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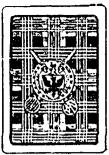
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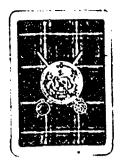
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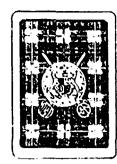
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# Bookseller and Stationer

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Single Copies, Ten Cents.

Vol. XX.

MONTREAL AND TORONTO, CANADA, DECEMBER, 1904.

No. 12.

## CURRENT TOPICS.

N presenting to the trade this, the last issue for nineteen hundred and four of The Bookseller and Stationer, we cannot do less than extend to out readers the warmest greetings of the season. The year just closing has been a most satisfactory one. Though the wholesale stationery trade received a A Glance severe set back by the fire which destroyed so many of the big warehouses at the Past. in Toronto, the disaster was not without its respite. The Fall has seen a wonderful quickening of trade, and the new year will witness the beginning of a new era in the wholesale stationery trade, when the burned out firms will have returned to their own again. The Bookseller and Stationer has been growing in 1901 in many directions. We have turned out month by month trade papers which, typographically, editorially and artistically, compare most favorably with any other organs of the book and stationery trade. Our paper has been recognized by advertisers in Canada, the United States and England, as it never was before, and for the suffrages of our advertisers we return heartiest thanks.

BUT to be of real service to the Canadian trade our growth must be continued and, in close touch with the progress of our clientele, we must go on developing ourselves. During the coming year we are anxious to introduce the personal element more largely into our paper. To this end we intend to A Look Into publish an illustrated series of "Leading Canadian Stores," describing the the Future. most progressive firms and how they are making a success in the business world. We intend to continue regularly our departments devoted to good advertising and the art of display, making them of close personal interest to one and all of our readers. Fuller and more detailed reports of the state of business all over Canada will be supplied month by month. There will be several special articles on subjects of vital interest to the trade. In the realm of books we shall endeavor to make our book lists and our general information indispensable to the progressive retailer. In our other departments we shall strive to give complete, and full descriptions of everything new at the earliest possible moment.

N a few more days the Fall publishing season will be practically over and, until Spring books are on the way, publishers will build all their hopes on repeats. November saw the opening up of the holiday trade, and the opening was certainly most reassuring. If December witnesses a corresponding increase in sales retailers should have little to The Book complain of. Business is naturally Trade. turning away from current fiction to the more purely holiday channels of trade, and gift books and standards are increasing their sales materially. However, the Fall books are being rapidly cleared out and publishers are experiencing no little difficulty in getting out supplies. The best sales of the month have been pretty well divided between "Beverly of Graustark," by G. B. McCutcheon, and "God's Good Man," by Marie Corelli. "The Masquerader," by Katherine Cecil Thurston, is a new favorite of the month and has sold well. Another newcomer is "Jess & Co.," by J. J. Bell, while "The Prodigal Son," by Hall Caine, is launching out on a prosperous sale. The older favorites, "Whosoever Shall Offend," by F. M. Crawford, "A Ladder of Swords," by Gilbert Parker, and "The Princess Passes," by C. N. and A. M. Williamson, maintain steady sales.

A MONTREAL bookseller in conversation with a representative of Bookseller and Stationer, took strong objection to the questionable methods of departmental stores to eatch not only city trade but the country store's trade as well. "The practice of selling popular books lower than publisher's price," be continued, "is certainly detrimental Selling to the best interests of trade, and is Under Cost. pernicious in so far as being used as a bart to catch, the unwary. This selling under cost to attract trade is doing much to kill off the small profits in the business." We all know the existence of such conditions, and no matter how much we may wish to alter them, they will remain the same. The question has been in one way or another frequently propounded and often answered with little satisfaction to anyone, so we feel competent to throw ever so few rays of intelligence upon it. No one is in business for their health, and least of all the department store, and don't fail to let your customers know that fact.



## BOOK BREVITIES



A the October issue of Bookseller and Stationer the statement was made that the Macmillan Co, were the publishers of the Cambridge Modern History in both England and the United States. This is not correct. C. J. Clay & Sons are the publishers in England and the Macmillan Co, are their agents in the United States.

The Rev. Geo. B. McLeod, of Truro, a prominent minister of the Preshyterian Church in Nova Scotia, has written a thoughtful work entitled. "Great Facts for



ELIA WHEFIER WILLON

Author of A Weman of the World "one of the leading Fall publications of L. C. Page & Co., Boston

Christian Living "The look is now in course of issue by William Briggs, and will be placed on the market early in January.

The demand for the much prized birnt leather bindings of popular books promises to be as lively this season as it was the last. William Briggs has issued in this style, "God's Good Main," "Old Gorgon Graham," "The Prospector," and "Rebecca of Sunnybrook Farm."

