in purchasing books. I don't find the present class of booksellers with any memory. Young fellows can learn as much about the business as their masters in six months.

Take a case which was related to me by a well-known merchant. His wife, he said, when a girl, read a novel. She only remembered one word of it and that one word was part of the title—Rockingham. She remembered nothing more about it. Now, that was a woman of 60 years of age and Rockingham carried her pretty far back. While I wouldn't like to set myself up as having a better memory than other people, the moment the man said Rockingham, I knew all about the book, though I had not read it since 1857 and it has only been republished once. That is the kind of information we want from a bookseller. As it is, the utmost any memory in town can go back is about ten years.

When I first entered the bookselling business at the age of 14, we had a surprising number of very, very high-class men, men who were gentlemen and far above the ordinary mark. There was Andrew H. Armour, for instance, who was a wide reader and a fine broadminded man. There was John C. Geikie, now known as the Rev. Cunningham Geikie, author of the "Life of Christ." Anyone wanting university or classical books found in him an admirable guide. His successor, G. Mercer Adam, everybody knows by repute. John Young of the Bible Society was then in business of his own. He had been with Mr. Armour and he knew his business right down to his boots.

Then, too, there was Frank Neshitt, who has had the principal business in Kingston for so many years. The Rev. C. Fletcher also had a place on Yonge street. He was a highly educated minister whose health had broken down. The present Judge Garrow is his son-in-law. There was also the firm of Rowsell & Hutchinson, at that time the headquarters for the publications of the Church of England. Their store had handsome stained glass doors, and was a favorite meeting place for Church of England clergymen. Next door was the old Methodist Book Room, a quiet place, principally devoted to handling Sunday-

School books, far removed from the days of David Harum. The Rev. Samuel Rose was then in charge.

Thomas Maclear, who had bought out the business of Hugh Scobie, kept modern literature, and especially the new American books. He dealt largely in Harper's Magazine, then the only American magazine and the first to have a big sale here. At the entrance to the market there was M. Shewan, a curious, quaint old individual, who died only a few years ago. He bought books at the New York trade sales, and apparently bought books by the cord. These he sold cheap, especially editions of standard books, which he disposed of in enormous quantities.

These men did not hesitate to sell good sets of books. They knew what was good and they trained people to buy good books. To-day booksellers allow the whole trade in the books to go to Yankee book agents, who haunt doorsteps. There has been more money wasted in the last ten years over books of this kind than would establish handsome libraries in every part of the Province.

Of the booksellers named, fully five did not sell stationery at all. They would have scouted the very idea of selling five-cent dolls.

Prices were pretty evenly established in those days. Schools and ministers, of course, got their ten per cent. reduction. The American market, however, was not in its present condition. Their cheap books had no fixed price. They were bought at auctions and sold for what could be got for them. For instance, Macaulay's "England," which had no copyright here, was sold for 35c. a volume.

In those days there were no wholesale houses. The trade used to oblige one another by having accounts, and, when needed, they sent out for copies of the books required. One of the worst features of the business was this keeping of accounts. There were very few cash sales, and accounts had to be rendered yearly or half-yearly—a very unsatisfactory arrangement. It was a relic of the olden days, when wheat used to be the only medium of exchange.

Little or nothing was done in second-hand books, except at auction sales. Wakefield, Conte & Co., where John Catto's shop now stands, and the father of the present auctioneer, Mr. Henderson, occasionally sold libraries by auction. There was also Lum-

ley, of London, who sent out consignments of second-hand books picked up in London auction rooms, and these were on sale to three or four days at the end of the year.

The first attempt at keeping anything like a second-hand bookstore was made by Piddington. He opened a small store near Britnell's present position, principally for the sale of old furniture. Being a book binder, he used to pick up books while buying his furniture. Gradually he went more and more into the book business, until he had a very large place. He had to leave for California about 1880 on account of his health, and there he died last Winter. He was succeeded by Douglas, and he in turn by Kassar, who is still alive.

John Britnell used to keep a second-hand bookstore in Marylebone road, London. He sent his nephew, Albert, to this country with a stock of books, and afterwards came out himself. Soon after, his nephew, Albert, started out on his own account. Then his son joined with Congdon, making a third firm of Britnell.

Since then the second-hand business has been developing, while the regular book trade has been on the decline. In fact, trade since 1860 has been divided into three parts. There are the cheap goods and magazines handled by the bookstores, the best goods in the hands of agents, and the intermediate grades sold by the second-hand dealers. This result has been largely owing to the disappearance of the men who used to carry on the business, and who were qualified to aid and guide their customers. Even the best agents to-day are men who only know about the books they are selling. The old bookseller was a man whom one could consult without fear, who had a living knowledge of books and who read and even wrote about them.

### HAS REGAINED HIS HEALTH.

Mr. J. F. Hunter, of The Copp, Clark Co., who some time ago was obliged to retire from the road, has now, after an absence of three months, regained his health and is getting ready to cover his territory again for his firm. His friends all over the country will be glad to hear of this. During his vacation he spent a good deal of his time in California and Mexico, and the trip there has, no doubt, done much to bring him back to his old self.

### MR. NEALON TO GO ON THE STAGE.

Mr. Edward Nealon, late of the book department of The Copp, Clark Co., has left that firm to enter on a theatrical career. He has been studying for this profession for years and has taken part in several amateur theatrical affairs with success and it is hoped that the same success will follow him in the pursuit of his chosen profession. He has secured a position with a leading company and on his departure he was presented by his fellow employees with a handsome travelling case.

# Crane's Extra Fine Stationery

These goods are suited to the tastes of the most select trade. Their merits are known the world over.

Superfine  
Underglaze  
Kid-Finish  
Hand-Made Style.

The newest and most fashionable sizes and tints of the above grades in Note and Envelopes now in stock in the following styles, made by ourselves in our own factory :

Elegant Papeteries, containing 24 sheets of Note Paper and 24 envelopes to match.

Note Paper in handsome  $\frac{1}{4}$ -ream boxes and Envelopes to match in  $\frac{1}{8}$ -M boxes.

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**W. J. Gage & Co., Limited**  
**TORONTO, ONT.**

Manufacturing and Selling Agents for Z. & W. M. Crane.

## Window and Interior Displays.

By "Onlooker."

ON August 21 I saw an excellent display of books in a large window on Yonge street, Toronto. What I consider to be the supreme value of the display was the fact that at first sight I didn't think of it as a display at all. It was a window with a message, and it was the message that drew my attention.

I examined the window somewhat closely afterwards. Some green velvet was handsomely draped with white silken cords on both sides and in the rear. A "T" stand stood in the far rear, with one T stand on either side, about one third from the front, converging at an angle which would make the upper crosses on the T's reach the ends of the rear T. These stands were covered with green velvet, and books were piled on them in a easy style. At a place equidistant from the three stands a large display card proclaimed in words neatly printed "When Knighthood Was in Flower"; Regular \$1.25 edition; our special price 45c." Books on my right turned to the left and towards the card. Everything seemed to be converging to the central idea of "Our special price 45c." It was a splendid window, simple, and must have been quickly arranged.

Never make an aimless window. A definite purpose will suggest definite methods. Have a central idea. Emphasize this, and the background does not then require the same care.

Of all people, a business man can least afford to be formal and conventional. People should have free access to your bookshelves. "Step inside and make your selection." is a sign that would invite many to inspect your shelves. The curiosity which would at first prompt them to view your books can often be converted into cold dollars and cents.

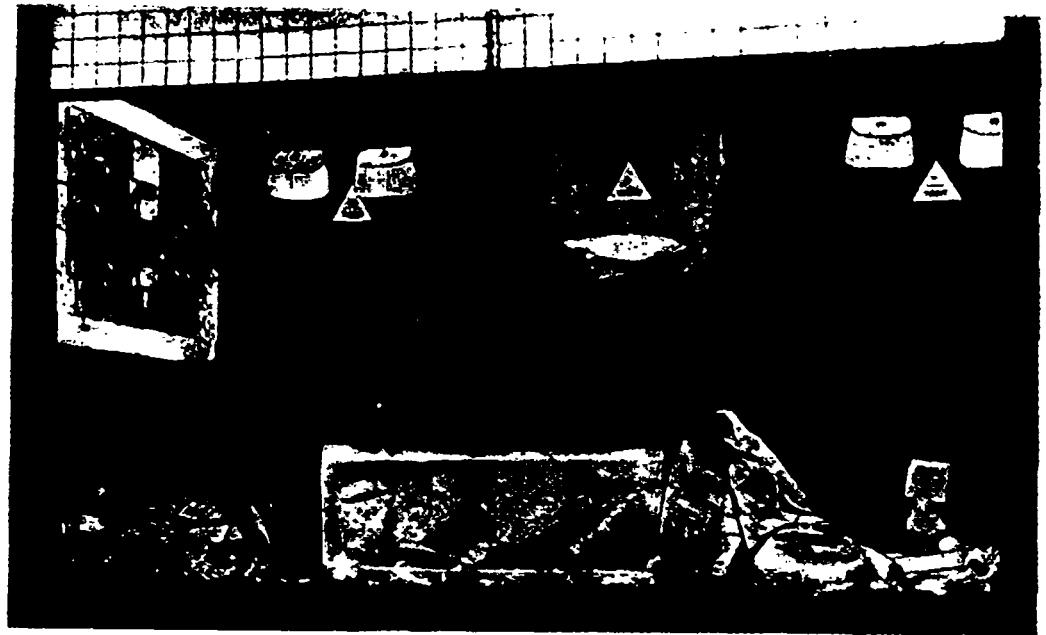
Change your windows often, even at the risk of changing for the worse. It pays.

I saw a window on Yonge street a couple of weeks ago that to my mind was a dismal failure. I use the word dismal advisedly. The day I saw it was dull enough. There

was no sun to fade any light shades or tints, but no one had thought of raising the awning and the store was dreadfully dark. At the attitude of an ordinary man was a row of cards and pictures, arranged closely against the window. This obstructed the view, and had I not been looking for something and had troubled myself to bend my knees, I should not have seen a large placard announcing "Summer Reading; 25, 50 and 75c. books, reduced to 5, 10, 15 and 20c." There was too much in the window. One article was continually in the road of another. It was with difficulty that I could get a good view of anything. The whole effect was unsatisfactory, although con-

Have you ever heard that when you beg to sneeze it's a warning that you are in danger of a cold? Well, when you see dust on your books in the window, know that to all practical purposes your display has outlived its usefulness, and you are in danger of wasting valuable space. By the way, by some freak of nature your tastes and ideas of attractiveness are not rudely jarred by the sight of dust, of all things, don't let finger marks appear on your books and stationery. If it can't be helped, let us have the peaceful, quiet, tranquil dust. If it is nothing else, it's consistent and harmonious—but finger marks in dust grate harshly on refined tastes.

I was in Toronto during the week of the opening of the Normal School. Notices were continually appearing in the newspapers like these: "The Normal School opens tomorrow for the Fall term," and "The Fall term of the Normal School opened to-day with an enrolment of 118 students." Dealers in books should have been aware



An Attractive Window Display.

siderable time had been spent in equipping the window.

Some home-made cards struck me as good in a window in Toronto not long ago. They were breezy and neat. Said some: "The Best Out. Box Files with Index, Extra Strong, 25c. each," also, "No trouble sharpening when you use a proper pencil Best lead. Reduced from 25c. per doz. to 15c," also, "Dating stamps, this size, 20c. each."

How long should a window display continue unchanged? Don't know; can't tell. Length of display depends upon conditions. But, pray, don't forget this rule. You can't violate it without harm to your trade.

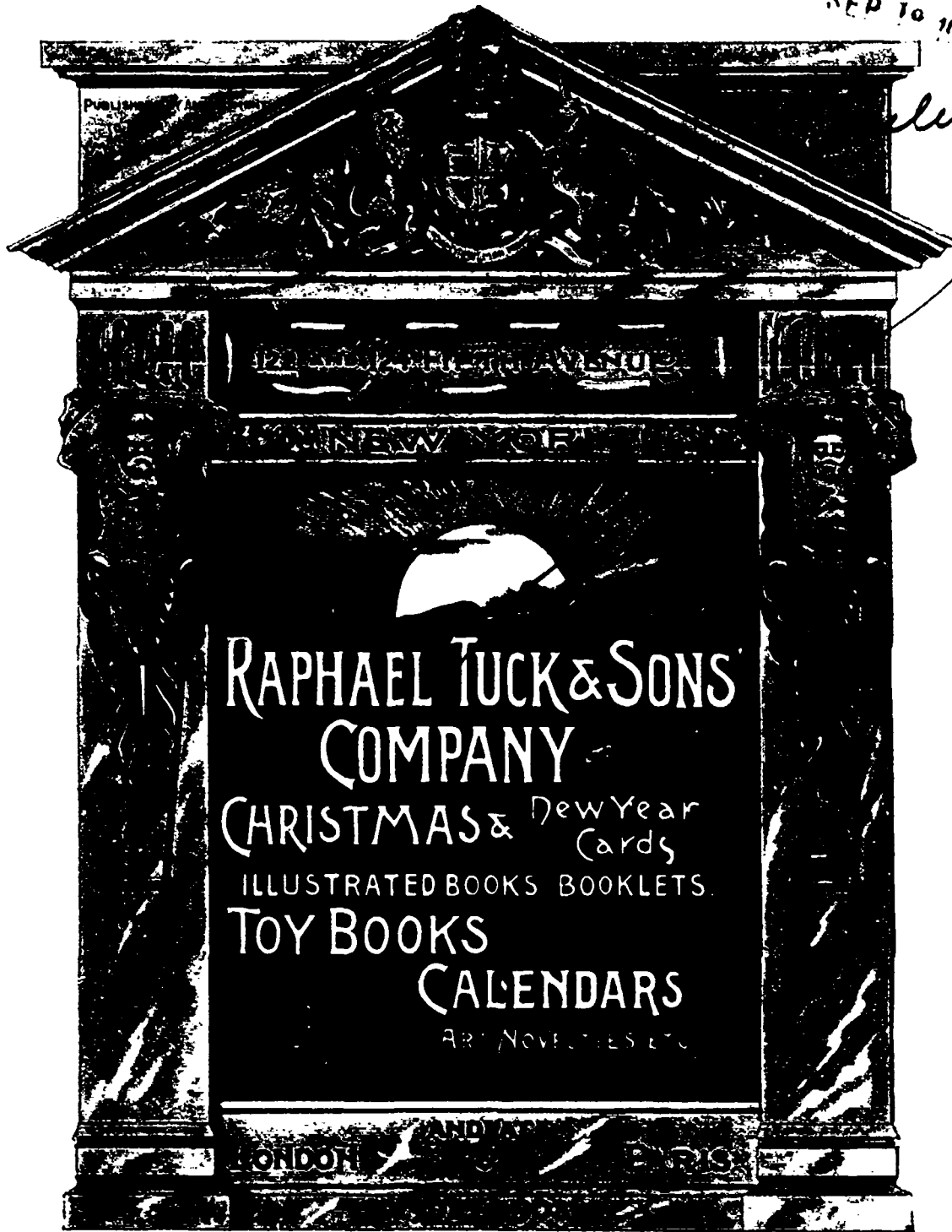
of this opening even without the newspaper notices; but after the items in the papers they should have been doubly alert. Nearly all of the Normalites come from districts outside the city and the most of them are unacquainted with the book dealers in town. Here was a chance for a wideawake bookseller. I walked, in vain, up Yonge street and through business sections for a "Normal" window, no window invited normalites to enter, no display card called a normalite from her weary search. Booksellers and stationers; these things ought not so to be!

A Yonge street bookseller and stationer has the right idea. Enough books are

FAC-SIMILE OF COVER  
 —OF—  
 Illustrated Holiday Catalogue

SEP 10 1907

*returned by*



A Postal Card Request Will Bring You One.



shown. The window is not crowded. Bright display cards proclaim such items of interest as: "A few samples of our \$1.25 and \$1.50 novels, they sell at only 50c. each", also "A few of the very latest novels, 25c."

Have you ever studied the grouping of a picture? A person doesn't seem to think of doing it at first. Everything looks so natural. Unconsciously our attention is turned to the central idea. It takes a master to be perfect, but the poorest pot-boiler must have some conception of perspective. In the same way, only the professional, naturally artistic window-dresser can succeed in obtaining the proper adjustment of parts, the proper relation of the individual portions of a display; but the least artistic clerk can aim at the goal. One window is large enough for one idea only. One simple definite effect should be produced. Poor results follow from that hap-hazard arrangement (?) which produces the one effect of convincing people that the dealer has lots of books, lots of stuff, without conveying any adequate conception of superior quality.

#### THE BUSINESS OF T. J. DAY, GUELPH.

In the June number of *BOOKSELLER AND STATIONER*, page 10, an item appeared to the effect that T. J. Day, bookseller and stationer, Guelph, had sold out. The item was an error. Mr. Day had not sold out. He was, however, advertising his business for sale, as advertised in *BOOKSELLER AND STATIONER* of July. We regret exceedingly the publication of the item, which was entirely an error, and was reprinted from an exchange.

The business which Mr. Day desires to dispose of is a successful one, and a good man getting possession of it will find in it a profitable investment.

#### A VALUABLE LIST.

Any person who is desirous of securing good standard books at a reasonable rate would do well to consult the order list sent out by Hurst & Co., of New York. A most comprehensive selection of all the world's best works is to be found in this list, and the prices are such as to put them within the reach of the most impecunious customer. The books are, for the most part, published in uniform editions. Thus, there are Hurst's Padded Edition of the Poets, Hurst's Gilt Top Library Edition, The Cambridge Classics, consisting of 310 volumes, the Argyle Series and the Arlington Series, besides many more valuable editions. The prices of these series are so surprisingly low that readers of this paragraph are recommended to consult Hurst's advertisement in another column and send for a copy of the trade and order list referred to.

#### BOOK MATTERS IN THE COURTS.

AN INJUNCTION SOUGHT.

F. E. GRAFTON & SONS, publishers and booksellers, Montreal, have taken legal action against William J. Clarke, of Mount Royal Park, for infringing on copyright of a book which the former entered according to Act of Parliament. The book in the case is called a "Tourist Guide to Montreal," published by William J. Clarke, which the plaintiffs claim has been made up out of "Montreal After Two Hundred and Fifty Years," by W. D. Lighthall, M.A. Pages 21 to 40 of Mr. Lighthall's book were, it is claimed, copied almost verbatim into the "Tourist Guide"; and in other places, it is also declared, the information contained in

claimed for the "Tourist Guide to Montreal."

The Supreme Court of the Province of Quebec has been asked to issue an order of injunction ordering the defendant to cease printing or offering for sale the "Tourist Guide to Montreal."

#### WITH A NEW FIRM.

A. O. Hurst has severed his connection with Warwick Bros. & Rutter to represent Chas. Goodall & Sons, London, Eng., in Canada and Australia, taking up the work formerly done by T. S. Cockburn. This London house does business in all parts of the British Empire and in every foreign country. Who does not know of Good



Mr. Horace Maszard, the new President of the Maritime Board of Trade.

"Montreal After Two Hundred and Fifty Years" had been placed in the "Tourist Guide" altered considerably so as to hide the piracy.

The defendants put in the claim that the "Tourist Guide" had not been copied from Mr. Lighthall's book, but from a librarian's programme, gotten out a couple of years ago for the convention of librarians held in Montreal. But the programme referred to had been taken directly from Mr. Lighthall's book with the publishers' consent. Thus no originality whatever is

all's playing cards? Stationery and stationers' sundries of all descriptions are their lines.

Mr. Hurst has just left for London, where he will be until December, when he will return to Canada on his first business trip for his new employers. Goodall & Sons have secured a representative in Mr. Hurst who will certainly forward their business in Canada and Australia.

T. Christie takes Mr. Hurst's place in Warwick Bros. & Rutter's.

# Thaddeus Davids Co.

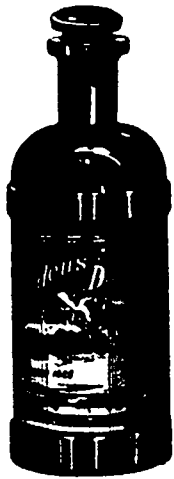
NEW YORK.

Manufacturers of . . .