A new Canadian edition of J. A. Stenart's "Minister of State" has just appeared with the imprint of William Briggs, in cloth and paper editions at \$1.25 and 75c respectively. This story first appeared some years ago, and was allowed to go out of print, but the continued demand for it has led to the issue of another edition, a tare occurrence with a modern day story.

The Westminster Co. are working day and night getting out the first edition of "The Prospector," by Ralph Connor. The demand has been unprecedented.

Langton & Hall announce the publication of "Baccarat," by Frank Danby, and "A Japanese Romance," by Clive Holland, both highly exciting novels. (\$1.50).

Morang & Co, Limited, announce the publication in book form of the addresses delivered in America by the Archhishop of Canterbury, under the title of "Christian Opportunity."

A volume of verse by Mrs. R. C. Guerin, of Montreal, entitled "Woven Thoughts," is being published for the author by William Briggs. It will be issued about the middle of December.

The fame of Randall Parrish, author of "When Wilderness was king," and "My Lady of the North," is rapidly spreading to other countries. A. C. McClurg & Co., Chicago, announce that they have just completed arrangements for the publication of "My Lady of the North" in Canada, England, and the Continent, and that orders for the book have been received from as far away as Honolulu

#### ENGLISH-CANADIAN ENTERPRISE.

PHE growing demand throughout the Dominion for English magazines has resulted in some interesting developments with regard to the supply of this class of literature. The foronto News Co. and the Montreal News Co. have made arrangements with Ward, Lock & Co., of London, Eng., to issue a special Canadian edition of the Christmas number of the Windsor Magazine, at the price of 15c. The edition is exactly the same as the English edition, which is sold at a shilling (24e). The Christmas "Windsor" will be supplied to the trade on sale or return at a price that will afford the book and news dealer a fair profit. The contents of the Windsor are, and always have been, of very high quality, and doubtless the opportunity of securing a copy of the Christmas issue at such a low price will result in many people becoming better acquainted with the magazine and regularly buying it.

Another English magazine of which the above mentioned firms are publishing a special Canadian Christmas number is Weldon's Ladies' Journal. This publication has by far the largest circulation of any journal of its class in Great E itain. A popular feature of Weldon's journal is its cut paper patterns for garment and costume making. The patterns, together with the whole of the letterpress of the English edition, are given in the Canadian edition, the price of which is 10c. It is supplied to the trade on sale or jeturn. The English edition is sold at 6d.

The Montreal and Toronto News Companies are also issuing next year, commencing in January, a Canadian edition of the Pall Mall Magazine, one of the oldest and best of the English monthlies. Until recently the Pall Mall sold in Great Britain at a shilling. The Canadian edition will be offered to the public at 15c, and the trade will be supplied on sale or return.

Pears Annual this year is being offered to the public of Canada at 25c. In previous years the price has been 50c. This change is due largely to the enterprise of the news companies.

The sale this season of the Christmas numbers of the English publications promises to be heavier than ever before, and dealers who are not stocked up should make application at once for further supplies.



# THE SEASON'S BOOKS



As a whole the Fall season of 1904 has witnessed the publication of quite a notable collection of books. These may be divided under the customary heads of historical romances, sociological novels, problem novels, imaginative stories, character stories, etc. No one of these particular divisions may be said to have had any special run. All have been more or less called for. If anything, the season is notable for the more artistic get-up of the

books, the greater number of high-class illustrations, the more elaborate cover designs and the originality of the make-up. Add to this the run there has been on the works of the illustrative artists and it is apparent that love for art among the people is widely on the increase.

# THE COPP, CLARK CO, LIMITED.

A distinctly strong series of novels has been brought out this Fall by the Copp, Clark Co., a series of which any publishing house might well be proud. A good deal of stress has been laid on the works of Canadians, and the best Canadian writers of fiction are represented on the list. Thus there is that delightful romance, the latest from the pen of Sir Gilbert Parker, "A Ladder of Swords;" there is a characteristic love story of Acadia, by Charles

G. D. Roberts, "The Prisoner of Mademoiselle," and there is also a powerful Northwest story, "The Hound from the North," by Ridgwell Cullum. All three rank high among current works of fiction. But most delightful of all the Copp. Clark books is that inimitable sketch of Scottish matrimonial life, "Jess & Co." by the author of "Wee Macgreegor." It is certainly one of the best books of the year and is entirely appropriate to the season.

Of the strong books of the year books on which authors have lavished particular care the Copp, Clark Co. have an important share. "Whosoever Shall Offend," by F. Marion Crawford, is one of that author's supremest efforts. "The Brethren," by Rider Haggard, a romance of the Crusades, is quite as unique a piece of fiction as the author

of "She" ever produced. "The Abbess of Vlaye," by Stanley J. Weyman, "Beatrice of Venice," by Max Pemberton, and "The Betraval," by E. Phillips Oppenheim, form a trio of novels, which are in the best vem of each of the three novelists. In this same division might be classed "Hearts in Exile," a Russian story, by John Oxenham.