ESTABLISHED 1825

**INKS, MUCILAGE,**

**PASTE, WAX, Etc.**



A FEW POINTS FOR

We guarantee absolutely all goods manufactured by us.

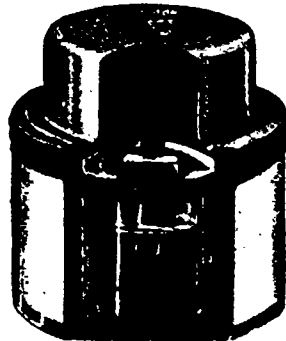


THE DEALER TO CONSIDER.

Our lines are all full standard measure.



Our goods are put up in an attractive manner, which is a great help in securing new customers. After that they will ask for "Davids."



Dealers handling our lines can make a better profit and give their customers as good or better value for their money than when selling them Inks by other makers.

## SPECIAL NOTICE.



In order to assist our customers to quickly build up a trade in their vicinity for our lines, we will, for a limited time, give free with every \$25.00 order (made up of half-pints or larger) 100 handsome perpetual Calendars, size 12 x 18, with dealer's own imprint on them.

We have placed the amount necessary to secure this interest-



ing offer at the nominal figure above mentioned merely to regulate the distribution of the Calendars, for to the up-to-date business man they are worth double this amount, if he were to give the goods away, which he will not find it necessary to do, for they command a ready sale wherever shown.



# The Brown Brothers, Limited

EXCLUSIVE CANADIAN DISTRIBUTING AGENTS

51-53 West Wellington St., Toronto.

### THE WAXING OF THE MOON.

THREE months have now placed their stamp of approval on *The Moon*, the comic weekly published in Toronto. Like *London Punch* and *New York Life*, *The Toronto Moon* is rapidly becoming the foremost exponent of its country's humor. Latent talent has been discovered all over Canada, which has found a kindly medium of expression in its columns. The foremost cartoonists and comic artists in the country are numbered among its contributors, and, with the passing of the months, *The Moon* has been growing both in quantity and quality.

The group of artists who are regular contributors of the cartoons and sketches is made up of well-known names. There is C. W. Jefferys, who up to within a year ago was artist on *The New York Herald*, and whose pen and ink work is exceptionally fine. There is A. G. Racey, of *The Montreal Star*, who for rough and tumble fun is inimitable. There is N. McConnell, of *Saturday Night*, Sam Hunter of world fame, George Butler of Montreal, the English artist, James Fitz Maurice, and Bert Sloan, of Toronto, whose skeleton drawings form one of the leading features of each issue. And besides these, every day new artists are submitting work to the editor. In the literary department, the editor, Knox Magee, has the support of Phillips Thompson, better known as "Jimuel Briggs, of Cobocok University" once famous in the columns of *Grip*, Peter McArthur, the world's champion joke-writer, at one time editor of *New York Truth*, "M. T. Oldwhistle," a well-known Montreal journalist, and Peter Johnston a nephew of Peter McArthur, and endowed with similar abilities.

### HOW TO TEST BLOTTING PAPER.

The most suitable qualities for blotting paper are determined, to some extent, by the uses to which it is intended the paper is to be put. With some it is desirable to have a high capacity of retaining water as the chief quality, with others the quantity of water taken up is not so important as the rate at which the paper absorbs moisture or ink.

Other things being equal, according to the Paper Makers' Circular, the best blotting paper is that which takes up a given quantity of ink in the shortest time. In

comparison with this characteristic of quick-absorbing power other qualities, such as resistance to wear and tear, length of life, and so on, are of little importance.

Everyone can tell a poor blotting paper by its behavior when applied to a letter which has just been written. Generally a few characters in the letter still remain wet, and a second application of the blotting paper is necessary. With a high-class paper only one application is required, as all the surplus ink is instantly and quickly removed, and the letter may be folded without fear of a smudge.

In examining blotting papers, therefore, the rapidity of absorption has to be measured as the chief quality, unless the paper has been made for some special purpose. An example of the latter is to be found in papers manufactured for copying books,



The Rhodes Scholarship Men.

—The Moon, August 30.

where this class of paper is used for dampening the pages of the letter book. In this case the power to retain a fair proportion of water without spoiling the work is a more important qualification than the power to take up water quickly.

The ordinary method of testing blotting paper for rapidity of absorption is by immersion of strips in water. A number of strips of the paper to be compared are cut to a given length. These pieces are then suspended over water in any suitable manner, and the lower ends allowed to hang in the water the same depth.

It is important to notice that the height to which the water rises in a given time is not always a strict measure of the capacities of the different papers. The best method of comparing the papers is to note the height of the water on each side at frequent short intervals, recording both the time and the height. The reason for this is easy

to see. At first water is quickly absorbed but the rate decreases rapidly after a little while. The greatest differences in the strip are to be observed during the first minute and these early observations are the best indication of the rate.

Thus, if two papers are exposed to this test, and the height reached by the water in one minute is the same in both, one would be inclined to put both papers in the same class. If, on the other hand, the first paper in half that space of time had drawn the water up to a higher level, this would at once indicate a difference in behavior.

In a test of this kind the rate of absorption falls off rapidly, and the observation then develops into one of capacity for retaining a maximum quantity of water rather than the rapidity of absorbing power. One observer on this question made some ex-

periments to determine whether there was any relation between these qualities. Some samples of equal weight, and containing the same proportion of atmospheric moisture approximately, were carefully placed on the surface of some water at a given temperature, viz., 60 degrees Fahrenheit. After the lapse of one minute the papers were examined as to their general appearance, and then removed. The surplus water was allowed to drain off by suspension of the papers for a short time, and the weight was carefully ascertained. The difference of the weights so obtained and the weights of the dry papers gave the quantity of water taken up by the papers.

The general conclusion arrived at was that papers which absorbed water most rapidly also showed the greatest capacity for retaining the water.

The surface of the blotting paper has a material influence on its qualities. A paper too highly calendered will not take up water readily, and the characters in a letter or document are apt to smear when blotted with this class of paper. The effect of calendering would be to diminish the quality of rapidity, but not to diminish the quantity of water retained by a given weight of paper.

From the free library, Victoria, were issued in July 1,874 books, ladies taking 929 and gentlemen 945. The highest number issued in one day was 108, and the average number 72. Forty-one new members have joined the library—21 ladies, 20 gentlemen.

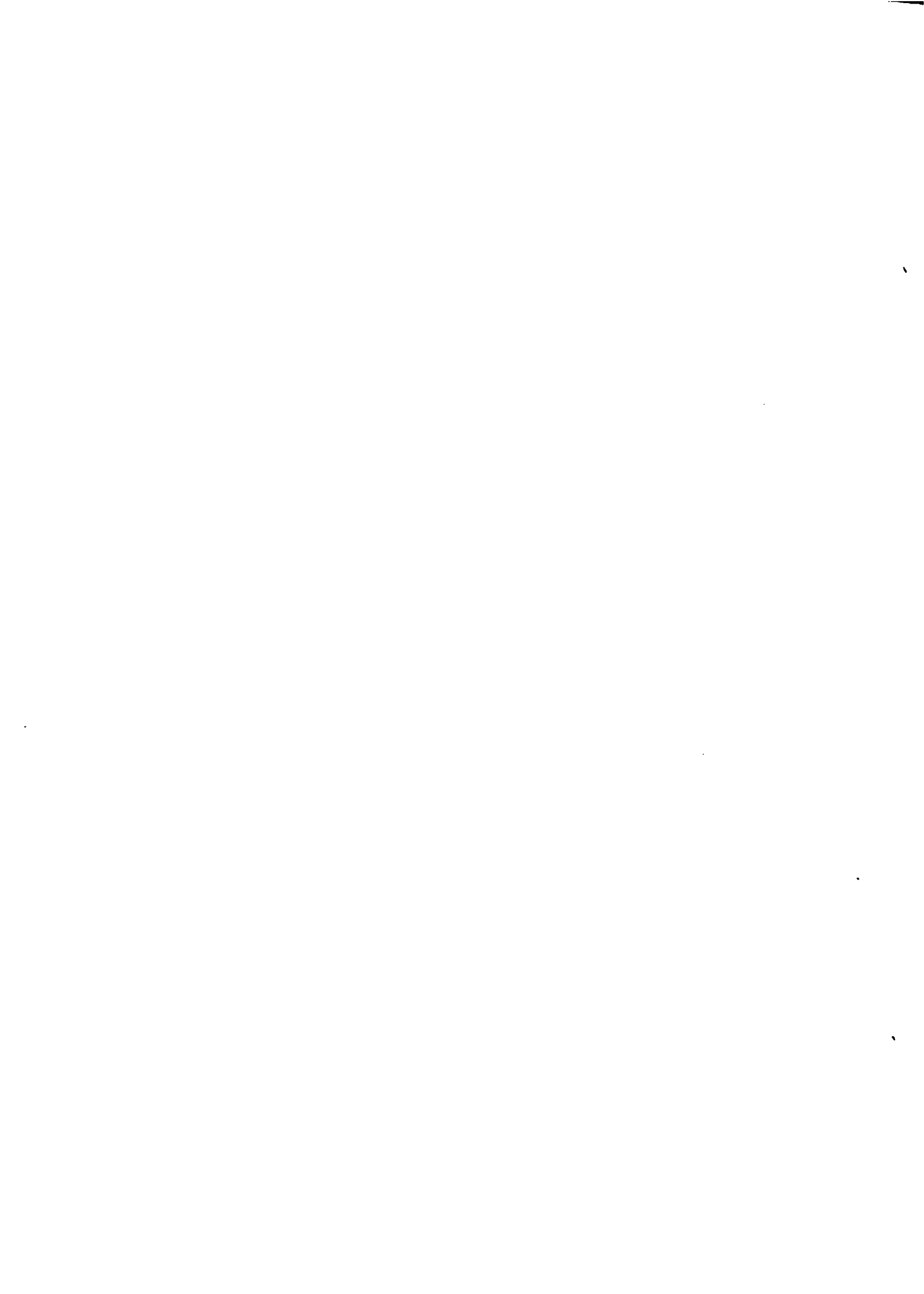


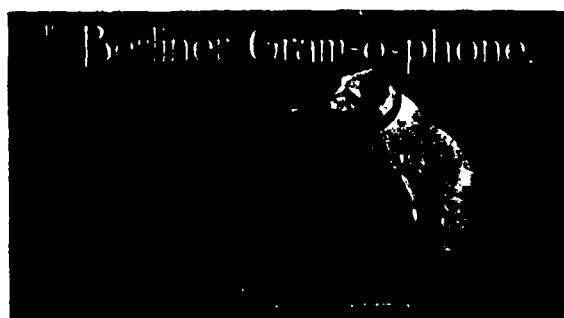
# Kenmore Lined.

*THE KENMORE TABLET is only one of our many lines. We make others just as good, and we are constantly adding to the series. Write for samples*

*Warwick Bro's & Rutter*

*Manufacturing Stationers . . . Toronto*





# The Berliner Gram-o-phone

**The Greatest of all "Talking Machines."**

Nearly five million dollars worth of them were sold in Canada and the United States last year.

The Gram-o-phone is the only talking machine made in Canada, and each one is sold with a written guarantee for 5 years.

The Gram-o-phone record is a **hard flat disc**. Hundreds of Booksellers and Stationers carry a side line of Gram-o-phones. Why don't you? They are an attractive feature, and profitable.

**PRICES, \$15 to \$40.**

**Liberal Discount to Dealers.**

**Write for Catalogues.**

## E. BERLINER

Factory, 367-371 Aqueduct Street,  
**MONTREAL.**

2315-2319 St. Catherine Street,  
**MONTREAL.**

**EMANUEL BLOUT, GENERAL MANAGER FOR CANADA.**

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

**Fancy China  
or Glassware**



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

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

**GOWANS, KENT & CO.,** 14-16 Front Street East, **Toronto, Canada**

Wholesale Crockery and Glassware, China, Lamp Goods.

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

## Fancy Goods and Novelties.

**T**HE volume of business in wholesale fancy goods keeps increasing, and merchants have put in large stocks of all their staple lines for the Fall trade. The latest novelty in games is table tennis, which is coming much into favor this season, and the number of orders that are being received from points all over the country indicate that it will be widely popular. The sets are supplied with wood, vellum or gut racquets, with good woven nets. A large assortment of games is being offered, and parchesi, which is still a favorite with many, comes in a large number of different styles for retailing at various figures. As usual, a big trade is anticipated in photograph albums, and the usual varied assortments of them are offering. Dolls are being shown in many different styles and shapes, and many new lines of toys have been gotten up for this season. Mechanical toys especially are being much sought after, and the trade in them is anticipated to be heavy. A feature of the toy business this year is that a larger percentage of the better class of goods is going out than in previous years. People seem to have more money to spend, and hence indulge in more expensive goods.

Table tennis is coming much into favor this year, and the Copp, Clark Co. are showing a line which can be had for retailing at 25c. up to \$5 per set. The racquets are of either parchment, gut or composition, and the nets are well woven. They have added some new lines of parlor games to their already large stock. Amongst the new lines are "Gladstone Times," "Journey to the Sun," "Under the Union Jack," and others.

### NERLICH'S NOVELTIES.

Nerlich & Co. are showing for the Fall trade about 300 different lines of dolls, including dressed kid, china, indian rubber, ring and woollen dolls. A great demand is expected for these, and also for their toys, of which they have many new lines never before offered. In mechanical toys they are offering a good many Christmas novelties. They are experiencing a big demand for the better class of toys this year, and a larger percentage of these is going out than ever before has been the case. This firm show also quite an assortment of table tennis, a new parlor game, supplied with handsome racquets of wood or vellum.

### PAPERIES FOR THE FALL.

For the Fall trade The Copp, Clark Co. are showing some new and effective styles of papereries, which class of goods are becoming quite popular throughout the

Dominion. A line of children's papereries is tastefully embossed with designs of hearts-ease and forget-me-not flowers and sprays. These are meeting with a good demand and sell at 25c. and upwards. They have a cheaper line, the Rustic, for retailing at 15c., prettily embossed with flowers on ordinary paper. Two lines of theirs, The Plastic Water Trophe, No. 348 smooth finish, and No. 347 kid finish, are 25c. goods. Their Royal Velvet comes in Albert size note with a new fancy-shaped envelope.

A celebrated series of papereries which this firm are selling freely are what are known as the "Seven Seas." In this series are included the Pacific Smooth, a vellum wove club notepaper and envelopes; Mediterranean Blue, a note of a beautiful shade and good thick paper; the South Sea Tinted, a well-finished paper in four delicate tints, and the Arctic Snow, a pure white wove note.

The Strasburg is another desirable satin wove paper offered by this firm. The tints and sizes are new and the manner in which they are presented is pleasing. They are also showing a series named the "Old Madrid," the paper being of medium weight and antique surface in pleasing tints and fashionable sizes. On the bands and labels are mediæval designs, a peculiar feature of the series, and the colorings shown are Dresden Blue, Lotus, Saxon Blue and white.

### SELF-FILLING PEN.

The Brown Brothers, Limited, are showing an entirely new device in an automatic self-filling fountain pen which will supply a long-felt want to the travelling public, as it can be filled without removing any part of the holder, and without the use of filler, by simply inserting in an ordinary ink bottle and screwing the end of the holder. As it is made by the firm of A. A. Waterman & Co., it may be depended upon as being of the best material and constructed by the best workmen obtainable. Prices range from \$2 to \$5.

### SPECIALTIES IN PLAYING CARDS.

In playing cards several lines of especial merit are being shown by The Copp, Clark Co. A line that is meeting with favor with a large number of people is known as the National. As the name indicates they have engraved on their backs the national arms of several different nations, Canada, Great Britain, France, Germany, Russia, Italy, Spain, and make attractive souvenirs. The retail price of these is 50c. Then there is another up-to-date line known as the "Picturesque" playing cards which are adorned with pictures of "a red mill" and "castles." These are specials gotten up by

this company and the retail price, 25c. reasonable. Another 25c. line is the Moon Cycle, which is of especial good value for its price. They are well finished and come in a big assortment of designs, making the particularly suitable for whist. Their Congress cards, of which they have a wide range in stock, are a fine line of miniature playing cards.

As companion lines to these they are carrying a large assortment of composite and paper poker chips. There is also a line of tally cards, "the Gibson series," to score cards for progressive parties. These come in a number of neat designs of which there is a complete range.

### CHEAPER POSTAL RATES.

On his return from Great Britain, Hon. W. Mulock, the Postmaster-General, was asked: "What steps have been taken to secure a reduction in the newspaper and periodical rate between Great Britain and Canada?"

In reply, he said: "In 1897, and subsequently, I applied to the English Post Office Department to agree to a reduction, but they have always refused. At the recent conference I made a motion favoring such a reduction, but the Imperial Government was not at the time prepared to express an opinion on the proposition. However, it is to receive careful consideration, and I am hopeful that at least some progress in the desired direction will be made."

### A HANDSOME BOOKSTORE.

The book and stationery store of F. E. Phelan, at 2331 St. Catherine street, Montreal, has recently undergone repairs and alterations which have resulted in making it one of the handsomest and most commodious bookstores in Canada.

The show windows have been enlarged, so that ample room is now afforded for the well-designed displays of books and stationery which are a feature of Phelan's. At night the appearance of the store is particularly fine. Along the sides of the windows are rows of electric lights, which, with the bright interior, make things as clear as day.

In the interior of the store improvements are also apparent. The books are well arranged down the centre of the store in cases and on tables. At the rear considerable space is devoted to the ten-cent paper-covered editions of popular novels, for which Phelan's store is well known and widely sought after. As one approaches the front the character of the books gradually changes until we come upon the most expensive works of fiction, history and other departments of literature. Along each side of the store runs a gallery extending from the front half way to the back. These are also well lighted. A great stock of books can thus be shown to the public, and are easily reached by the clerks.

# NERLICH & CO.

Dolls.

Toys.

Fancy Goods.

NOVELTIES FOR CHRISTMAS TRADE.



Our Catalogue will be ready for mailing in a few days.  
If you do not receive one promptly drop us a card.

146-8 Front St. W., **NERLICH & CO.** TORONTO, ONT.

(Opposite the Union Station.)



## THE BINDING OF TECHNICAL BOOKS.

By W. C. WILLIAMSON.

Scranton Correspondence School Bindery.

If there is one class of books more than another that should be strongly bound it is technical books of all kinds and books of reference. These books being frequently handled, and not always in the gentlest manner, cannot be too strongly bound. However, at the present time, they are, with few exceptions, about as poorly put together as any books one will find.

Technical books, in this country, and in Great Britain are usually bound in cloth, which, if the book were strongly sewed and lined, might stand the average wear and tear for a considerable length of time, but strong sewing and lining does not enter into their make up.

Let us examine a fair specimen recently published. It is a book about one inch and a quarter thick, six inches wide, or nine inches high. It is printed on a good quality of paper and well illustrated. The binding presents a fair exterior but there its good feature ends, for the book is machine sewed, without cords or tapes, is poorly lined with a cheap quality of grey paper, and is pasted into the case in the usual way. In other words, the book is no more strongly bound than our cloth-bound novels, selling for 50c., while the book in question retails at about \$3.

It is no more than reasonable to expect a better binding than the above on books selling at fairly high prices, as most technical books do. This is only one example and a very fair one.

The main object of the publisher seems to be to give the book a good appearance even if it is necessary to sacrifice strength and every other good quality to attain it.

There is a partial remedy for this state of affairs, but one which our publishers will not probably fall in with readily, and that is to issue all technical books in paper wrappers and let each individual purchaser have his local binder bind them for him to suit his (the owner's) particular fancy. The issuing of the books in wrappers would decrease the production somewhat, which would offset to some extent the higher charge for binding made by the local binder who will, in most cases, put on a good, clean, and well finished binding at a very moderate price.

In both France and Germany, technical books are almost invariably issued in paper covers, although they may be bound in cloth binding if the customer wishes. To my mind, a person buying a book would much prefer having his book in a certain style uniformly bound, which,

under present conditions, is well nigh impossible, for, even if the temporary cloth binding were removed and a stronger one substituted, the margins, in a great many cases, would be spoiled by being trimmed the second time. On the other hand, those books issued in wrappers are usually unopened, and, having the margins intact, are in the best possible condition for rebinding.