In lighter and more frivolous vein are to be found such books as "The Loves of Miss Anne," in which S.R. Crockett narrates the adventures of a coquettish Scotch damsel; "Double Harness," in which Anthony Hope in his liveliest manner tells a brilliant story of married life in London, and "Dialstone Lane," W. W. Jacobs' new novel, replete with examples of that writer's inimitable humor.

The Copp, Clark Co. have also a goodly array of nature books, which always take well during the holiday season.

Poetry, by Eugene Field, Henry Van Dyke & Bliss Carman, in exquisite volumes must also be reckoned with.

The Christmas book par excellence, however. is "Love Finds the Way," by Paul Leicester Ford. On this gift book Harrison Fisher has lavished many beautiful drawings and the pages have been elaborately decorated by Margaret Armstrong. The binding, especially in the case of the best edition, is of the choicest - white cloth, with ribbon bearing the season's greetings, the whole tastily boxed. The story itself is quite a fascinating little romance.

This year the Copp, Clark Co. have issued Canadian editions of "Little Folks," "The Quiver," "Cassell's Magazine" and "The Canadian Children's Treasury," These are four attractive volumes, extremely reasonable in



"I suppose ye ca' this eftermine tea!"—PAGE 14
One of the characteristic illustrations from "Jess & Co." by J. J. Bell,
published by the Copp. Ctark Co., Limited.

price and admirably adapted for Christmas presents for both old and young. The publications are long-established English ones and they possess a name, secured by long years of excellence. These attractive Canadian editions should be welcomed at this season.

#### FLEMING H. REVELL CO.

As a head-liner this house brings to the attention of the Canadian trade. Doctor Luke of the Lahrador, his Norman Duncah, the first lengthy work of a young Canadian who has already achieved an international reputation through his stories of life on the coasts of Lahrador and Newfoundland. "Doctor Luke" is an intimate, tudy of the life of the rude fisherfolk of that bleak land, sympathetically treated and strongly convincing.

Another interesting book of this season's list, which should prove popular this Christmas, is "Denizens of the Deep," by F. T. Bullen. Mr. Bullen has done for the dwellers of the sea what others have done for the frequenters of the jungle and forest, a fascinating volume

DOCTOR LUKE
of THE LABRADOR



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which owes nothing of its success to its precursors. The value of the book lies in its truth, its charm and its lively sympathy with every living thing.

For the older people, two little books by S. D. Gorflow should come in appropriately. They are entitled "Quiet Talks on Power." and "Quiet Talks on Prayer," and have been enormously successful, reaching a sale of 50,000 copies in England. The Canadian edition is meeting with a hearty reception from the trade.

#### MORANG & CO., LIMITED.

Three of the most important works of fiction of the year bear the Morang imprint. They are Rudyard Kipling's "Traffics and Discoveries," Hall Caine's "The Prodical Son," and Jack London's "The Sea Woll." Of scarcely less interest are "The Mountains," by Stewart Edward White, "Monarch, the Big Bear," by Ernest Thompson Scion, "The Mastery," by Mark Lee Luther, "Blazed Trail Stories," by Stewart Edward White, "Sabina Warham," by Laurence Housman, "Falaise of the Blessed Voice," by William Stearns Davis, and "The Common Loi," by Robert Herrick. All these movels have been most carefully selected by the publishers and are assued in most attractive guise.

But Morang & Co., Limited, while well and favorably known for their excellent choice of current-fiction; are doing a great work for Canada in publishing works of history and biography peculiarly Canadian. The "Makers of Canada" series; on which Mr. Morang has lavished great personal care, are deserving of the best attention of every true Canadian. The series is yet but in its infancy, but judging from the character of the volumes already issued, it will eventually take its place as one of the most notable publishing ventures of the time. A word of praise must be bestowed on the printing and binding of the series, which reflect great credit on the Canadian printing industry. These lives of men like Joseph Howe, Egerion Ryerson, Sir John Beverley Robinson, and the late G. M. Grant, should prove to be splendid gift books for the holiday season. For children, Morang & Co., Limited, have made excellent provision with their "Red Cap Tales," by S. R. Crockeit; "The



"Bless me, Father, and bid them Strike:"
Illustration from "The Brethren," by H. Rider Haggard, published
by the Copp, Clark Co.

Phoenix and the Carpet," by E. Neshitt, "Is There a Santa Claus?" by Jacob A. Reis, and "Sportsman Joe," by Edwin Sandys.