The issuing of technical books in paper covers would no doubt give quite an impetus to bookbinding in certain localities, particularly college towns, and would probably have the effect of raising the standard of job binding throughout the country.

Publishers of large editions cannot usually afford to spend the time on the binding necessary to make a permanent job, on account of the limited time they are allowed in which to produce the work, and, as a consequence, the binder has to strain every effort to get the work out on time, regardless of lasting qualities.

Let us hope that before many years pass we may be able to furnish our engineers, etc., with technical books bound at least strong enough to withstand a fall from the table without the book falling company with its case.

### FANCY PAPETERIES.

A visit to the showroom of Warwick Bros. & Rutter would convince any dealer of the important position of this house for such lines as fancy boxed stationery. A most complete series of papeteries is laid out for the inspection of the trade, and boxes containing all the latest and newest styles and tints of papers are to be found in the assortment. Several special series are worthy of particular mention, "The Parthenon" is a new box made in the two popular square sizes, containing cloth-finished paper with envelopes made with the fashionable Duchess envelopes. This series is made in two tints, white and azure, and is proving one of the most popular of the line. "The Regal," "Fleur de Lis," "Papeterie de Line" and many other styles are also shown in all the fashionable shapes and tints. Among the assortment are found some 30 different styles to retail at 25c. There are also numbers of lines to sell at lower prices, as well as a special series of elegant holiday lines, which are made to sell at from 50c. to \$1.50 each.

A new box of "Fancy Holly" design, containing the most fashionable paper of the season, is sure to meet with a heavy sale for the Christmas season. Samples of

the entire line will be shown by the travelers of this house on their present trip, and the trade should not miss the opportunity of securing such a range of desirable goods.

### DUPLICATE WHIST.

THIS game has become so universally popular throughout Canada that Warwick Bros. & Rutter have made a new series of duplicate boards, called the "Congress," which may be sold for \$3 a set, and which will take the place of the expensive American sets now in the market.

The trade should encourage the sale of whist sets by showing samples of these boards, as every lover and player of this game could be sold at least one dozen packs of cards, and if this game was given the attention it deserves the turnover in these goods at the end of the season would be found to have immensely increased.

Samples and prices would be supplied for the dealer's convenience by Warwick Bros. & Rutter free of charge on request.

### SIGN PRINTING.

A series of these handy articles is being shown by Warwick Bros. & Rutter, consisting of a number of different sizes and styles, to retail at any price desired. The value



offered in popular price sets is exceptional, and the margin of profit to the dealer, which is a most important item, is all that could be desired.

### PLAYING CARDS.

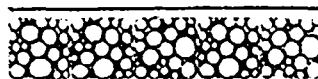
As the Fall season opens the trade will be looking up their stock of playing cards and other lines for evening entertainment. Warwick Bros. & Rutter have a variety of playing cards to meet every conceivable demand. A new special card has been made for this house in the narrow whist shape to retail at 25c., and is the best value of the kind ever offered by this firm. They also have new lines to retail at all prices. The "Imperial Club," however, is still the people's favorite for a medium grade card. New designs have been made in this card, and it is put up in a new pull-off box, which will make it even more popular than in the past. New fancy lines, suitable for party prices, are also shown, and may be had to sell as high as \$3 a set.

RETURNED JUL 17 1908

# A Busy Business Man's Catalogue



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



Our handsome new Catalogue

## **"THE DRUMMER"**

fully illustrates and care-  
fully describes our line of

# FALL AND HOLIDAY GOODS

### Ordering from "THE DRUMMER"

is a very convenient way. The Catalogue  
is a most useful buying help for the busy  
business man.

Profuse and accurate illustration.  
Intelligent and dependable description.

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

"Victor" Fall  
Sporting Goods



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

THE —————  
**Fancy Goods Company of Canada, Limited**

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

# A NEW FIELD

for up-to-date

Booksellers and Stationers

We invite their attention to the following lines which may be added to their business with every certainty of success.

We are the only house in Canada giving our sole attention to Artists' and Draughtsmen's materials, and to the lines necessary for Artistic Work.

We know our business thoroughly and we have the highest commercial credit in Europe and in the United States, placing us in the very best position to purchase cheaply, and no house possesses a stronger desire to serve customers well than we do, nor do they by any means have equal facilities for doing so in the lines we represent. We desire one good customer in each town. No need for carrying a heavy stock—we can always supply at short notice. We wish to deal only with prompt cash buyers, as we do not give credit over thirty days. We state positively that we will protect such customers as we undertake to supply from being undersold. Secure these lines for your town quickly. We do not send out travellers and can therefore give our customers an extra ten per cent., covering the cost of selling in that way.

✻ ✻ ✻ If you are interested write for particulars or samples and secure these lines.

**THE ART METROPOLE, 149 Yonge St., TORONTO**



Established



1888



**Passe-Partout Binding.** For Framing Photographs and Pictures of every description.

**Photo Paste.** For Mounting Photos, and for all kinds of Fancy Work Mounting.

**Gold Ink, Silver Ink, White Ink.** For use with pen or brush for Artistic Work, Titles, etc.

**Drawing Inks, Black and Colored.** — "Chin-Chin," "Pelican," "Higgins," and "Bourgeois." For Draughtsmen, Pen and Ink Artists, etc., etc.

**Pyrography.**—The new process for the Artistic Burning of Wood, Leather, etc. We keep a full supply of Machines, Points, Designs, Wooden Articles, Frames, etc., for burning.

**Drawing Pencils.**— "Koh-i-noor," "Apollo," Faber's new "Golden Rod," "1204 Polygrade," Wolff's "Bank of England" (unpolished), "Koh-i-noor Copying" and "Mephisto Copying," the latter in all colors, "Creta Levis" Pencils, for drawing in all colors and shades,

Wolf's "Carbon" Pencils for Artists, "Dermatograph" Pencils for Surgeons. Checking Pencils, all colors. Refill Leads for Photographers and Artists. "Programme" Pencils with tassels, etc. We carry the most complete line of high-grade pencils in this country. Draughting Leads for Designers, Tailors, etc.

**Crayons.**—"Raphael" Crayons for drawing, Crayons for Portrait Artists, Lumber Crayons, Special Crayons for marking on Tinware, Crockery, Glassware, Leather, etc.

**Pastels,** for Artists. "La France," "Girault's" and all leading makes.

**Drawing Pens for Artists' use.**—Gillott's Nos. 1, 170, 290, 291, 292, 303, 404, 659 and 1000. Brandauer's Nos. 214, 311, 515, 515W, 516, 517, 518, 519, 558, 559, 68E.F, 107 Carbon, 145, 600F **double line**, 601 **double line**, 602 **double line**.

**Shading Pens,** all widths, and Ink for same.

**Rubbers and Erasers.**—Hardmuth's, Faber's, Reeve's, Winsor & Newton's, Rowney's, "Multiplex," "Sponge" Rubber for cleaning. We stock a line of Rubbers for Artists and Draughtsmen which cannot be equalled anywhere else.

**Pictures and Studies.**—We have always the new up-to-date saleable lines.

**Picture Frames.**—For Pyrography, in Wood, Leatherboard, etc. For Miniatures in gold plate, etc. Fancy Frames for hand painting. In fact, we are headquarters for all nice goods of this class.

**Calendar Pads.**—For hand-painted Art and other Calendars, and Artistic Pads for advertising purposes. The best and cheapest.

**Mathematical Instruments of every description.**—For Draughtsmen, Architects, Surveyors. For Schools, Colleges, and Private Classes.

**Artists' Colors.**—For painting in Oils, Water Colors, on China, Tapestry, Photo Coloring, etc.

**Canvas and Stretchers,** and all materials for Artists' use.

**Papers.**—For Artists and for Draughtsmen. Everything required for Artistic, Professional, or Commercial purposes relating to Drawing or Illustration.

**Tracing Linen.**—Positively headquarters for "Imperial" and "Koh-i-noor" brands.

**Tracing Papers, Blue, Vandyke and Black** process papers.

---

We are safe in assuring our customers that nowhere on this continent can the same range of first-class materials be found as is offered and kept in stock by us. Booksellers have long delayed to interest themselves in these valuable lines. He who longer hesitates is lost.

**SEND FOR PRICE LISTS.**

**THE ART METROPOLE,**  
149 Yonge St., Toronto

## NOTES FOR THE STATIONER.

**T**HIS is the season when the manufacturing stationers are getting their Fall and Winter goods on the markets, and the lines being shown by the Toronto houses *this year are exceptionally fine.* Greater attention seems to have been paid to the putting up of the stationery and envelopes. Very handsome boxes have been used, in which the paper and envelopes are daintily placed. In accord with the general optimism that prevails regarding the future, the manufacturers are putting a number of extra fine lines of stationery on the market, which will only be in demand from the wealthier classes.

Business with all the leading stationers has been very good during the Summer. Notwithstanding the unusual weather, which prevented many from going away for holidays, there has been a good volume of correspondence—possibly more than there would otherwise have been. To meet this, stationers have had to handle large stocks of material.

Moreover, the financial institutions of the country are in such a busy condition that commercial stationery has been in great demand. New banks and new branches are constantly calling for more stationery.

During Exhibition time the principal warehouses have presented busy scenes, and orders for Christmas trade have oftentimes been booked right on the spot. Taken all in all, the stationery business is at present about as prosperous as the other industries of the country.

Something unique in the stationery line has just been put upon the market by W. J. Gage & Co., Limited. It is a combined writing tablet and envelopes to match. Over the tablet is a cover on a huge and the envelopes are attached to this cover by paper bands. The whole thus forms an attractive looking box of stationery. There are four series, namely: Antique linen, English vellum, Government bond (white and azure) and ivory white. The style is decidedly convenient for the dealer as well as for those who use the tablet, and as the retail price is but 25c its sale should be large.

In writing pads The Copp, Clark Co. have something new in covers in the way of picture tops with extra quality fancy papers. The names of some of these are the "Salome," "Louise," "Thora" and "Adele." They have also the "Romance,"

a popular pad. A cheaper line of this series has been going out, made in octavo and quarto sizes, to retail at 10 and 20c.

The fountain pen, "Lapham's Rival" is well-known to the trade and requires no particular mention. It is sold by the Copp, Clark Co. who carry all the pens in stock used in this pen and also all parts of the pen so that broken parts may be replaced and parts obtained by return mail.

The Brown Brothers, Limited have just added to their lines a handsome correspondence cabinet known as "The Portal," containing 25 Svo envelopes, with cards to match, which can be had in either plain or gilt edges. These can be retailed at the popular price of 25c.

The Brown Brothers, Limited, are showing this season an extensive line of papereries, specially adapted for the holiday trade, comprising platinotype and platinette reproductions of many of the well-known artists' favorite subjects, also etchings done in soft crayon effects. The box tops of many of these lines are well worth framing. They are also showing a number of lines in handsome hand-colored oriental designs, also floral effects, two or three noticeable ones being in the ever-popular holly in natural colors.

### NEW TINTS IN DIMITY STATIONERY.

The manufacturers have added to this popular line two new tints; one a beautiful slate color which will be known as "Dove," the other a peculiar shade of white designated "China." These will compete for favor with the other shades in which the line is shown, viz.: pearl, grey, white, blue and heliotrope. "Dimity" has been the standard of cloth-finished papers ever since it was put on the market.

### GOODS FOR THE HOLIDAY TRADE.

Oftentimes a dealer is perplexed about his holiday trade. He wants to do well and have the goods that his customers will buy, but at the same time there are so many things which have to be taken into consideration that the task is not an easy one. Amongst others, he has to buy such a long way ahead, and trade and weather conditions may change and interfere with what he had reason to expect. In addition to these, there are a number of local conditions known only to the dealer himself. To all such we would recommend the leather goods line as the "happy medium." Goods

that will sell at any time and for which there is a constant demand. For instance wrist bags and chatelaine bags are selling right along. Ladies' purses are always in demand. Men's pocket-books and coin purses are always good stock, and nearly everything in the leather goods line is "good stock" at any time. Now is the time to buy. All the latest ideas are in and stock is complete. Show your goods now and when the holiday season arrives reap your harvest.

The Brown Brothers, Limited, are sending out a neat catalogue of goods, all of which are their own manufacture, and they will be pleased to send a copy to anyone asking for it.

### SOME NEW IDEAS IN LEATHER GOODS.

New ideas in any line of goods are always in demand. All Summer wrist bags and chatelaine bags have been selling well, and unless fashions change (and Paris letters say there is no change in prospect), will sell all Winter.

The Brown Brothers, Limited, Toronto, have an immense and beautiful line of wrist and chatelaine bags. The mountings are exceedingly choice and it will repay anyone to see these goods before buying. The finishes of the frames are nickel, gun metal, silver grey, copper gold, rose gold, and oxidized, and all styles and finishes of leather.

The Brown Brothers, Limited, are showing a new idea in ladies' card cases, called "The Chatelaine." It is good and very handy. You should see it. They are also showing a new roll collar and cuff case. It is intended for collars with the turned-down edges and is what is wanted.

The cribbage sets in all leathers are of good quality and saleable and have the advantage of being new.

Besides all these new lines they carry an immense stock of all regular and staple lines, such as ladies' purses, men's pocket-books, writing folios, dressing cases, collar and cuff cases, and a number of other lines suitable for the holiday trade. Buy direct from the manufacturer.

The Brown Brothers are manufacturers and their catalogue may be had for the asking.

### NEW COLORS IN NOTE-PAPER.

In envelopes and notepaper The Copp, Clark Co. are introducing a number of new colors. Some of these are Dresden Blue, Lotus, Cabinet Royal, all of which come in 2-quire packages for retailing at 75c. They have one line for retailing at 20c upwards—the La Toilet, in designs of nasturtiums and poppies. Their Grecian is an embossed notepaper with envelopes colored with white flowers. Another, the Morocco letter is an ingrained paper with wallet-shaped envelopes in four different shades producing a morocco leather effect, hence its name.

## SOME ABSOLUTE GUARANTEES

Why not buy supplies which you can sell with a guarantee? We stand behind you.

### "Ditmars" Typewriter Ribbons

are guaranteed for five years neither to fade nor dry out. Every Ribbon full length.

### "Ditmars" Typewriter Carbons

are guaranteed. They bring a regular business because they do the work thoroughly.

### PEN-CARBON

We are the original makers and guarantee every sheet. No soiled hands if you use our Patent Tips.

WRITE FOR PRICES.

**PEN-CARBON MANIFOLD COMPANY,**  
145-7-9 Centre St., New York.

## To Colonial Booksellers.

Before making up your final orders for English Publishers, be sure to secure S. W. PARTRIDGE & CO.'S Catalogues and Lists of New Books for the coming Season.

S. W. PARTRIDGE & CO. can offer specially low rates for really high-class productions.

For Artistic Bindings, Charming Designs, Exquisite Pictures, you cannot get any better Books than PARTRIDGE'S.

S. W. PARTRIDGE & CO., 8 and 9  
Paternoster Row, LONDON, ENG.

# DOLLS DOLLS DOLLS

Write for our samples of **PING-PONG.**

## F. & E. W. KELK

A short distance above the Union Station. **76 York St., TORONTO.**

Announce to their friends and the trade that all their Fall and Christmas goods are now in the warehouse, and will be ready for inspection by the 6th of August. All our former efforts have been beaten by our grand collection this year. You should see our Dolls, and it will pay you to write for the sample of our 25c. Dressed Doll—it beats them all. We would be glad to have you call as all our business is done by mail or personal visits.

Toy Books

Games,

Albums,

Fancy Baskets,

Toilet Cases,

Manicures

A Beautiful Assortment of Fancy China

This line is for retailing at 10c. For selling at retail, three 25c. lines are taking well, the Medieval, Octavo and Salisbury. This company altogether have over 100 different lines of notepaper in these series.

#### NEW PENCILS

The new lines of pencils shown by the Copp, Clark Co. are No. 1215, a pen and pencil combined, equipped with a new finish pencil, rubber and pen, No. 518, pencil and protector with a jewelled tip, and a cigar cutter and protector combined. There is also the "Klondyke" automatic pen and pencil. These goods are all of excellent quality and are good lines for dealers to handle. Their automatic penholder 429 has a cork tip and an ejection holder. These handles are in assorted colors, and are for retailing at 5c. Their No. 287 is of a particularly attractive line, and with it goes a handsome stand for display purposes. It retails at 10c.

#### GAGE'S FINE STATIONERY.

In the lines of fine stationery produced by W. J. Gage & Co., Limited, and which are enumerated in their double-page advertisement, there are many of exceptional value. The "Regal Velvet," possessing a beautiful velvet finish and a perfect writing surface, is an ideal line for correspondence. It looks handsome in greenette, sapphire, shell rose, purple aster, wedgewood blue and court grey, and is made in four fashionable sizes of notepaper with envelopes to match. A special feature is the attractive manner in which it is put up, being placed in oblong boxes with the envelopes showing at one end.

Of fashionable linen or cloth-faced paper the Holland Lamen is prominent. It is made in the four shades of cream, azurette, mauvette and French grey. The English Vellum has been prepared in four sizes and is a beautiful white paper with a handsome vellum finish. In three sizes each are the Antique Lamen and the Fine Bond. The latter is made in two shades, azure and white.

Daintiness and quality are the leading characteristics of the line of Crane's stationery, manufactured and handled by W. J. Gage & Co., Limited, Toronto. Of quality little need be said, for Crane's papers are known the world over for their excellent writing properties, but much can be said about the daintiness which makes this new line surpass anything heretofore produced in Canada. The delicate tints are themselves worthy of note. Dresden white, bluite, purple aster, wedgewood blue, mazatine, turquoise, mauve, ghent blue and cream are some of the most exquisite colorings. Then too the papereries are put up in a style ahead even of that in which the finest American-made goods are placed on the market. The super-line papereries are tastefully done up in

blue and gold, and the ex-super in red and gold. Of special mention are the quarter-ream boxes, which are the manufacturer's ideal in this line. W. J. Gage & Co. are in a specially good position to turn out beautiful stationery. They possess a perfect plant of their own and have everything at first hand to keep it going.

The foregoing are but a few of the lines manufactured by W. J. Gage & Co. for the Fall trade, and have been selected merely as samples to show the variety of goods provided to suit every taste and every customer.

#### NEW IDEA IN STATIONERY CASES.

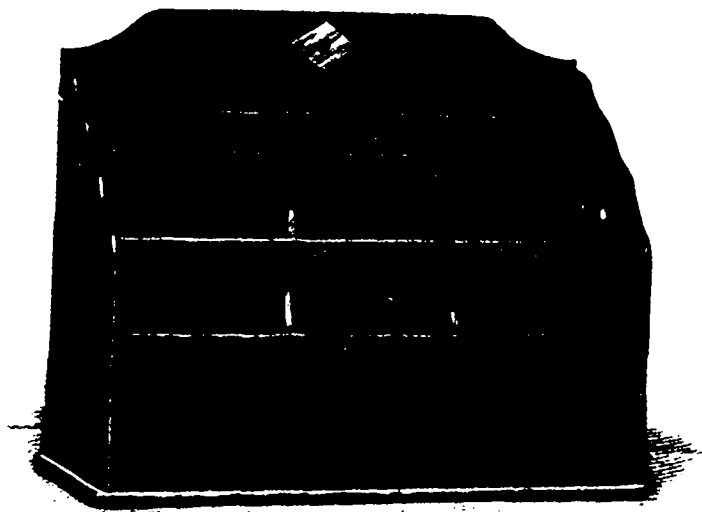
The Brown Brothers, Limited, have recently brought out an entirely new idea in stationery cases which they call their "New Idea Sieve Bottom," constructed so as to allow the dust to "sift" through.

rubber feet, which prevents entirely the scratching of any office furniture they may be used upon. They also raise the case slightly so as to allow the dust to fall entirely from the bottom.

#### COST OF SCHOOL SUPPLIES.

The total cost of free text books for Toronto issued in 1901 was \$2,297.23. Of this amount \$187.70 were returned for the text books sold, leaving a balance of \$2,109.53, as the cost of free text books during the year. A large amount was saved by repairing books in the schools with bookbinders' paste and strips supplied by the board. In nearly every school the books have been preserved with great care.

The total cost of supplies, including work books, exercise books, book-keeping blanks,



The Stationery Case.



Enlarged Bottom View Showing Rubber Feet

illustrations showing front and bottom views are given herewith. These are made in two sizes and can be had in either golden or black quarter-cut oak. With this new idea these cases are as rigid as the regular solid bottom styles and do not get loose and come apart as in the old slatted bottom designs. An important feature is the fitting of these with their Peerless non scratching

dictation books, business forms, drawing material, writing books, slates and rulers was \$4,389.07. \$269.83 were received for supplies during the year, leaving the net cost of supplies \$4,119.24. This amount is nearly double what it was last year owing to the fact that \$2,138.88 were carried over from 1900 to 1901 at the request of the Board of Control.

**LOOKING FOR A GOOD PAPER TRADE.**

Mr. I. Hunter, representing The Culter Paper Mills Co., Peter Culter, Scotland; Robert Craig & Sons, Limited, Caldercruix and Moffatt Mills, near Glasgow, and Wiggins, Teape & Co., Limited, London, is in Canada on his annual trip.

When interviewed by THE BOOKSELLER AND STATIONER Mr. Hunter said: "I have found business throughout my travels in the principal towns and cities of Canada extremely good, and the feeling in the trade assuring, while for the Fall and Winter business the outlook is promising; in fact, almost exceptionally so. The crops in Canada during the past and for the present year are a gold mine, and the immense sums of money passing into the farmers' hands is beginning to be felt in the commercial and manufacturing centres of the country. This, no doubt, has aided greatly in bringing about the present prosperous condition of the general trade.

"As far as my own business is concerned it has been very good, the papers turned out by the firms I represent being exceptionally good, coated art papers, lithograph papers, fine writing and printing papers being a specialty with the Culter Mills, while Messrs. Craig & Sons are famous for their blotting, manilas and cover papers. They are known over the world for these particular papers. The ledger and writing papers of Wiggins, Teape & Co. are also known all over the world. This firm have five mills of their own in operation."

Mr. Hunter informed BOOKSELLER AND STATIONER that the trade of the firms he represents with Canada was growing, and that they look for greater increase in the future on account of the prosperous condition of the country.

Referring to the paper trade in Great Britain, Mr. Hunter said the conditions had lately improved in sympathy with the Lancashire cotton industry.

**YUKON POSTAL RATES REDUCED.**

An extra of The Canada Gazette was issued on August 15 announcing that the special rates of postage applicable to the Yukon and Athin districts have been repealed, and that hereafter the rates in force in other parts of Canada will prevail. The former rates in these districts, excepting as regards letters, post cards, circulars, and newspapers and periodicals posted from the office of publication, were double those charged in the rest of the Dominion.

W. J. Gage & Co. announce a record-breaking sale of school blanks and school supplies. Their unexcelled manufacturing facilities, right in the premises, make the production of a great variety of this kind of goods at low rates quite possible.



MOON FAIRY BACK.  
Copyright, 1909 by  
The U. S. Playing Card Co.

# Congress Playing Cards,



DIANA BACK  
Copyright, 1909 by  
The U. S. Playing Card Co.

Gold Edges,

Are famous for their beauty and elegance.

The cards to recommend for card parties and home play.

Are advertised widely and sell quickly.

Will not remain on the dealers shelves as dead stock.

Made of linen stock, put up in gold-stamped telescope cases.

Cards are thin, crisp and elastic.

Order through your jobber.

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



TO HAVE THE BEST AND  
MOST COMPLETE LINE OF

# CRAYONS

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

WRITE FOR OUR CATALOGUE.

## THE STANDARD CRAYON CO.

New York Salesroom,  
381-383 Broadway.  
P. O. THORN, Manager.

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



THE SALE OF FOUNTAIN PENS.

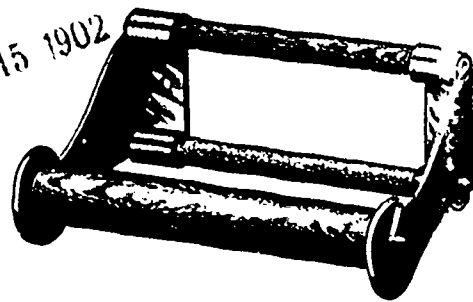
FOUNTAIN pens are no longer looked upon as novelties or luxuries, but are considered by a large class of people as absolute necessities. The sale of these handy little articles the last few years has increased with bounds, until to-day there are numerous concerns, with large capitalization and handsome offices and sales-rooms, interested solely in the manufacture and sale of fountain pens. As every stationer is well aware, large, beautifully furnished offices, from which are sent out a complete staff of travelling men and where thousands of dollars are spent an-

the Canadian trade. We would draw attention to the cut of a medium-size "Chancellor" pen, which is shown in this number, and which may be sold retail at \$2 each with a handsome margin of profit to the dealer.

NEW LINES IN STATIONERY

Warwick Bros. & Rutter are showing a number of new lines in staple stationery which will be found for sale by most live stationers during the coming Fall. A complete new series of tally cards are just off the presses of this house and consist of a variety of some 15 different styles. There

economical way of holding the paper. The price is perhaps the most attractive feature as it retails at only 15c, and when sold

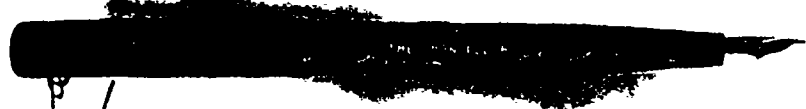


with a few rolls of the famous brand of "Fibre" toilet paper, which is handled exclusively by this house, is bound to bring a pleased customer back.

A NEW WRITING TABLET.

Among the newest lines in stationery, and one which is a most dainty and original idea is a writing tablet from the factory of Warwick Bros. & Rutter. This tablet is made with each sheet lithographed in colors with the coats of arms of the different Provinces in Canada. The series contains lines for each Province and will be appreciated not only for tourist and transient trade, but also for local people who will welcome the production of a dainty tablet of fine paper with a crest of their own Province. This series of pads is just off the press and

usually in advertising, can only be supported by large margins of profit where the only article sold is a comparatively insignificant article such as the fountain pen. It is somewhat surprising to find so many of the live dealers supporting these close combinations by giving their lines exclusive preference on their counters and recommending and pushing the sale of goods made and controlled by concerns of this nature at a margin of profit to themselves small in comparison to what should be made on the sale of such articles. The sale of such goods as the fountain pen almost altogether depends on the salesmanship and guarantee of the dealer, and the same guarantee is demanded of and given by the stationer whether he sells a pen on a small or large profit; and no matter what brand of pen sold there is always a certain amount of repairs and exchanges necessary. This is another reason why the dealer should only handle fountain pens on which he makes a good margin of profit and not those which it is necessary to send to an American factory whenever a slight repair is necessary. Warwick Bros. & Rutter are offering to the trade a line of fountain pens which they have had specially made and which are modern and up-to-date in every respect. This pen is fully guaranteed by the firm referred to, and is made solely for this house by one of the largest factories on the continent. The series is made up of some 30 different styles, and is carried in stock in all sizes. The retail price is fixed by the dealer, and the profit to be derived from the sale of this pen is most satisfactory. The new pen is called "The Chancellor," and the convenience of buying a high-grade fountain pen from a local wholesale house, fully guaranteed by them, and where all repairs and parts may be procured on short notice, will undoubtedly be readily appreciated by



are dainty patterns which may be sold at 10c per doz., and from that up to handsome styles embossed in white and gold for the more expensive trade. Several lines of the fancy shapes are also shown and dealers will be gladly supplied with samples of the entire series on request. Several new styles of programme pencils and tassels are also shown. A box containing an assortment of



the darker-colored pencils are very attractive after being so long accustomed to using the ordinary pink and blue pencils. A new line of these little articles will undoubtedly fill a long-felt want.

While speaking of pencils, the sale of the new "Topaz" pencil has been most gratifying to this house, and the trade have demonstrated that they readily appreciate "a good thing when they see it" by the way in which they have taken up the sale of this new line. Samples may be had by any dealer for the asking.

dealers should write for samples of this up-to-date line of staple goods.

INITIAL STATIONERY.

A dainty box of fancy stationery, with the paper and envelopes embossed in gold with the different initial letters, is one of the latest additions to the holiday line being offered by Warwick Bros. & Rutter. The paper is the popular cloth-finished stock in the fashionable shapes and with a fancy cut envelope to match.

For those who prefer to use the perfumed



Another new line being shown by the travellers of Warwick Bros. & Rutter is a new design in toilet paper fixtures for the roll paper. This fixture is of polished oak and is a neat and handy as well as an

sealing wax and steel seal, a complete range of seals is also shown put up in attractive forms, and the well-known brand of "Duchess" wax is carried in all the delicate tints.



# PAPERERIES

## For Fall Trade.

NEW GOODS IN FASHIONABLE SHAPES AND TINTS.

Regal Velvet

Holland Linen

English Vellum

Waverly

Antique Linen

Winsome

Fine Bond

Cremona

Royal Court Vellum

Superba

Ideal

Perfection

The finest range of these goods we have ever shown now in the hands of our travellers.

**SEE THEM BEFORE BUYING.**

---

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

Wholesale and  
Manufacturing Stationers,

**Toronto, Ont.**

## WALL PAPER AND DECORATIONS

### TIME FOR IMPROVEMENT.

**T**HERE is no doubt that wall papers of all grades will be higher in price this coming season, says Carpets, Wall Papers and Curtains, of New York. The past two seasons have been very disastrous and leave a grim record of failures, as follows:

Johnston Wall Paper Co. with three machines  
 Robert S. Hobbs & Co. with three machines  
 Geo. Halbert Co. with nine machines  
 Middleton Paper Co., with six machines  
 Heeler Meinken & Back Co., with four machines  
 Philadelphia Wall Paper Mills with six machines

In addition to this list of failures, The Williamson Wall Paper Co. and The Lartz-McHvaine Co. went into liquidation, not caring to continue a losing business, while nearly every factory shows a large loss in capital account. In the last few months some of them have been compelled to seek outside aid and bring in new capital to save themselves.

These conditions, along with the advance in paper stock and other raw materials, will compel the manufacturers to make an advance. Another such year as last would wipe out of existence at least half of those who have weathered the storm up to the present.

Later—William H. Gledhill, manufacturer of wall paper at Irvington, N.J., filed a petition in bankruptcy on August 30, with liabilities of \$65,883 and assets of \$61,140.

### GET THE BENEFIT.

A later issue of Carpets, Wall Papers and Curtains of New York has this to say of recent developments in the wall paper trade:

"Probably no other action in the trade has ever received so nearly general a welcome as has the advance in prices this season. Supply men urged it, manufacturers needed it and buyers have endorsed it. Jobbers of all classes have said that the move was a good one. Now it is up to the dealer. Pay more for his new goods he must, welcome the improved situation he should and profit by it he may. Not alone has every manufacturer suffered from the prevailing conditions for the past two years, but every dealer has experienced the disadvantages of a demoralized market and a depreciated stock. It has been the general comment of the trade that the wall paper dealer in a town has been doing business on a low market and a narrow margin, while the dry goods merchant, the

clothier and all the rest of his neighbors have been making money on an upward market. For low prices are seldom an advantage to a merchant, as most men figure selling price at a percentage based on cost.

"Now is the time to decide to get the advantage due you by appropriating the improved condition of the trade. Your present stock has not been lessened in value, your new goods will be worth more than they would otherwise have been. Get in and make some money this year, so that you, too, can spell prosperity in capital letters."

### STAUNTONS' REPORT.

Stauntons Limited express themselves as very well pleased with their sales during July and August. The volume of business shows a substantial increase over that of last year. The new lines of goods placed on the market recently have been spoken of most favorably by all who have seen them, and these expressions of opinion have been backed up by liberal orders. Evidently these lines are just what the Canadian trade is looking for.

During the Exhibition in Toronto quite a number of dealers visited the factory, and several very nice orders were booked. When all things are taken into account, Stauntons Limited anticipate that this year will surpass all past seasons in their experience.

### NEW CHANNELS FOR TRADE.

**I**T must be apparent to every observant man in the bookselling and stationery trades that as wealth increases in a community the desire for a more artistic education will also increase. And in no way can wealth be better applied than in promoting art through the channels of education.

Education increases trade in every direction, but the bookseller and stationer should ever be the first to welcome the student and the last to serve the professor. It therefore becomes his duty to watch carefully the many opportunities which arise in the course of educational progress.

Attention is now being drawn to the promotion of art in public schools, and every town of importance now has its classes for teaching mechanical drawing, all of which offer excellent opportunities to the wide-awake stationer.

Again, ladies are ambitious to do artistic work, such as painting, carving, pyrography, marguerite, etc., and at this season of the year, many having leisure who can

paint, employ their time in making prett calendars, photo-frames, etc., for Christmas gifts, and in the materials for this class of work alone a big trade may be done in many towns where art has grown to be popular.

Then, to the foregoing opportunities may be added those created by professional men, such as architects, surveyors, and wherever there are manufacturers, by designers and draughtsmen.

It is to be feared that this is a class of trade which has been very much overlooked by stationers, perhaps because of the difficulties experienced by them in supplying the wants of this class, because until recently there were no dealers competent to compete with the large American houses for this trade.

Now, however, we have an institution in this line the growth of which has been phenomenal. We refer to The Art Metro



MR. C. M. CREED.

The recently appointed permanent secretary of the Maritime Board of Trade.

pole, of Toronto. This house carries in stock everything required by the class of customers to which we have referred.

Attention is drawn to the advertisement of this house, which will be found printed elsewhere in this issue, and stationers can largely increase their incomes by keeping a keen lookout for business in these lines.

It is not necessary to put in a heavy stock, as the stock is carried in Toronto, and The Art Metropole makes a point of shipping orders the day they are received.

This class of business is growing rapidly, and why should not some of it at least pass through the hands of the stationery dealers?

N. A. Ferland is starting a business in fancy goods at St. Louis de Mile End, Que.

# Wall Papers For 1903

Give STAUNTONS  
a chance—it will pay  
you.

Why?

Because you secure the  
prettiest colorings—the  
newest designs—the best  
quality.

It is not only the best  
wall paper we know how  
to make, but the best  
wall paper made. That's  
why our trade grows.

There's none quite like  
STAUNTONS.

Wouldn't it increase  
your income to handle  
paper that will unclasp  
your customer's pocket  
book and get at what's  
inside of it, rather than  
hit the outside?

You think so? Yes.  
So does every successful  
dealer—that's why we  
had to more than double  
our capacity.

Our travellers are out  
for orders—can't we  
have YOURS?

*Stauntons Limited,  
Toronto.*



## Our Orders for Spring

are Many Thousands of Dollars  
in advance of this time last year.

The extra quality of the goods,  
the beauty of the coloring, and  
the Very Low Prices have  
been the causes of the Increased  
Trade. . . . .

We are prepared to meet all  
competition. . . . .

# Colin McArthur & Co.

*(Incorporated)*

**Montreal.**

## BOOK AND STATIONERY ADVERTISING.

**A**DVERTISING is expensive indeed more expensive than most things, except not to advertise. It is a poor economy which refuses to invest in advertising space, but an economy no less inferior which is too careless to employ intelligent methods. Geniuses are supposed to be born, not made, but good advertisers are both born and made, or, rather, be whose natural abilities adapt him for advertising must not fail to profit by studying carefully all the phases of advertising as it appeals to the general public.

### For 24 Cents.

During this week those who visit our store can buy the finest box of the latest shape and tints in Note Paper—24 sheets and 24 envelopes.

With each box will go a stick of perfumed sealing wax, any shade you select.

Brief and to the point. Price makes a good headline.

To the ordinary bookseller and stationer two methods of advertising are essential. The less expensive but probably not less influential medium for advertising consists in the proper display of goods in window and store. The method with which we are at present more intimately concerned and which presents problems equally trying, is newspaper advertising.

## HANG IT

in your kitchen, or dining room or parlor. Appropriate wall paper, to suit your surroundings, we sell at reasonable prices. An excellent line is selling for 15c. It is never a trouble to show you our goods, even when you don't buy.

**W. A. CRAICK.**

Not had for house-cleaning season. One price is not enough to quote

A judicious selection of paper and space must first be made. In the majority of cases it will be found that the best paper has the largest circulation and sells its space 25 per cent. proportionately, than the others.

Booksellers and stationers are continually having special phases of their business to boom. School is opening, and text books and scribblers meet with heavy demands. Christmas is near, and children's books prove popular. Each season has its own line of goods. New books are coming to the front. The dealer should keep the people constantly in touch with what he is doing and what he is offering.

As soon as the bookseller has decided on the best paper for advertising, he should go to its office and make a contract for as many inches or lines as nine-tenths of all his money for advertising will buy, at the yearly rates, with the condition that the space shall be used in one year's time, and with the privilege of using as much or as little advertising space in the paper as desired in any issue, advertisement to be changed each insertion.

## RUSSELL'S Bookstore

204 Mar's St., Phone 418, Winnipeg.

### SCHOOL OPENING SPECIALS

A lead pencil, pen holder and pen, slate pencil, and ruler all for **3c.**

A scribbler and lead pencil. **3c.**

A 20c. atlas of the world. **10c.**

Full stock of Public School and Collegiate books.

**SPECIAL BOOK SNAP.** "When Knighthood was in Flower," paper 25c., cloth 45c.

### 100 Samples of Stiles

Your early choice at 20 per cent. off.

All TOYS, DOLLS, SUMMER GAMES, at sacrifice prices to clear. Dolls being given away at half price. We expect to see you to-day at RUSSELL'S.

Timely ad. General arrangement excellent. Prices prominent.

By this method the space is secured at the lowest possible price and the merchant is able to have his small announcements inserted at the same price per line or inch as his largest advertisement. Another advantage is, that eventually the bad habit of using the same quantity of space, day by day, or week by week, is abandoned and the letter plan is adopted of making the advertising conform in size to what one desires to say.

The one-tenth of the advertising money that is left over from advertising in the

newspaper should be used during the year for decorating the store window.

We are reproducing herewith four ad- none perfect, but all fair. To the average dealer their value lies in their suggestiveness. They are simple, but have message. No "ad." should be without mission. Aim at something, and let that something be a potential customer.

## PROMOTED

pupils delight their parents' hearts because of the promise of greater things. The incidental expenses they bear ungrudgingly. New books, scribblers and other supplies must be purchased, not because the old are worn out, but they have served their turn in the development of the child. We furnish supplies at reasonable prices. We do it cheerfully and in doing it we appreciate your custom however small your purchase.

**W. H. STEWART.**

Seasonable and plausible, but not very definite.

Your aim should not be to say something funny in your ad. The business aspect of what you are talking about is what will appeal to most people. It will not be safe to omit your street address and town from your ad. Above all, the perfection of an ad. doesn't lie in its sound. Smoothness is not so convincing as earnestness.

A great number of Canadian dealers often sit down waiting for the coming of a busier season. The writer has constant access to a couple of hundred of Canadian papers. The proportion of ads. from booksellers to those from almost any other business is small indeed. Business would be sure to grow under the favoring influences of judicious advertising.

### ACTION OVER A NOVEL.

An action has been brought by McLeod & Allen against The Poole Publishing Company and The Munson Book Company Limited, all of Toronto, to restrain the defendants from printing and publishing the novel, "When Knighthood Was in Flower." McLeod & Allen claim to be the owners of the Canadian rights in this book and to have secured copyright on August 2 last. On the other hand the defendants say that there is no valid copyright of this book in Canada, and that they are justified in publishing the same. The plaintiffs have applied for an interim injunction which the court has not granted but adjourned the motion to the trial of the action when the questions at issue will be finally settled.

# OPALINE



OPALINE STATIONERY IS THE FINEST PRODUCTION IN THE ART OF  
HIGH GRADE PAPER-MAKING, AND IS THE CORRECT STYLE FOR FASHION-  
ABLE CORRESPONDENCE. WE MAKE IT IN REGENT SIZE IN THREE TINTS  
CRYSTAL                      TURQUOISE                      SAPPHIRE

**WARWICK BROS & RUTTER**

MANUFACTURING STATIONERS

65 & 67 BROADVIEW STREET, WEST, TORONTO



# THE AUER GAS LAMP.

"TURNS NIGHT-TIME INTO DAY-TIME."

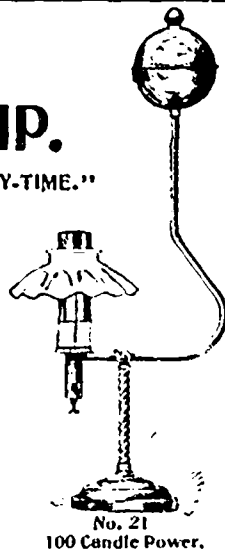
New Styles. Lower Prices.

Do you want a lamp which won't tire your eyes?

Do you want a lamp which makes sewing or reading a pleasure?

Do you want a lamp which gives more light than half a dozen kerosene ones for less money?

Do you want to sell the best lamp on the market?



No. 21  
100 Candle Power.

— THEN WRITE FOR —  
OUR CATALOGUE AND DISCOUNTS.

Every Lamp Guaranteed.

AUER LIGHT CO., 1682 NOTRE DAME ST., MONTREAL.

# THE TIME TO INSURE IS NOW

While you are WELL, STRONG and INSURABLE.

THE

# Confederation Life

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

PROTECTION FOR YOUR FAMILY.  
PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

W. H. Beatty, Esq.,  
PRESIDENT.

W. D. Matthews, Esq., Frederick Wyld, Esq.,  
VICE-PRESIDENTS.

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

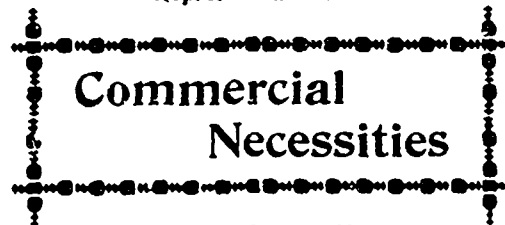
HEAD OFFICE, - TORONTO.

OUR SPLENDID MANUFACTURE OF

# TYPEWRITER RIBBONS and CARBON PAPERS



Represent a line of



Commercial  
Necessities

Unequaled in the World.

Carbon Papers  
of All Kinds for  
Every Purpose.

Request our catalogue  
and discounts

For satisfaction handle  
this line.



**MITTAG & VOLGER,** Sole Manufacturers.

Principal Office and Factories—PARK RIDGE, N.J.

New York City 130 Park Row Building

Chicago, Ill. - 151 La Salle St.

London - 14 Queen Street

Paris - 1, Rue Vivienne.



## BOOKS OF THE MONTH.

**A** MANU AL for parents, pastors and Sunday-school workers interested in the spiritual welfare of children, with the title of "The Child for Christ," by A. H. McKinney, Ph. D., has just been issued by the Fleming H. Revell Company. Price, 50c. The author speaks with considerable authority. The success that has attended his efforts as superintendent of the New York State Sunday School Association is of itself a sufficient pledge of the helpful character of the book. His lucid style, his clear-cut ideas, his earnest purpose, render the book brief, pointed, practical. It is a book that every Sunday-school teacher or worker interested can ill afford not to read. It is a valuable acquisition to the stock of a bookseller.

The Fleming H. Revell Company have just published an interesting volume by George A. Miller, entitled "The Problems of the Town Church." Price, 75c. The author, in collecting his material, has availed himself of the practical experience of over 500 pastors, to whom the town church and its problems has presented themselves as questions of living interest. The author has succeeded in discriminating between difficulties that confront the city church with its larger capabilities, its broader resources, and the church particularly adapted to the town. It is quite true that the problems of the church in the town are, in a representative sense, the problems of the church at large. To the thoughtful reader it is evident that the author has not failed in realizing his purpose, namely, to call attention to the necessity for scientific study of the special needs of the church in the town. The volume will well repay the reader, and for the dealer it should prove a ready seller.

The recent death of Rev. Norman Russell, missionary of the Canada Presbyterian church, Central India, lends an additional interest to his volume, "Village Work in India," Fleming H. Revell Company. Price, \$1. The lamented missionary had a fascinating style of description which, coupled with his peculiar penetrative insight into human character, makes the book at once delightful and instructive. The great heart of the man is felt to throb as he dwells on the beauties and honors of his Indian surroundings. One would almost imagine he were reading Fustel de Coulange's epoch-making "La Cité Antique" when his eye meets the words, "From time immemorial, the village has been India's political unit, the oldest of her monuments." The tactful methods

which characterized his presentation of the gospel are transferred to his writings, in the easy grace and dignity of his style. This is a book with which every one interested in missions, or in the development of political institutions should become familiar.

"Topsy Turvy Land," or "Arabia Pictured for Children," by A. E. and S. M. Zivemer. Price, 75c. net Fleming H. Revell Company, New York, Chicago and Toronto.

This book of pictures and stories, dedicated to the boys and girls who are helping to turn the world upside down, is indeed a fascinating, topsy-turvy book. To quote from the preface: "The stories are not as good as the Arabian Nights, but the morals are better and so are the pictures." Many phases of Arabian life are pictured by masterful touches, and beautiful half-tone illustrations make the book an exceedingly interesting one. The spirit of the book is religious.

The topsy-turvyness of this book consists in the realistic touches of topsy-turvy conditions. A splendid purpose breathes throughout the whole volume. Again we quote: "Before Topsy-turvy Land becomes a Christian land, there will be martyrs in Arabia. Every Moslem who accepts Christ does so at his peril."

"The Drummer," Vol. II., No. 6, is the busy business man's Fall catalogue of The Fancy Goods Company of Canada, Limited, of Toronto. Beginning with a small edition of 18 pages in 1891, "The Drummer" has advanced in size, and, as is proven by the increased sales, in usefulness, until Fall 1902, his 26th trip, sees a production of 80 pages (brimming over with correct illustration and description) of probably the largest and most up-to-date line of dolls, china-ware, toys and fancy goods generally that has yet been shown to Canadian merchants.

"The Concise Standard Dictionary," Abridged from the Funk & Wagnalls Standard Dictionary, by James C. Fernald, 4 $\frac{3}{4}$  x 6 $\frac{1}{2}$  in Cloth, 480pp. 60 cents. Funk & Wagnalls Company, New York and London. This, which has been called "the best dictionary of its size that has ever been published," deserves the encomium for many and most conclusive reasons. It contains 28,000 words and phrases selected from the unabridged Standard Dictionary, with special reference to the needs of the average man. The spelling and pronunciation are

those of the Standard. Every word respelled according to the Standard Scientific Alphabet, which was prepared by the American Philological Association, affords an easily understood and absolutely accurate guide to proper utterance. The principles of this alphabet are carefully presented and explained in this abridgement and a key to the system appears in a single line on the bottom of each page. The definitions, unlike those of most abridged dictionaries, are truly definitive. The appendix contains simple rules for spelling; a pronouncing list of proper names, historical, geographical, etc.; foreign words and phrases current in literature with their meanings in English; tables of weights and measures (including the metric system); tables of current coinage; symbolic flowers and gems with characteristic sentiments; a list of abbreviations commonly used, etc.

"The White Witch of Mayfair," by George Griffith. George Bell & Sons, London and Bombay. A clever plot, in combination with a background of spells and magic, makes this novel a decidedly absorbing piece of writing. The "White Witch" herself is a powerful delineation of the cold, calculating, yet beautiful, woman, possessing a weird fascination over all who come into her presence. In a prologue it is revealed that she has a past, in which murder and other crimes lurk, and by these crimes she is in the power of a relentless society bloodhound, named Falconer. Her ambitions lead her to make a victim of Lieut. Leonard Grayson, V.C., whom she bewitches and marries, notwithstanding that Lady Madge Lennox has a prior claim on his affections. Of how this marriage of convenience on her part becomes a marriage of love, and of how a strange complication arises through the disappearance of a young American millionaire, in which all the principals in the story are implicated—these are themes whose skilful working-out makes the tale so engrossing. The grand climax occurs at the end of the book, when murder and suicide claim their victims and the atmosphere is cleared from the taint of many crimes. There is a great deal of strength displayed in the depiction of the dark passions which stir the human heart and the scenes in which these passions hold sway are, perhaps, the strongest in the book.

"The Diary of a Goose Girl" and "A Cathedral Courtship" have recently been issued by George Bell & Sons, London, in one volume. The latter story is not making its appearance before the reading public for the first time, having been published nine years ago. It has, however, been revised, in the process of which it has lost none of its original charm. "The Diary of the Goose Girl" is a good companion for "A Cathedral Courtship," and

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like it is "just the thing for holiday reading. Both novels are from the pen of Kate Douglas Wiggin. Of the older one nothing need be said. "The Diary of a Goose Girl" is written with a lightness of touch that is delightful, the humor is well distributed and is not overdone, and there is given just enough of the Sussex dialect to cause one to wish for more. The "Goose Girl" is a young and somewhat independent lady who, in fleeing from her lover with whom there had been a "little tiff," became a "paying guest" at poultry farm in a quiet, out-of-the-way Sussex village, in the care of which she participates until discovered by the lover to whom, during her three weeks' stay, she had occasionally sent by post sundry pieces of leathers. "The Diary of a Goose Girl" has very little plot, but it gives a great deal that is interesting about life on a Sussex poultry farm. The illustrations are from the pen of Claude A. Shepper. "The Diary of a Goose Girl" is having a good sale in Canada.

Rand, McNally & Co. have just published a complete city directory and street number guide of Chicago, accurately locating the numbers on all of the streets and avenues. They also give a complete list of all street car lines with their starting points, routes and terminals, and as well night car time tables. It should prove very helpful to strangers and even residents in the "Windy City."

"The Gordian Knot, or The Problem Which Battles Infidelity," by Arthur T. Pierson. 3 1/2 x 6 1/2 in., cloth, 265 pp., 60c. net. Funk & Wagnalls Co., New York and London.

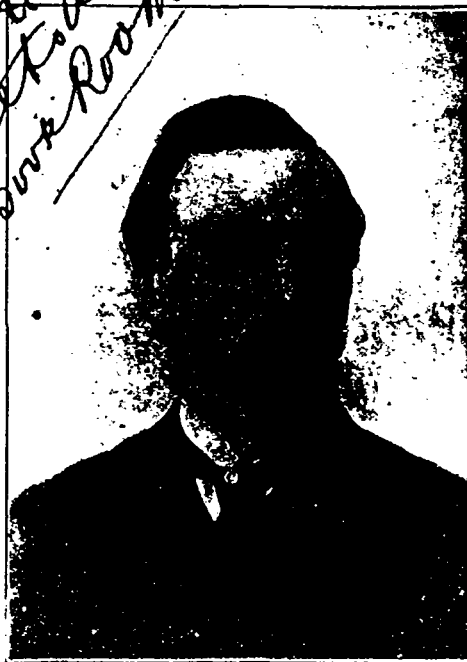
This book is the outcome of honest doubt seeking a true answer to great questions, and is addressed to candid inquirers after truth.

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Edward W. Townsend's "Chimmie Fadden and Mr. Paul," has just been published by The Copp, Clark Co., and "will be welcomed with wide open arms by every one who appreciates honest humor and can read 'Bowery.' And to read Bowery is not so hard a thing to 'cop,' as Chimmie would say, as it looks at first sight. One soon falls into the droll dialect." These

latest sketches are delightfully illustrated by that very facile caricaturist, Albert Levering. "The author seems to have transcended all former efforts of his to be funny and philosophical in the same breath."

The Copp, Clark Co. have published "Belshazzar," William Stearns Davis' new novel. A most enthralling tale woven about the story of the dread writing on the wall at the feast of Belshazzar, which foretold the doom of the Babylonian kings. A superbly dramatic novel, full of life and human interest. They have also published the second edition of "The House with the Green Shutters," by Geo. Douglas, the first novel of an author whom the best critics rank among the masters. It deals with



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Author of "Public Men and Public Life in Canada."

Scotch life, not according to the Kailyard novelists, but far more likely according to the truth—a story of life in an interior Scottish village. Petty provincial jealousies combined with rock-firm adherence to principle disclose the contrasting characteristics of a sturdy people, whose life this story tells in a way that is simply delightful.

Charles G. D. Roberts' book of animal life, "The Kindred of the Wild." (The Copp, Clark Co.) This charming book, which is now in its third edition, will fascinate both old and young alike, and cause us all to regard animals in a far more thoughtful way than heretofore. It is not merely the natural history side, nor the vivid descriptions that make them attractive; there is added that spirit which comes from a

sympathetic love and appreciation of nature in all her moods. The result, in this instance at least, is a volume thoroughly original in conception and delightful in treatment.

"The Way of Escape," by Graham Travers. (The Copp, Clark Co.) In this novel it will be found that in point of captivating interest and freshness of handling the author has repeated the success of "Mona Maclean," the book which some years ago placed Dr. Margaret Todd in the forefront of popular novelists. "The Way of Escape" analyzes a situation of perennial interest, and the characterization of the book is exceptionally varied and strong.

The lamented death of Frank Stockton gives a pathetic interest to his last story, "Kate Bonnet." (The Copp, Clark Co.) "It is as good a yarn, of its kind, as has been spun for many a day. If you love Stockton—and who does not?—you will heartily rejoice in this last phase of his pleasantries for it really is a very funny story."

"A Speckled Bird," by Augusta Evans Wilson (The Copp, Clark Co.) Mrs. Wilson gives full run to her genius as a born story-teller. It is rich in movement, local color, and contrast of sentiment, and some of the types presented are unlike any found in the author's previous books. Incidentally, the conditions of the South and the state of Southern feeling during reconstruction are brought into effective play.

The Copp, Clark Co. also announce a new edition of Charles G. D. Roberts' "A Sister to Evangeline"; also "Gentleman Garnet," by H. B. Vogel, a lively tale of old Tasmania; "The Highway of Fate," by Rosa N. Carey; "The Victors," by Robert Barr.

"Confessions of a Wife," which is running through The Century Magazine, is making the hit of the year. It is told in the form of a diary and letters, but it is done with such sly humor and admirable literary reticence that it captures the reader as insensibly and completely as Marma was captured by the unreasonable man. Whoever the author, "Mary Adams" may be, she has a dainty and original touch. The Canadian edition will be published by The Copp, Clark Co.


Morang has secured Kipling's latest book, "Just So Stories." Price, \$1.50. To those who have experienced the delights of reading Kipling's clever animal stories this book will prove a welcome boon. Every page is bright, brimfull of interest. Grotesque in style and fully illustrated, its

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popularity will not be confined to the young, but big grown-ups will find an interest in this large, quarto-sized, attractive covered, book to retail at \$1.50

The following are a few more of the splendid list of The Copp, Clark Co.'s Fall publications: "Donovan Pusha," by Sir Gilbert Parker, "Maid of Many Moods," by Mrs. Sheard (a Toronto lady); "Wanted a Chamberlain," by Paul Leicester Ford; "Flower of the Corn," by S. R. Crockett; "Aultures," by Henry Seton Merriman; "Ghost Camp," by Rolf Boldrewood, etc

George N. Morang & Co. are announcing a book of exceptional interest to the Empire in general, and in many phases to Canada in particular. To lovers of biography and to those interested in historical and political sketches E. C. Black's "Life of Marquis of Dufferin and Ava" will prove exceedingly popular. It is now 24 years since the lamented Imperial servant laid down the staff of office as Governor-General of Canada. The fact that Mr. Black was able to confer with Lord Dufferin regarding a portion of the work will be a guarantee of the authenticity and worth of letters of that period, a period of especial importance in the development and growth of Canada. The life of this brilliant servant, diplomat and statesman, who has done so much, and been so much, reads like the stories of medieval times when knights accomplished such feats. *Dufferin has made history and now through a historical sketch we will know him.*

A series of juvenile story books by G. Lawrence Gomme, to retail at \$1, are an exceptionally attractive line of books published by Morang. They are issued in red and gold covers. They comprise The King's Story Book, The Queen's Story Book, The Prince's Story Book and The Princess' Story Book

"The Blazed Trail," by Stewart Edward White, illustrated by Thomas Fogarty, is a powerful story of the great Michigan timberlands. It is an interesting, exciting, righteous and true story which will yield its readers both pleasure and profit. (George N. Morang & Co.)

Of the six best selling books in the United States during the month, the 1st, "The Virginian," the 4th, "Dorothy Vernon," and the 6th, "Hound of the Baskervilles," are books published by Morang

Among Morang's Twentieth Century text books is announced his "Modern Nature Study," by Silcox and Stevenson, for 75c. It deals with the whole of Canada, and, while a text book, it has nothing technical about it, the names used being all

familiar. It is illustrated fully in a number of colors.

George N. Morang & Co. are also announcing "The Romance of Canadian History." This consists of selections from Parkman. It is edited by Dr. Pelham Edgar.

In connection with his educational series Morang has also completed arrangements for bringing out "The Iron Star." This is an effort in the form of a story to show how myth develops into history.

"Tales from Tennyson," by Rev. G. C. Allen—(Morang)—is a case where verse has been done into good prose with success. A pleasing style and happy expression pervade the whole.

Morang has just published a second edition of James' "Agriculture." It has been already authorized for use in Manitoba and the Northwest Territories.

Dr. Heggie, sr., of Brampton, has in course of publication, by William Briggs, a volume entitled, "How I Read Carlyle's French Revolution." It consists of a carefully prepared series of annotations covering a wide field of research and embodying a mass of interesting and useful information. The work cannot but be of the highest possible value to readers of Carlyle's masterpiece.

"Flower Legends and Other Poems," a volume of verse of more than usual merit, by Miss Alma Frances McCollum, of Peterboro', is announced for publication this month by William Briggs. It will sell at \$1. The binding shows a pretty and appropriate design by the author herself.

A fourth volume has been added by Dr. John Maclean to his "Books on the Better Life" series. The new book is entitled, "Light for Daily Living: Studies in Character Building." This series has found general favor. The epigrammatic style in which the books are written, pointed, pithy, practical, engages the reader's attention and the reading can hardly fail to improve mind and heart.

Marshall Saunders' new story, "Joe's Paradise," is said to be one of her best efforts to provide entertainment for young readers. Her first story, "Beautiful Joe," to which the present book gives a sequel, has enjoyed immense popularity, the issue now aggregating close on 1,000,000 copies.

Miss Laut, who, since the publication of "Lords of the North," has been residing in Ottawa, has taken up her residence at Laurence Oliphant's old country place, "Wildwood Place," Wassau, an hour out of New York, up the Harlem River. Our

author explains her change of residence sententiously: "It's heartbreaking to leave one's country, but it's heartbreaking to come down to New York five times every six months."

"Daniel in the Critics' Den," Fleming H. Revell Company, \$1.25. The author of this volume, Sir Robert Anderson, K.C.B., LL.D., designed it as a reply to Professor Driver, of Oxford, and the Dean of Canterbury, the authors of "The Book of Daniel," a book on the Daniel controversy, from the higher critics' standpoint. The writer of "Daniel in the Critics' Den" has to say of higher criticism "that it is a rationalistic and anti-Christian crusade against the empiric growth of the scepticism which well nigh swamped the religious life of Germany in the eighteenth century. The historical errors of Daniel, as set forth by the critics, are looked into and refuted. The book is a valuable addition to the literature on the subject, and should be read by everyone interested in the controversy.

"Lord Strathcona," by Beckles Wilson, George N. Morang & Company. From the humble office as clerk in one of the posts of The Hudson's Bay Company, where the chief duties were trading, bookkeeping, canoeing, boating, fishing and shooting, to the position of Imperial Peer, Canadian High Commissioner, Empire Builder, Army Maker and Despatcher, is an exceedingly long step, but it fell to the lot of Donald Smith to become our own Lord Strathcona. Those who watch the part he plays in the building up of Canadian trade will be interested in the tale of how the Scottish lad laid deep, in long years of practical business experience, a capacity for enterprise and management scarcely equalled. This conspicuously brilliant and noteworthy career reads like a romance and Beckles Wilson had no mean task to accomplish. The forewords are by Argyll and Aberdeen and come as a tribute from past executive administrators to the man who has built up no inconsiderable part of Canada. Every Canadian should read this book.

"History of the Expedition under the Command of Captains Lewis and Clark" is an unabridged reprint of the edition of 1814 to which all the members of the expedition contributed. The importance of the work, the extreme rarity of copies of the 1814 edition make this a book which everyone should read. In addition to the maps there are portraits in photogravure of both Lewis and Clark, from plates specially made for the present edition. The work is printed on specially-made paper from clear, easily-read type.

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Jordan and Barton W. Evermann, authors of "American Food and Game Fishes," the latest addition to the New Nature Library, with colored plates, published in Canada by William Briggs, know the fish of America. They, together or separately, have fished in every State and Territory, as well as from many waters of Canada, Alaska, the tropical rivers and seas. With line or seine they have caught nearly every one of the some thousand food and game fishes that live in American waters, and each probably has travelled 200,000 miles and waded at least 500 miles, waist deep, in all sorts of waters to do it. Dr. Jordan, even since he became president of Leland Stanford, jr., University, has been an enthusiastic angler and a leading authority on the natural history of fishes, and Dr. Evermann is Ichthyologist of the United States Fish Commission. They have a hundred or more of A. Radclyffe Dugmore's marvellous photographs from life under the water to illustrate the book, which swells the number of copies printed of the Doubleday Natural History Series to 90,000.

#### WINNIPEG BOOK NOTES

The only items of news of literary flavor that can be credited to Winnipeg this month is the visit of Mrs. Burnett Smith (Annie Swann) and of the British editors who are touring the West.

Your correspondent had the pleasure of a long and delightful chat with Mrs. Smith, who is sweet and womanly enough to have stepped out of one of her own books.

Her stay was a very brief one, but the Y.W.C.A. managed to get up a very informal reception and a large number of people had the pleasure of shaking hands with and seeing the author of the books they had known and liked for years.

As for the British editors, if the West had had the opportunity of choosing the time and the weather it would not have been possible for the country to be seen under more favorable circumstances. After they had been taken out to see five bunders cutting on a 1,000-acre field of wheat nearly five feet high, they were like the Queen of Sheba, and it is doubtful if they will be able to dream of anything but miles of wheat for many months to come. They are a fine body of men, they are taking their task seriously, and much good should result from their visit.

#### "THE WANDERING YANKEE."

Anson A. Gard made a host of friends in Canada by his book "The Yankee in Quebec," and many more are likely to be added to the list by his latest Canadian book, "The Wandering Yankee." This is a book of some 350 pages, illustrated with photographs of people, buildings, scenes, etc., and with many clever drawings by A. G. Racey, Henri Julien, R. G. Mathews and several other Canadian artists. Mr. Gard

is the man who took a tour through the United States, examining the school children as to their knowledge of Canada. The lamentable ignorance of these children is humorously described in "The Wandering Yankee." Indeed, its humor is one of its strong features, while in description it leaves nothing to be desired. Canadians should welcome it as a champion of the Canadian Winter, whose delights are so agreeably discussed. That it may succeed in effectually killing the "Ice Palace" microbe is the desire of all.

Mr. Gard's book has a sub-title, which is "The Fun of Seeing Canada," and Mr. Gard certainly seems to be able to get all the fun there is out of us. The "Colonel" of "Yankee in Quebec" fame is again a prominent character, and "Rube" is again



A. A. GARD,  
Author of "The Wandering Yankee."

the narrator of events. A party of young American school teachers, who are called Miss Chicago, Miss New York, Miss San Francisco, etc., along with "Dr. and Mrs. Boston," are guided around by Rube and the Colonel, and display the most entertaining ignorance of all things Canadian. In this portion of the book Mr. Gard gives some hard rubs to his fellow-countrymen for their lack of knowledge of their northern neighbor. Altogether, this book is quite as delightful as "The Yankee in Quebec," which is saying much. The publishers are The Emerson Press, 132 Peel street, Montreal. Price, paper, 50c.

Mr. T. S. Linscott, of Brantford, president of The Linscott Publishing Co. and projector of the "Nineteenth Century Series," was in Charlottetown on August 19.

Mr. Walter Meal, representing Alex. Pirie & Sons, Limited, Aberdeen and London, sailed from Southampton for Canada on September 3 for the purpose of visiting the trade in Canada.

#### MONTREAL BOOK TRADE.

BOOKSELLERS of Montreal have prepared for the school trade with one of the most varied assortments of all such necessities as scribblers, writing pads, pencils, etc., that they have ever shown. "Coronation" designs still figure largely in the school exercise books and many handsome covers are shown. Among the most popular lines is one in which the King is represented pinning the Victoria Cross on a Canadian soldier, Lord Strathcona and Earl Roberts standing near. Canadian history is so seldom given attention in this way, that the design called "Frontenac," depicting that famous character parleying with some Indians, attracts more than the usual notice.

Among the selling books of the month "The Love Story of Abner Stone," by Litsey, takes a leading place. Before the Canadian edition was brought out by Wm. Briggs there was a great run on the American edition in Montreal. Now that a Canadian book has been published there seems to be fully as many buyers as ever. This will undoubtedly rank as one of the best selling books of the season. "Abner Daniel," by Harben, continues to sell with the best.

A good deal of free advertising has been given to Augusta Evans Wilson's "A Speckled Bird," by book reviewers and critics, which has very likely had a good deal to do with the satisfactory sales reported for it. The author's long retirement and the sudden appearance of another book caused an amount of gossip which has been a good thing for "A Speckled Bird." The story, however, has much in itself to recommend it, and the author's previous successes, "St. Elmo" and "At the Mercy of Tiberius," warrant the novel reader in buying her last book.

"The Wandering Yankee; or The Fun of Seeing Canada," by Anson A. Gard, is being pushed by all Montreal booksellers with more or less success. Some dealers have had excellent sales, while others have had to conclude that the book appeared too late to catch the Summer trade. Doubtless, had it been brought out earlier in the season the tourist trade would have much increased the demand. But as it is, the general opinion is that it may be classified with the "successes." It is a book which will revive every season. If it does not sell this Summer it will the next. It will be as new to next year's tourists as it was to those of 1902.

Speaking of tourists we must mention that this trade, which is always looked forward to as one of the best for the bookseller, has been of considerably smaller pro-

## The Most Popular Novel

For the second month, Dorothy Vernon of Haddon Hall (Morang) retains its place as the most popular book in demand in all library centres.

## The Best-Selling Novel

The best-selling novel of the season throughout America, is The Virginian, by Owen Wister (Morang). It again heads the list in all authentic reports.

## New Fall Books

George N. Morang & Company, Limited, have an excellent Fall List of Books which will appear in "Morang's Monthly" for September, with descriptive matter and prices. This will be sent free to any address upon application.

## Just Published

**GENTLEMAN GARNET.** A Tale of Old Tasmania.  
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# A SPECKLED BIRD

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CANADIAN AGENTS FOR THE PUBLICATIONS OF 

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portions this year than in previous seasons. The disagreeable Summer, with its wet, cold days, is responsible for this. In consequence of the absence of the usual number of tourists such lines as guide books, souvenirs, etc., have fallen off greatly in sales.

Wm. Drysdale & Co. have been doing well on a little book of poems by an Irish-Canadian woman, Moira O'Neill, who has produced in it some of the most tuneful verses that have come from our minor poets for a good while. The title of this book is "Songs of the Glens of Antrim." Among the many compliments it has received are some from Dr. Drummond, who thinks that the author succeeds in interpreting Nature more sympathetically and in a more pleasing style than can be said of many a better known poet. One very pretty poem on the Northwest, where the author now lives, will be especially admired by Canadian readers. Macmillan & Co. are the publishers, and the book sells for \$1. Mr. Drysdale has recently received the "Reference Catalogue of Current Literature" from England for 1902.

To those who are constantly brought in contact with American magazines and periodicals of all descriptions in Canada, it is a decided relief to come across a bookstore where a special feature is made of British and Canadian publications. Messrs. Wm. Drysdale & Co. are now devoting a good deal of space to the display of these periodicals, and it is to be hoped that other dealers will follow this good example. Mr. Drysdale has placed poster boards outside the store, where the posters advertising the various magazines can be pasted up in full view of the passing public. Mirrors, also, have been placed at the side of the door and window, reflecting the display of books, papers, etc., and materially improving the store front.

Several books which have been on the market for some months are still in good demand—selling better, in fact, than many which are new and of which much was expected. These include "The Lady Paramount," and Gilbert Parker's "Right of Way," which are still selling very well. "The Benefactress," by the anonymous author of "Elizabeth and Her German Garden," has been almost as much of a success as its predecessor. "The Mississippi Bubble," now brought out in paper, continues to keep a prominent place in the trade. Mary Johnston's "Audrey" is reported to have fallen off in sales of late.

That quaint book, "The Diary of a Goose Girl," by the always-interesting Kate Douglas Wiggin, is selling very well. Its popularity is not a little heightened by the illustrations, of which there are a great many, Mr. Claude A. Shepperson, the

artist, having put some of his best work into this book. "Sir Richard Calmady," by Lucas Malet, the author of "A Gateless Barrier," is another favorite with the Montreal trade.

Books on South Africa, whether history or fiction, continue to appear from time to time, and all seem to find a paying number of purchasers. One of the latest is "Tommy Cornstalk," an entertaining South-African story by J. H. M. Abbott, which has been in fairly good demand during the past month or so. It is published in paper (65c.) and cloth (\$2). Mr. W. W. Jacobs' humorous sea stories have usually a wide circulation, on which account a good sale is expected for his latest book, "At Sunwichee Port," which has been appearing as a serial in *The Strand Magazine*. At present in Montreal there is no special demand for this book, but dealers who are showing it are satisfied with its chances for a good run.

The school books for Fall include a number of newly authorized works. Mr. E. M. Renouf has been successful in placing the beautiful series of readers, which he recently brought out, in a great many private schools. It is to be hoped that these fine text books, with their handsome bindings and illustrations in colors, will be adopted in the public schools. They are certainly in advance of those ordinarily used.

The new geography authorized for use in public schools by the Department of Education, which has been brought out by Messrs. F. E. Grafton & Sons, has been accepted in many of the schools, including those of the city of Montreal. This book, it must be acknowledged, is in advance of the dull, mechanical geographies which are so often inflicted on young scholars. Particular attention is paid to the British Empire, which is a good thing say all of us. It is illustrated with half-tone engravings of many of the world's famous buildings, historical places, etc., and the type is large and clearly printed. The price of the book is 75c.

The Coronation editions of the illustrated English weekly papers sold well. There were "Coronation editions," it will be remembered, brought out in June before the date fixed for the Coronation which was postponed. These were a drag on the market for a while, but their value began to be recognized later; and now fancy prices have been secured by some dealers for the Coronation number of *The Illustrated London News* and one or two other papers. Of the special editions published after the Coronation on August 9, sales have been larger—larger, indeed, than might have been expected under the circumstances. Pictures of the King and Queen, including photographs of all sizes, as well as colored pictures, are also selling well. C.G.H.

#### JOKAI'S LATEST BOOK.\*

CONSIDERING that but a dozen or so of the hundreds of romances written by Maurus Jokai, the Hungarian novelist, have been translated into English the placing within reach of another of the celebrated author's works is an occasion to be regretted that Jokai is not better known to the Anglo-Saxon world than he is, for there is a virility and a force about him that commends him strongly to English readers and places him in much the same position that Sir Walter Scott occupies as a writer.

Jokai's early manhood was spent at the time when the revolutionary movement in Hungary was at its height during the forties. Into this struggle, the future novelist threw himself with all the ardor of his zealous nature. He wrote pamphlets, he fought in battles and he endured hardships and dangers for the national cause and to him, more than to any other living man, may be credited the strong national spirit that to-day keeps Hungary united. After the revolution Jokai settled down to the business of journalist and up till recent years he has edited and written a great portion of both a daily and a weekly newspaper in Buda-Pesth. In addition he has been a writer of plays and a politician, but his chief work has been the writing of romances. On an average he has turned out three complete novels a year for the last 40 years. In all these, but with few exceptions, when he has allowed the spirit of romance to overshadow his main purpose, he has aimed at fostering the national aspirations of his compatriots. Hungarian customs, history and nationality have ever been to the forefront of his works, often to a wearisome degree. The centre of his teaching has always been to the development of the highest type of manhood and the inculcation of all the manly virtues.

So high a place has the old man attained in the hearts of the Hungarian nation that his literary jubilee, which occurred in January, 1894, was made an occasion of national celebration. From the prince on the throne to the beggar in the street, all united to do Jokai honor. Perhaps no literary man during his lifetime ever received so much honor.

The latest volume to be added to the list of English translations is "Told by the Death's Head." The difficulties which usually face the translator, who attempts to turn Jokai's works into English, seem, in this case, to have been surmounted successfully by S. E. Boggs, who has already made a name as a capable bi-linguist. The story is one of that class in which the novelist, as mentioned before, has given full play to the romantic side of his nature. There is a great wealth of invention, not only of plot

\* "Told by the Death's Head," by Maurus Jokai. The Saddle Publishing Co., Akron, Ohio.

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itself, but of plot development. To tell the groundwork in a few words, all that is necessary to say is that the book contains the effort of an accused man to save himself from death by relating the history of the 22 crimes to which he has pleaded guilty. It is a modern Arabian Night's entertainment, with the scene laid for the most part in central Europe three or four centuries ago. What novelist of to-day, confronted with the problem of making a man commit seven crimes of the decalogue, three times over, and in such a way as to make him guiltless in the eyes of his judges, what novelist would care to undertake the task? Yet, this is precisely what Jokai has done most plausibly and most successfully.

Weird the book may be in parts and evil there is related in it, but the evil is so skillfully overshadowed by worthier motives that the allegoric at times peeps forth and there is a constant reversion to better things. In the glimpse of the home life with the beautiful Madus in the peaceful valley Jokai is seen at the real height of his power, and it cannot be wondered at that a man who portrays the blessings of a happy and simple home life should receive the acclaims of his readers and his fellow-countrymen.

#### REPRINTING MACKENZIE'S VOYAGES.

Geo. N. Morang & Co. are issuing Mackenzie's voyages from Montreal through the continent of North America to the Frozen and Pacific Oceans in 1789 and 1793, together with an account of the rise and state of the fur trade, by Alexander Mackenzie, in two volumes, three maps, with a portrait in photogravure reproduced from a very rare stipple engraving, accompanying.

Sir Alexander Mackenzie's journey to the unknown regions of the wild north and his exploration of the great Mackenzie River from its sources to the Arctic Ocean may easily rank first among the many daring achievements of our race on this continent. His modest account will be followed very eagerly by all readers who care for the stirring adventures and hair-breadth escapes of the early pioneers in North America. In his story he included an account of the early American fur trade as it existed in 1789 and 1793. The book was issued a century ago and again in 1814, but has never been reprinted since. In view of the fact that the opening of the territory west of the Rocky Mountains followed quickly after Mackenzie's voyages, and the great Hudson Bay Company immediately started to stud the whole northern territory with small trading posts, whence have been drawn since incalculable riches in the fur of the north, the quite unimpassioned story of the sturdy Scotchman's victory over almost incredible privations and obstacles is invaluable as a contribution to our knowledge of early American exploration.

## THE LIBRARY COLUMN.

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

**I**N discussing the site of a library, St. John Globe of August 29 makes some very appropriate remarks: "What is the reason for the feeling—one might almost say mania—which exists in some minds against open spaces in cities, and which displays itself in a desire to close them up by building on them? Surely there is plenty of room in all of our Canadian towns without crowding everybody into a few blocks. The street car system affords the people opportunity to go long distances at practically no inconvenience. What would the great city of London be without its squares, which are so numerous and useful and healthful? Let us keep in reserve all our open places, particularly those which have historic interest, and extend our borders as much as possible. There may be a little extra cost for maintaining streets, but the compensations in adding to the pleasure of life are greater than the cost.

Stony Creek, Ont., will establish a first-class public library.

A start has been made on the Carnegie Library, New Westminster, B.C.

Sydney, C.B., has some difficulty in selecting a site for the Carnegie Public Library.

The librarian of London Public Library complains of difficulties experienced in dealing with book thieves.

The city clerk of Brandon has received a favorable reply to a letter sent Mr. Carnegie outlining what the city can do in the matter of a public library.

The walls of the Vancouver Carnegie Library are now finished, and the workmen are putting the finishing touches on the roof.

The Free Library Board, of Brantford, have finally accepted the plans of Messrs. Stewart, Stewart & Taylor, for the Carnegie Library.

Pierre de Crevecaur, librarian of the Fraser Institute, Montreal, has been appointed an officer of the French Academy.—Montreal Gazette.

Dr. May, Government Inspector of Public Libraries, in speaking of the Georgetown Library, says, "Very satisfactory. There are a few books that need binding, and a few are not quite properly classified, but the condition of the library is certainly very creditable."

Andrew Carnegie has made an offer of \$25,000 to Dawson to supply a free library for the city, on condition that the local government pledge itself to a permanent maintenance at the rate of \$2,500 a year. The offer will probably be accepted.

## Important Books

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## Some Features of the Magazines

**N**OTHING very striking is promised by any of the more important magazines for next month. Both the Coronation in the English publications and the eruption of Mont Pelee in the American monthlies have been worked to death, and so far there is nothing of very much importance over which publishers can make much fuss.

On this side of the Atlantic each month sees more elaborate work lavished on the production of the magazines. Beautiful colored plates have come to be regular features of the three big monthlies—Harper's, Century and Scribner's—while all the lesser magazines go in for elaborate black and white illustrations. The leading English publications, with the exception of Cassell's, Pall Mall and one or two others, do not use any illustrations whatever, but make up for the lack by extra fine printing. Of our own Canadian publications, The Canadian and The Westminster compare very favorably in their two classes with the publications of England and the United States.

**CANADIAN.**—The Canadian Magazine at present occupies an unique position and is highly deserving of the patronage of all the citizens of this country. It has become more and more the mouthpiece of Canadian nationality. The newspapers do their share in spreading the knowledge of Canada, but their efforts are at best but local, and it remains for a magazine to perform the missionary work. Next month The Canadian Magazine will have an article by Dr. George Bryce, of Winnipeg, on "Canadian Loyalty," a descriptive sketch of Hong Kong by John Stuart Thomson, a third article on "The Queens of Europe" by Margaret Sherrington, and an interesting paper on "Bowling on the Green" by George Elliot. There are also other contributions of an artistic and scientific nature, besides the usual run of short stories and the monthly departments.

**CORNHILL.**—A wealth of good reading matter is in store for those who are so fortunate as to secure the September number of the Cornhill Magazine. This beautifully printed and compact publication is deserving of much more attention than it actually receives from readers in this country. It begins in its September issue the first of a series of articles on "Prospects in the Professions," written from the viewpoint of a parent who wishes to launch his sons on the world, but who is ignorant both as to the necessary preliminaries and the reasonable prospects of the various careers. A quintette of important articles is made up of "The England of Arthur Young and Cobbett," by Mr. A. I. Shand,

"Hotels as Homes," discussed by Lady Grove, "On a Forest," being reminiscences of deer-stalking days by Mr. Horace Hutchinson, "Martin Tupper," an appreciation by Viscount St. Cyres, and "The Royal Navy." The two striking serials, "Intrusions of Peggy," by Anthony Hope, and "The Four Feathers," by A. E. W. Mason, furnish excellent fiction.

**BLACKWOODS.**—From the Scottish capital comes Blackwood's Magazine, quite as interesting now as it ever was in its palmiest days. The "Montenegrin Sketches," by Mr. Wyon, which elicited such favorable comment in the August number, are resumed this month, and there is as well another of the racy series, "On the Heels of De Wet." An amusing skit is entitled "Piloting Princes," in which Mr. H. Clifford gives his experiences of conducting notabilities about. "A Military View of the Coronation," by one of the crowd, promises to be one of the most noteworthy descriptions of the Coronation pageant yet published. Last of all, since no number of Blackwood's would be complete without some reference to the royal game of golf, there is an article on "Golf and the New Ball." Besides these contributions of a more solid nature there is the usual modicum of poetry and fiction.

**HARPER'S.**—In reading Harper's Magazine one cannot help but be struck by its comprehensiveness. Not only is art catered to by the most elaborate reproductions of masterpieces, but its literary contents include articles on history, literature, science, letters and sociology, not to speak of the plentiful supply of fiction to be found in its pages. The October number will continue this universal interest. Professor Richard T. Ely, the economist, has contributed an article on a Western communistic settlement named "Amann," which he will discuss in its relation to modern socialism. Andre Castaigne, the French litterateur, furnishes graphic personal impressions of Monte Carlo. These are to be illustrated by tinted drawings, done by the author. The professor of literature at Columbia University, George Edward Woodberry, writes concerning the "Knickerbocker Era in American Letters." "Newest Definitions of Electricity," by Carl Snyder, and "Plant Battles," by John J. Ward, are the scientific contributions. Art is entered to in an illustrated article on "Art Effort in British Cities," and Mrs. Everard Cotes writes the travel article, entitled "The Ordination of Asoka." Nine short stories by writers of such merit as Norman Duncan and Richard Le Gallienne,

and the usual installment of "Lady Rose Daughter," by Mrs. Humphry Ward, make up the fiction section of the magazine.

**CENTURY.**—The treatment of art subjects will be a leading feature of the October Century. "Artist Life in Venice," "Art in Public Works" and "The New Photography," are three articles in this class. "Andrew Carnegie" will be treated by Hamilton W. Mabie, and "John Alexander Dowie" by an opponent of his system. There will be an interesting article on "Building the New York Subway," and "Rolling Stones" is the title of a rather scathing diatribe on Americans in Europe. "The Confessions of a Wife" will receive another installment.

**SCRIBNER'S MAGAZINE.**—If this magazine were to consist of but two of the articles promised for next month, it would be widely sold. These contributions are J. M. Barrie's "Little White Bird" and Walter A. Wyckoff's paper on "English Wage Earners." The former has been pronounced one of the best of Barrie's productions, and in the October number the third installment will be found. The latter contains many revelations of value concerning the condition of the laboring classes in East London. But in addition to these articles, there will be illustrated stories by Dr. Van Dyke, J. B. Connolly and Miss Daskam, as well as an appreciation of the sculpture of J. Q. A. Ward, by Russill Sturgis, and an article on "Modern Fire-Fighting."

**LIPPINCOTT'S.**—The complete novel in next month's Lippincott's will be a society tale by Mary Moss, entitled, "Fruit out of Season." There will also be stories by Marie Van Vorst, Josiah Allen's wife, George Hyde Preston, Alfred Stoddart and Cy. Warman.

**ENGLISH ILLUSTRATED.**—The English Illustrated Magazine for October will have articles on "Chateaubriand" by Mr. Arthur Berrington, and on "Wit at the Court of Charles II," by Mr. A. J. Hughes.

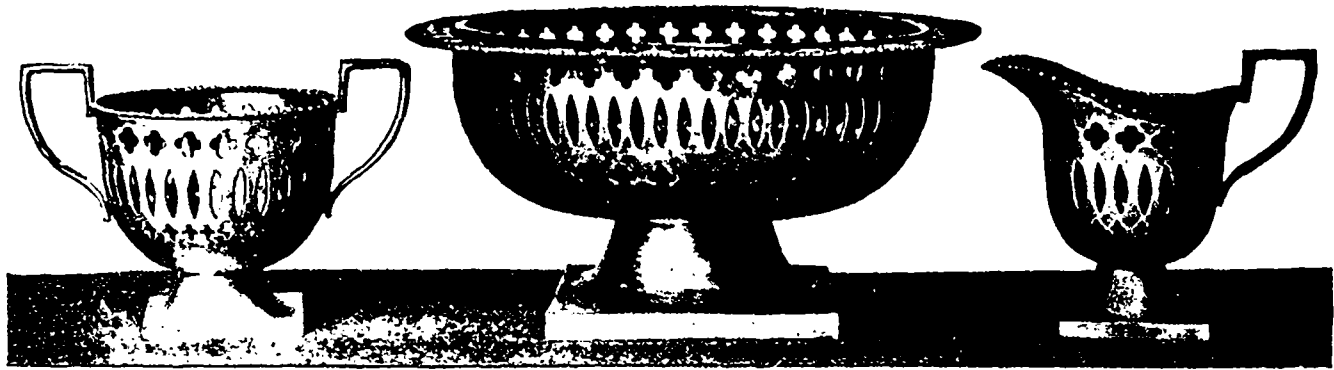
**PEARSON'S.**—A striking proposal is made in September Pearson's for the purchase of the Holy Land by Christians. "The Aim of Christendom," says the author in his concluding paragraph, "will be to restore Palestine to its former greatness and prosperity and to enfold the birthplace of Christ with the mantle of brotherly love."

The Worcester Daily Telegram of August 12 contains the account of the marriage of Walter C. Everett of Woodstock, N.B., to Miss Eva Luella Dansereau. Mr. Everett has been for two years department manager at the store of Denholm & McKay Co., having charge of the book and stationery department.

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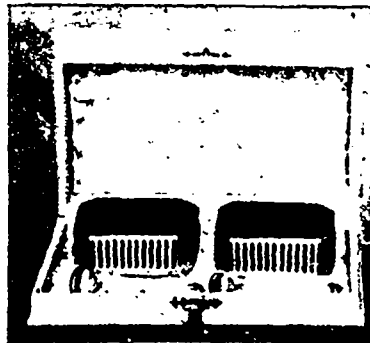
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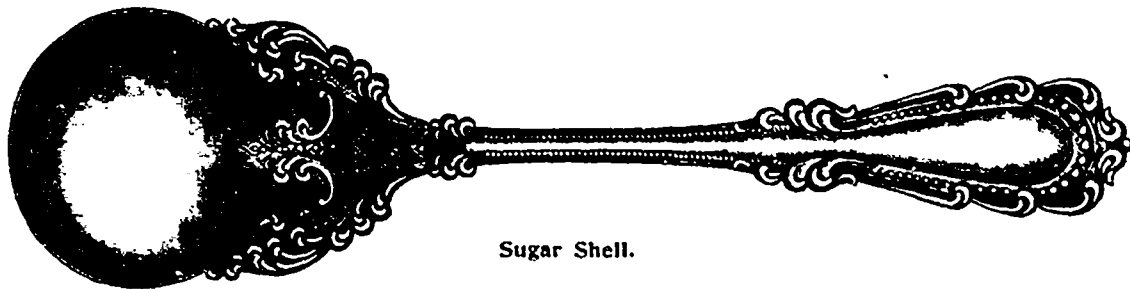


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13182. The Annual Financial Review. Canadian July, 1902. Volume II. Compiled by W. R. Houston. Book. William Robert Houston, Montreal.
13183. Non-Contestable Accumulative Policy (\$2,500.00) re The Accident and Guarantee Company of Canada. Form. George I. Goddard, Montreal.
13184. Le Village - Scenes Provinciales par Octave Feuillet, with notes and composition exercises by John Squair, B.A. Book. W. J. Gage & Co., Toronto.
13185. When a Lady Leads the Band. March Song and Chorus. Words by Andrew B. Sterling. Music by Lee Olean Smith. Whaley, Royce & Co., Toronto.
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13199. You Ain't No Actor. Song. Words and Music by Neil O'Brien. Whaley, Royce & Co., Toronto.
13200. Official Telephone Directory, Toronto and Suburbs, July 1902. The Bell Telephone Company of Canada, Montreal.
13201. The Canadian Magazine, August, 1902. The Ontario Publishing Company, Toronto.
13202. When Knighthood Was in Flower. By Edwin Caskoden (Charles Major). Book. McLeod & Allen, Toronto.
13203. The Railway and Shipping World, August, 1902. Acton Burrows, Toronto.
13204. The Crown of Wild Olive. By John Ruskin. Edited with Introduction and Notes by John C. Saul, M.A., and D. M. Duncan, M.A. The Copp. Clark Co., Toronto.
13205. Catalogue of Fresco Stencils and Pattern Letters, manufactured by The Lee-Collins Co., 131 Bay street, Toronto. The Lee-Collins Co., Toronto.
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13213. Map of the Atlin Gold Fields, Showing Mines and Mineral Locations. By H. W. F. Cannvan and E. A. Robinson. H. W. F. Cannvan, Atlin, B.C.
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13218. The Ontario Law Reports, Volume III. The Law Society of Upper Canada, Toronto.
13219. Manitoba Assessment Schedules. Book. Richardson & Bishop, Winnipeg.
13220. Lovell's Montreal Directory, 1902-1903. John Lovell & Son, Montreal.
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13222. Forbearance Plea. Sermon by Rev. Frank De Witt Talmage, Chicago. William Baily, Toronto.
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13230. Our Coats of Arms and their Meanings. Folder. Richard Hemsley, Montreal.
13231. Montreal. Book. Henry Miles, Montreal.
13232. The Westminster, August, 1902. The Westminster Co., Toronto.
13233. A Simple System of Book-keeping with Books and Forms Classified and Adapted for use in Fraternal and Mutual Benefit Societies: Financial Secretary's Book. William Frederick Fanning, Quebec.
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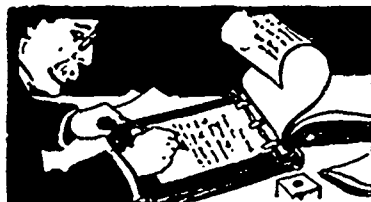
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13237. Coronation Ode. Salve Domina Words by W. H. Watts. Music by L. W. Watson, M.A. Lawrence W. Watson, Charlottetown, P.E.I.

13238. The Dominion Publishing Company's Ontario with an index of all Cities, Villages, Post Offices and Railway Stations and population according to the 1901 Census. Based upon the latest Government surveys and explorations. Map. The Dominion Publishing Co., Hamilton.

13239. Plan Showing Territory of the Kippewa Fishing and Hunting Club. Daniel Bailhe Rochester, Ottawa.

13240. Duke and Duchess of Cornwall and York and Cavendish Hall, the Home of the Duke and Duchess while in St. John, 1901. Photo. William A. Kain, St. John.

13241. St. John's Episcopal Stone Church, on Carleton Street, built in 1824. Photo. William A. Kain, St. John.

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13243. Chimnie Fadden and Mr. Paul. By William Townsend. The Copp, Clark Co., Toronto.

13244. A Speckled Bird. By Augusta Evans Wilson. The Copp, Clark Co., Toronto.

13245. Query of a Pastor. Sermon by Rev. Frank De Witt Talmage, Chicago. William Bailly, Toronto.

13246. O Canada, Ma Patrie. Chant Patriotique. Ancienne Melodie. Airten in connu. Paroles de J. H. Malo. Arrange et harmonise par Alexis Constant. J. G. Yon, Montreal.

13247. The Boys Before the Mast. March from The Defender. Words by Allen Lowe. Music by Charles Dennee. The Canadian American Music Co., Toronto.

13248. Queens of Society. Song from The Defender. Words by Allen Lowe. Music by Charles Dennee. The Canadian American Music Co., Toronto.

13249. Mosaïque. Par Adolphe Girard. Livre. Rodolphe Girard, Montreal.

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13253. Gage's Phonic Primer. A First

Primer based on the Phonic System. W. J. Gage & Co., Toronto.

13254. Fall and Winter Catalogue, No. 49, 1901. The T. Eaton Co., Toronto.

13255. McAlpine's St. John City Directory, 1902-1903. The McAlpine Publishing Co., Halifax.

13256. McAlpine's Halifax City Directory, 1902-1903. The McAlpine Publishing Co., Halifax.

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13258. The Toronto Street Guide. Night Directories, Toronto.

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13260. Aide Pratique du Bon Opticien. Par Rodrigue Carriere Livre. Rodrigue Carriere, Montreal.

13261. In the Present Now. Sermon by Rev. Frank De Witt Talmage, Chicago. William Bailly, Toronto.

13262. Castle Cravever. By George Barr McCutcheon. Book. McLeod & Allen, Toronto.

13263. Select Poems. Coleridge Words worth. Literature, 1903. Edited with introduction, notes and appendix. By W. J. Alexander, Ph.D. The Copp, Clark Co., Toronto.

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13268. Our African Requiem. The Bitter Tear. Words and Music by Edward R. Hoogs. Edward Remler Hoogs, Toronto.

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13272. Fall and Winter Price List No. 32. The S. Carsley Co., English Edition. The S. Carsley Co., Montreal.

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13276. Life's Uncertainty. Sermon by Rev. Frank De Witt Talmage. William Bailly, Toronto.

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13280. Plan of the City of Ottawa. Ontario. Newton J. Ker, Ottawa.

13281. Temporal Power: A Study in Supremacy. By Marie Corelli. Book. William Briggs, Toronto.

13282. Ontario Phonic Primer. Part I. The Canada Publishing Company, Toronto.

13283. The Territories Law Reports. Volume I. Edited by N. D. Beck, J.V. 1885-1893. The Law Society of the Northwest Territories, Regina, N.W.T.

13284. The Territories Law Reports. Volume IV. Edited by N. D. Beck, K.C. 1898-1901. The Law Society of the Northwest Territories, Regina, N.W.T.

13285. Agriculture. By Charles C. James, M.A. Revised and enlarged for use in the Schools of Manitoba and the Northwest Territories. By A. McIntyre. George N. Morang & Co., Toronto.

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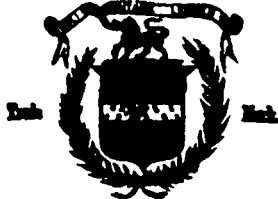
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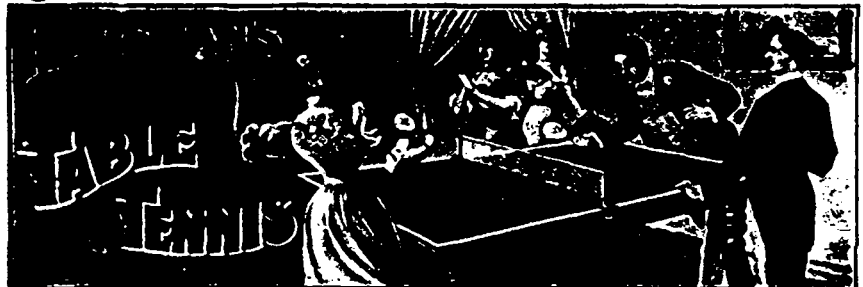
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NOTES OF THE MUSIC TRADE.

THERE is considerable activity among the music-publishers and supply-houses, consequent upon the opening up of the Fall season. Popular songs, coon and rag-time pieces, although in demand perennially, are giving place somewhat to music of a better class, suitable for concert and drawing-room. Some remarkably beautiful songs have lately been issued, and are now in good demand.

The Anglo-Canadian Music Publishers Association report "Florodora" music (the Canadian copyright of which they hold), to be still selling freely. Among the vocal numbers published separately are "The Shade of the Palm," "Tact," "The Queen of the Philippine Islands" and "Tell me Pretty Maiden." The instrumental publications are march, lancers, waltz and selection. They have sent us a number of new publications, a list of which is appended. Those marked with an asterisk are their own publications:

"La Toronto"\*—Three-step, by E. W. Miller. A sprightly accompaniment to a dance that will likely gain considerably in popularity during the coming season.

"The Royal Edward March"\*—Two-step, by V. Ghionna. The name of the composer has long been associated with good dance music. The well-emphasized rhythm of this piece is its strong point.

"Avourneen"—Waltz, by Edward St. Quentin. This English composer has written a waltz around Wilton King's song, "Avourneen." It is an easy piece, introducing several of the best known Irish melodies.

"Empire March,"\* by E. Bogge. A bright inspiring quickstep. Would make excellent dance music.

"Old Comedy"\*—Gavotte, by E. Boggetti. This is a pretty thing, regarded by some critics as "one of the best gavottes ever written." It makes a bright little solo for piano.

"Music Made Easy"—Is the title of a new piano tutor arranged and composed by Lascelles Graham. One cannot imagine anything more simple, clear and concise than this little method of piano-playing. The rudiments of music are set before the beginner in such a plain, elementary way, and the exercises are graded so carefully, that there seem to be absolutely no difficulties. The whole method is contained in some 24pp. It is published with both foreign and English fingering.

"How to Accompany"—Accompaniment as a highly artistic achievement will become more and more appreciated as it is better understood, and students of the art of accompanying will be greatly helped by this splendid treatise by Annie Glen. It contains 173pp. of hints and suggestions, teeming with illustrations taken from the world's best songs, operas and oratorios. As far as

we know, this is the only work on accompaniment that has yet been published. It is interesting to note in passing that in private life the author is Mrs. Broder, now a resident Canadian. She enjoyed the distinction of being present at the Coronation ceremony as musical correspondent and critic.

"Night Fairies"—Song, by Chas Willeby. This is an exquisite lullaby, rich in color and effect. The lines (by R. H. Elkin) are fanciful and pretty. Published in two keys for contralto and mezzo soprano.

"The Blacksmith"—Song, by David Dick Slater. One of the best selling baritone songs of to-day. There isn't a difficult passage in it, and the voice part is well sustained by a harmonious accompaniment. Published in three keys for baritone and bass.

"My Bonny Barque"—Song, by Godfrey Marks. A rollicking piece of the "Yo' Heave ho!" style. Both song and accompaniment are easy. It is one of the best of its class for some time.

"The Anthem Celestial"\*—Song (with violin obligato), by Joseph H. Adams. This is a very effective number, presenting few difficulties. The maestoso passage, "Glory

to God in the Highest," which is several times repeated, is very fine. Three keys (B to D), B flat and C.

"O Song Divine"—By Gordon Temple. A beautiful semi-sacred song, with melody that is particularly pleasing. The refrain passage, perhaps, contains the chief effect. It is a song for all voices. Published in five keys, C (B flat to C), D, E Flat, F and G.

"Sunbeams"—Song, by Laudon Ronald, a very dainty fantasy. The music is pretty and the words quaint and whimsical. In two keys, for contralto and mezzo-sop.

"King of The Mist"—Song, by W. H. Jude. A stirring descriptive song for baritone or bass, demanding careful study on the part of any vocalist who would do it justice. Two keys, C (G to D) and D.

"The Promise of the King"—Sacred song, by Oscar Verne. Is being sung in England by many of the foremost vocalists. The song is in three "scenes"—Jerusalem, Calvary and Paradise. The effects are all skilfully worked up, and the finale is most impressive. A song to be recommended. Three keys, F (C to D) G and B flat.

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- NELL GWYN VALSE ..... BRIGATA BUCALONSI

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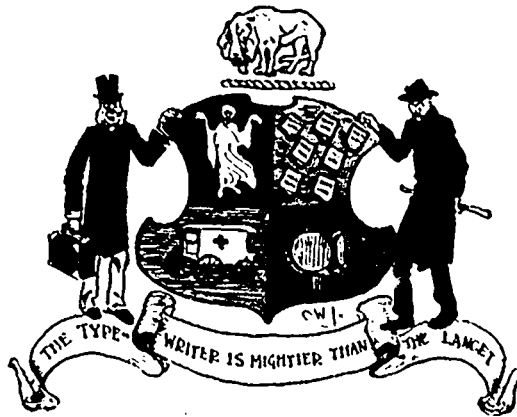
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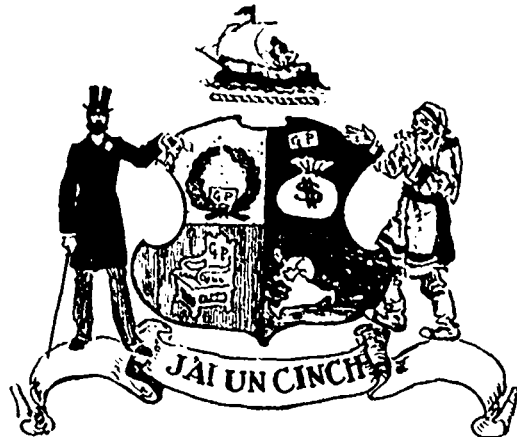
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## CRESTS FOR TWO NEW LITERARY KNIGHTS.

Prepared by the heraldic artist of *The Moon*, Toronto.

Doyle, Sir A. Conan.

Arms: Quarterly, 1st, Sable, the Ghost of Edgar Allan Poe, regardant, Argent; 4th, Sable, a Red Lamp; 2nd, Boer War Pamphlets, broadcast, Argent; 3rd, Azure, An Ambulance Wagon, Argent  
 Supporters: Dexter, a Doctor; Sinister, a Sleuth.  
 Crest: A Baskerville Hound.  
 Motto: "The Typewriter is Mightier than the Lancet."



Parker, Sir Gilbert.

Arms: Quarterly, 1st, Or, a Laurel Wreath, vert; 4th, Azure, a Prophet without honor, Argent; 2nd, Sable, a Dollar Bag, Argent; 3rd, Gules, a Parliamentary Seat, Argent.  
 Supporters: Dexter, a Member of the Imperial Parliament; Sinister, a Quebec Habitant.  
 Crest: A Ship of State Steered by an Author.  
 Motto: "J'ai un Cinch."

from the works of Tschaukowsky, Thome, Moszkowski, Godard, Massenet, Chopin and others. There are in all 27 numbers, and such an interesting folio has not previously appeared in Canada. The price is \$1. The following songs are also being handled by this well-known house:

"The Land of Little Children"—By Theo. Bonheur. This is a pretty and tuneful song in three stanzas. The addition of the violin obligato adds greatly to its effect and success. Published in three keys, E flat (B flat to C), F and A flat.

"Forget"—Song, by Florence Power. There is something very fascinating in this composition. The voice part combines with a charming accompaniment to make an unusually pretty effect. Three keys, A flat (C to E flat), B flat and C.

"Remembrance"—Song, by Maurice Telma. Deserves attention of vocalists, and seems to be receiving it. There is a violin obligato with this song, and the ensemble of voice, violin and piano is very artistic. Four keys, A flat (C flat to C), B flat, C and D.

"Neath the Rolling Tide"—Song, by W. H. Jude. This is a heavy song for bass or baritone. Not "descriptive," but with plenty of color and effect. Two keys, E flat and F.

"The Sound of the Drum"—Song, by W. H. Jude. A capital soldier song in G-8 time. Bold melody and fine accompaniment. Essentially a song for baritone or bass. In three keys, E flat (A flat to D), F and A flat.

"Mid the Hush of the Corn"—Song, by Gordon Temple. A pretty little ballad, with violin obligato. It is somewhat conventional, but nevertheless very pleasing, simple and effective. In four keys, C (C to C), E flat, F and G.

The Canadian-American Music Co. are handling several of the "enormous successes" that are well established in the United States, but still new here. We note a few:

"Nancy Brown"—Is one of the hits in "The Wild Rose," a musical piece at the Knickerbocker Theatre, New York. The

composer calls it a "a bucolic wail," but Clifton Crawford should never be taken seriously. "Nancy Brown" will sell well to those who want to keep down-to-date in popular songs.

"Billy Bailey, Want You Please Come Home?"—By Hughie Cannon, co-author and composer of "Goo-Goo Eyes." A genuine ragtime comic that is sure to make a place for itself.

"Blooming Lize"—Song, by Ben Jerome. is one of the numbers omitted from "The Chaperons," which omission was the cause of a legal action. It was first introduced as a sextette, but it is entirely complete in solo form, and is as bright and catchy as anyone could wish. The omission from "The Chaperons" was not because it lacked merit, as was overwhelmingly proved while it ran. It was encored six or eight times at each performance.

"Ramona Waltzes"—By Bert. Anthony. are very graceful and pretty. The several parts are varied sufficiently to suit all tastes.

"Face to Face"—Song, by Herbert Johnson. This is a sacred piece that will appeal to all who like a simple, melodious song with fervid religious sentiment. Published in two keys, for soprano or tenor, contralto or bass.

## SOME MUSIC FROM LONDON.

Sheet music produced by the English house of W. Morley & Co., 6 Great Portland street, London, has always had the reputation for excellence, both in the beauty of its composition and the daintiness of its get-up. No exception to this rule is to be found in some of the latest musical gems that have come across the Atlantic from this firm. The pianoforte music is decidedly pretty in its general appearance, and conforms in outline to the subject treated of. Indeed, the outside covers are works of art in their own way.

Of the pianoforte music, two little gems by Felix Burns are well worthy of attention. While simple in their composition, there is such a sweetness worked into the airs that even for the most advanced musician there

is a charm in running over them. The same may be said of the waltz, "The Robin's Lullaby," by C. W. Krogmann, and the polka, "Dance of the Dewdrops," by Paul Ducele. Lovers of the dreamy waltz are sure to find their desires gratified in the "Nell Gwynn" waltz, by Brigata Bucalossi, which has been dedicated to Miss Julia Neilson. It has length and variety and an excellent conformity to the requisites of a perfect waltz. Another of Felix Burns' productions is designated a barn dance, and is entitled the "Sunny South." It is the nearest approach to ragtime of any of these selections, but it is good ragtime and will make an excellent two-step.

Turning to the recent vocal music sent out by W. Morley & Co., some very valuable songs are found. In especial "The World's Awakening" is deserving of the utmost praise. It is the joint work of Edward Teschemacher, who wrote the words, and Noel Johnson, who composed the music. It has been adjusted for three different voices, covering a range from C to F. The melody and pathos of the air will be best suggested by a quotation from the words, with which the music is in perfect accord:

Murmur, O winds of the sea,  
 Murmur and softly meet;  
 Whisper, O waves, on the shore,  
 Whisper, and, dreaming, beat;  
 Murmur and whisper a lullaby  
 Unto my dear, my sweet.

A very powerful song, written in the compass D to G, is "The Great White Throne," for which music has been composed by Herbert Ellis. It is of the same character as "The Holy City," and should prove as great a favorite, for it has the same power and grandeur as well of music as of words which characterize that famous song.

"Wait for Me" is a song having C. Francis Lloyd as its composer. It is a sweet little ditty, with a little more animation and flow than "The World's Awakening," and with quite a charming air. The music for it has been prepared in two keys, compass C to E and compass D to F sharp.

## BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

### BELLVILLE.

- 1 "The Mississippi Bubble," by F. Hough. McLeod & Allen.
- 2 "Audrey," by M. Johnston. Morang.
- 3 "The Way of Escape," by Graham Travers.
- 4 "Castle Cranecrow," by G. B. McCutcheon. McLeod & Allen.
- 5 "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan. Briggs.
- 6 "Sarta the Carlist," by A. W. Marchmont. McLeod & Allen.

### BRANFORD.

- 1 "When Knighthood was in Flower," by Charles Major. McLeod & Allen.
- 2 "The Thrall of Lief the Lucky," by O. A. Lalancrantz. McLeod & Allen.
- 3 "The Strollers," by F. S. Isham. McLeod & Allen.
- 4 "The Mississippi Bubble," by E. Hough. McLeod & Allen.
- 5 "Redemption of David Corson," by C. F. Goss. Briggs.
- 6 "The Man from Glengarry," by R. Connor. Briggs.

### CHARLOTTETOWN, P. E. I.

- 1 "Dorothy Vernon," by C. Major. Morang.
- 2 "Audrey," by M. Johnston. Morang.
- 3 "Let Not Man Put Asunder," by Basil King. Harper Bros.
- 4 "When Knighthood was in Flower," by C. Major. McLeod & Allen.
- 5 "Kate Bannet," by F. R. Stockton. Copp.
- 6 "Velvet Glove," by S. Merriman. Copp.

### COLLINGWOOD.

- 1 "The Mississippi Bubble," by E. Hough. McLeod & Allen.
- 2 "The Strollers," by F. S. Isham. McLeod & Allen.
- 3 "The Man from Glengarry," by R. Connor. Briggs.
- 4 "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan. Briggs.
- 5 "Hound of the Baskervilles," by C. Doyle. Morang.
- 6 "The Thrall of Lief the Lucky," by O. A. Lalancrantz. McLeod & Allen.

### GODFRIB.

- 1 "The Mississippi Bubble," by E. Hough. McLeod & Allen.
- 2 "Dorothy Vernon," by C. Major. Morang.
- 3 "Castle Cranecrow," by G. B. McCutcheon. McLeod & Allen.
- 4 "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan. Briggs.
- 5 "The Man from Glengarry," by R. Connor. Briggs.
- 6 "The Virginian," by O. Wister. Morang.

### GRIFFIN.

- 1 "Sir Richard Calmady," by L. Malet. Copp.
- 2 "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan. Briggs.
- 3 "The Mississippi Bubble," by E. Hough. McLeod & Allen.
- 4 "Sarta the Carlist," by A. W. Marchmont. McLeod & Allen.
- 5 "Herb of Grace."
- 6 "Castle Cranecrow," by G. B. McCutcheon. McLeod & Allen.

### HAMILTON.

- 1 "When Knighthood was in Flower," by Charles Major. McLeod & Allen.
- 2 "The Mississippi Bubble," by E. Hough. McLeod & Allen.
- 3 "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan. Briggs.
- 4 "The Virginian," by O. Wister. Morang.

### KINGSTON.

- 1 "Dorothy Vernon," by C. Major. Morang.
- 2 "Sir Richard Calmady," by L. Malet. Copp.
- 3 "The Leopard's Spots," by J. Dixon, jr. Briggs.
- 4 "Kindred of the Wild," by C. G. D. Roberts. Copp.
- 5 "The Mississippi Bubble," by E. Hough. McLeod & Allen.
- 6 "The Virginian," by O. Wister. Morang.

### MONCTON.

- 1 "The Virginian," by O. Wister. Morang.
- 2 "Sarta the Carlist," by A. W. Marchmont. McLeod & Allen.
- 3 "The Mississippi Bubble," by E. Hough. McLeod & Allen.
- 4 "Dorothy Vernon," by C. Major. Morang.
- 5 "Truth Dexter," by S. McColl. McLeod & Allen.
- 6 "Sir Richard Calmady," by L. Malet. Copp.

### MONTREAL.

- 1 "Sir Richard Calmady," by L. Malet. Copp.
- 2 "Tommy Cornstalk," by J. H. M. Abbott. Longman's Colonial Library.
- 3 "Audrey," by M. Johnston. Morang.
- 4 "Dorothy Vernon," by C. Major. Morang.
- 5 "The Mississippi Bubble," by E. Hough. McLeod & Allen.
- 6 "Hound of the Baskervilles," by C. Doyle. Morang.

### OTTAWA.

- 1 "Castle Cranecrow," by G. B. McCutcheon. McLeod & Allen.
- 2 "Sir Richard Calmady," by L. Malet. Copp.
- 3 "Kindred of the Wild," by C. G. D. Roberts. Copp.
- 4 "The Cloistering of Ursula," by Clinton Scollard. Copp.
- 5 "The Lady Paramount," by H. Harland. Briggs.
- 6 "Tommy Cornstalk," by J. H. M. Abbott. Longman's Colonial Library.

### PETERBOROUGH.

- 1 "Audrey," by M. Johnston. Morang.
- 2 "When Knighthood was in Flower," by C. Major. McLeod & Allen.
- 3 "The Colonials," by Allen French. Briggs.
- 4 "The Making of a Marchioness," by F. H. Burnett. Briggs.
- 5 "The Mississippi Bubble," by E. Hough. McLeod & Allen.
- 6 "Eben Holden," by I. Bachelier. Poole.

### SARNIA.

- 1 "The Virginian," by O. Wister. Morang.
- 2 "The Mississippi Bubble," by E. Hough. McLeod & Allen.
- 3 "Sarta the Carlist," by A. W. Marchmont. McLeod & Allen.
- 4 "Dorothy Vernon," by C. Major. Morang.
- 5 "Right of Way," by G. Parker. Copp.
- 6 "Audrey," by M. Johnston. Morang.

### ST. CATHARINES.

- 1 "The Mississippi Bubble," by C. Hough. McLeod & Allen.
- 2 "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan. Briggs.
- 3 "Audrey," by M. Johnston. Morang.
- 4 "The Leopard's Spots," by J. Dixon, jr. Briggs.
- 5 "Dorothy Vernon," by C. Major. Morang.
- 6 "When Knighthood was in Flower," by C. Major. McLeod & Allen.

### STRATFORD.

- 1 "The Leopard's Spots," by J. Dixon, jr. Briggs.
- 2 "The Lady Paramount," by H. Harland. Briggs.
- 3 "The Mississippi Bubble," by E. Hough. McLeod & Allen.
- 4 "Audrey," by M. Johnston. Morang.
- 5 "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan. Briggs.
- 6 "The Gospel of Judas Iscariot."

### TORONTO.

- 1 "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan. Briggs.
- 2 "Castle Cranecrow," by G. B. McCutcheon. McLeod & Allen.
- 3 "The Mississippi Bubble," by E. Hough. McLeod & Allen.
- 4 "The Strollers," by F. S. Isham. McLeod & Allen.
- 5 "Leopard's Spots," by J. Dixon, jr. Briggs.
- 6 "The Minority," by F. T. Hill. Copp.

### WINNIPEG.

- 1 "Right of Way," by G. Parker. Copp.
- 2 "The Mississippi Bubble," by E. Hough. McLeod & Allen.
- 3 "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan. Briggs.
- 4 "Dorothy Vernon," by C. Major. Morang.
- 5 "Hound of the Baskervilles," by Conan Doyle. Morang.
- 6 "Sir Richard Calmady," by L. Malet. Copp.

### CANADIAN SUMMARY.

	Points.
1. "The Mississippi Bubble," by E. Hough.	113
2. "Mrs. Wiggs of the Cabbage Patch," by A. C. Hegan.	62
3. "Dorothy Vernon," by C. Major.	57
4. "Sir Richard Calmady," by L. Malet.	44
5. "Audrey," by M. Johnston.	43
6. "When Knighthood was in Flower," by C. Major.	38

### UNITED STATES SUMMARY.

1. "The Virginian," by Wister.	209
2. "Mrs. Wiggs of the Cabbage Patch," by Hegan.	191
3. "The Mississippi Bubble," by Hough.	178
4. "Dorothy Vernon," by Major.	149
5. "Ranson's Folly," by Davis.	106
6. "Hound of the Baskervilles," by Doyle.	80

### ENGLAND.

1. "The Lady Paramount," by Henry Harland. Lane.
2. "The New Christians," by Percy White. Hutchinson.
3. "The Mill of Silence," by Bernard Capes. John Long.
4. "Love with Honor," by Charles Marriott. Lane.
5. "David Harum," by E. W. Westcott. Pearson.
6. "The Kentons," by W. D. Howells. Harper.

### SCOTLAND.

1. "The Unspeakable Scot," by T. W. H. Crossland. Richards.
2. "Holy Matrimony," by D. Gerard. Methuen.
3. "Shears of Fate," by H. Tremayne. Treherne.
4. "A Double-Barrelled Detective Story," by Mark Twain. Chatto.
5. "Jim Twelves," by W. F. Shannon. Methuen.
6. "Audrey," by M. Johnston. Constable.

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### BEST SELLING MUSIC.

The Canadian American Music Co. find the best selling music of the month to be as follows:

- 1 "Bill Bailey, Won't You Please Come Home" by Cannon
- 2 "Baby Mine," by Friedman.
- 3 "Tale of a Sea Shell," by Luders
- 4 "Ping-Pong March," by Grady
- 5 "Ha-le-Ha-lo," by Rosey
- 6 "Sammy Simpkins' two-step," by Billings

Whaley, Royce & Co. find the best selling music of the month to be as follows:

- 1 "Hot Scotch," by Gardener
- 2 "Dance of the Nymphs," by Mullen.
- 3 "New Year's Dream," by Mullen
- 4 "I've Got My Eye on You," by Morse.
- 5 "While the Rain is Falling," by Bowman
- 6 "Please Go Way and Let Me Sleep," by Brown

The music that sold best during the month for the Anglo-Canadian Music Publishers Association, Limited, was as follows:

- 1 "Canzonetta," by Fritz Kitchner.
- 2 "Minuet in G Major," by Arthur Somerwell.
- 3 "Serenade Espagnole," by Emile Clarke.
- 4 "A May-tide Lullaby," by Alice Horton
- 5 "Questions?" by Ernest Neaton
- 6 "The Old World and the New," by Gerald Lane

### VISIT FROM A SYDNEY STATIONER.

Mr. Walter G. Stanfield, Sydney, N.S., vice president of the stationery firm of Stanfield, Smith Co., Limited, Truro, N.S., and McLeod & Stanfield, Sydney and Glace Bay, spent a day or two in Toronto last week. He was on his way to New York and Philadelphia. He reported business good and trade conditions in Sydney more satisfactory than ever.

### A NEAT AND HANDY ORDER BOOK.

Those who study the convenience of their customers are the business men who are the most successful, be they manufacturers, wholesalers or retailers. The order book is one of the methods which some firms employ, with a view to the convenience of their customers. But one of the best we have seen is the stationery order book

which Warwick Bros & Rutter are sending out to their customers. It is 10x8 in. in size, and contains 50 order sheets, with a like number of sheets on which, by the aid of carbon paper, a duplicate of each order is taken, and when these are used up they can be replaced. The cover is attractive, being made in imitation red morocco, while the printing throughout is neat and pretty. A pocket on the inside of the cover carries envelopes for the use of the customer when sending his orders to the firm. Several hundred have already been sent out to the trade, and those who have not yet received one should do so. That the order book is appreciated is evident from the number of letters which Warwick Bros. & Rutter have received from their customers.

### TRADE NOTES.

R. A. Berry, of Ottawa, has commenced business in music, etc.

The Bazar General, fancy goods, etc., of Montreal, has been registered.

Nicola Bros., dealers in fancy goods, etc., Montreal, have been registered.

T. J. McNeil, of Wetaskiwin, N.W.T., has sold his stationery business to J. R. Willows.

La Compagnie Cadieux & Derome, books and stationery, Montreal, have obtained a charter.

Salim Shamy, importer fancy goods, of Montreal, has sold his stock at 61c. on the dollar.

Merriam & Co., manufacturers of novelties, at Harriston, were burned out recently. Partially insured.

The Statutes of Canada for 1902 are being issued from the Government stationery office at Ottawa.

T. J. Day, of Guelph, is advertising his book and stationery business for sale. The business is an exceedingly good one.

William Weir, former president of the defunct Banque Ville Marie, is about to publish a book entitled "Sixty Years in Canada." It will be historical, referring to the principal events in the financial world, notably during the war of secession

### INDEX TO ADVERTISEMENTS.

	Page.
Anglo Canadian Music Pub. Assn.....	50
Art Metropole.....	24, 25
Auer Light Co.....	37, 59
Barber & Bros., Wm.....	53
Bell Telephone Co.....	55
Berliner, E.....	19
Blackie & Sons.....	2
Bond's Marking Ink Co., John.....	53
Briggs, William.....	48
Brown Bros., Limited.....	39
Buntin, Gillies & Co.....	Outside back cover
Canadian-American Music Co.....	56
Canada Paper Co.....	59
Collins Ink Eradicator Co.....	59
Confederation Life Association.....	37
Consolidated Safety Pen Co.....	53
Cooper, Dennison & Walkden.....	Inside back cover
Copp, Clark Co., Limited, The.....	4, 45
David, Co., Thaddeus.....	15
Emerson Press.....	49
Fancy Goods Co of Canada.....	23
Frowde, Henry.....	49
Gage & Co., Limited, W. J.....	11, 31, 59
Gowans, Kent & Co.....	19
Higgins & Co., Chas. M.....	41
Horsman, E. I.....	55
Hurst & Co.....	47
International Mail Order Co.....	1
Kelk, F & E. W.....	27
Konsmiere, Fred.....	56
Laird & Lee.....	43
McArthur & Co., Colin.....	33
McFarlane, Son & Hodgson.....	60
Mason & Bro., J. Judd.....	55
Mittag & Volger.....	37
Morang & Co., George N.....	45
Morley & Co.....	59
Morton, Phillips & Co.....	39
Moyer, E. W.....	55
Nerlich & Co.....	21
Oliphant, Anderson & Ferner.....	3
Partridge & Co., S. W.....	27
Payson's Indelible Ink.....	53
Pen-Carbon Mfg. Co.....	27, 53
Pirie & Sons, Limited, Alex.....	53
Reach, E.....	55
Revell, Fleming H.....	47
Rising Paper Co., The D. B.....	53
Roberts' Advertising Agency.....	53
Standard Crayon Co.....	29
Stantons Limited.....	33
Toronto Silver Plate Co.....	51
Tuck, Sons Co., Raphael.....	13
Turkish Steel Pen Co.....	53
U. S. Playing Card Co.....	29
Underwood, John.....	55
Warwick Bros & Rutter.....	Inside front cover, 17, 35
Waterman & Son, Geo.....	Outside back cover.
Wese & Co.....	53
Wells, E. H.....	19
Western Assurance Co.....	55
Whitfield Carbon Paper Co.....	55
Whyte & Sons, Andrew.....	43
Young Co., The C. G.....	53

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