#### McLEOD & ALLEN.

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is sued by this house are all characterized by an originality in thought and an excellence in execution. Such a charming tale as "Beverly of Graustark" in such an attractive guise is bound to take with the public, and "Beverly is but an example taken at random. Zelda Dameton by Mercdith Nicholson, "The Law of the Land his Emerson Hough, "The Man on the Box," by Harold MacGrath, Black Friday, by F. S. Isham, and The Magnetic North by Elizabeth Robins, are choice novels, fresh on the market and illustrated by such emin ent artists as Harrison Fisher, A. I. Keller and John C. Clay Then, too, there are many people who have not vet read the older favorites. Wings of the Morning" and the Pillar of Light by Louis Tracy, "The Lightning Conductor and "The Princess Passes," by the William sons. The Last Hope," by H. S. Merriman, and "The Little Snepherd of Kingdom Come," by John Fox, Jr., who would be sure to welcome these absorbing books Still others, who are known to be admirers of Robert Barr, will be interested in his last breezy tale, "A Chicago Princess," while the cult of A. W. Marchmont, will clamor for "The Queen's Advocate" "Brewster's Miltions in a new edition bearing the name of its recently acknowledged author G. B. McCutcheon, is another favorate sure to have a renewed sale

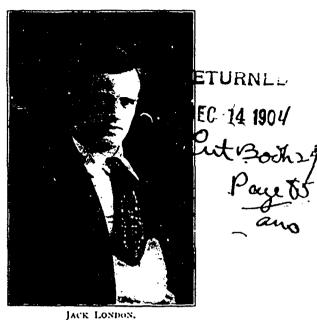


\* Alloy! Take Me ashore! A thousand dollars if you take ME

lifustration from The Sea Wolf, Its Tack London published by Morang & Co., Ltd.

#### LANGTON & HALL, LIMITED.

This publishing house have shown a marked development this year and their Fall and Christmas offerings are certainly worth the attention of the trade. One of



Mr. London's "Sea Wolf" has been one of the sensations of the season. Published by Morang & Co., Limited

their most charming gift books is "Kitty of the Roses," by Ralph Henry Barbout, a charming little love story. Other books suitable for gift purposes are "The Daughter of a Magnate," by Frank H. Spearman, "The Soldier of the Valley," by Nelson Lloyd, "The Undercurrent," by Robert Grant, "The Records," by C. T. Brady, "The Motor Pitate," by G. S. Paternoster, "The Second Mrs. Jim," by Stephen Conrad, "The Sellow Holly and "The Red Window," by Fergus Hume, "The Descent of Man," by Edith Wharton, "A Lost Eden," by M. E Braddon, "Tommy & Co.," by Jerome K. Jerome, "The Earthly Purgatory," by L. Dougall, and 'The Challenets," by E. F. Ben-These are practically all ready as Bookseller and Stationer goes to press.

An extensive range of art books and calendars is also included in Langton & Hall's list. They handle the Gibson Book for 1904, "Everyday People," the Christy calendar for 1905, the Harrison Fisher calendar, and many portfolios of pictures by Gibson, Christy, Fisher, Hutt, Gilbert, Frost and Remington.

#### WILLIAM BRIGGS.

William Briggs in his catalogues and advertisements this year is keeping the Canadian poets well to the front as Christmas gifts. Two fresh volumes especially invite attention, as both the authors are new to Canadian book shelves. Isabel Ecclestone MacKay's "Between the Lights" is a daintify bound (in red and gold and blue) collection of dainty lyrics that will make a very pretty and acceptable gift

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3. The Prisoner of Mademoiselle.

By Chas. G. D. Roberts. Cloth, Illustrated, \$1.50

4. The Loves of Miss Anne.

By S. R. CROCKETT. Cloth, \$1.50

5. Double Harness. By Anthony Hope. - - Cloth, \$1.50

6. A Ladder of Swords.

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Indians and Hunters spurring to the Fight.

Specimen illustration from Agnes C. Laut's "Pathfinders of the West," published by William Briggs.

December" (40c) printed in white ink on chocolate paper, and prettify bound, gives a number of poems which, as the Mail and Empire remarks, "all bear the hall-mark of simplicity and strength." Mrs. Jack, whose previous ventures have been in prose, now tempts the public with an elegant brochure entitled, "Rhyme Thoughts for a Canadian Year." (30c) giving a poem for each month of the year. William Briggs also advertises William Willed Campbell's new volume. "Beyond the Hills of Dream," in winch are included his time poems "The World Mother"

and "England," and also his earlier book, "The Dread Vayage." Miss Wetherald's new volume, too, "The Radiant Road," should find favor this season. Volumes not to be overlooked are Mair's "Tecumseh," McLachlan's Poems, and the books of Frederick George Scott, Roberts, Rand, Thomson, and others of our Canadian singers.

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One of the best books that could be given to a young man who takes some interest in public affairs is the Hon. James Young's "Public Men and Public Life in Canada, which treats most interestingly of the period between the year 1853 and the consummation of Confederation in 1867. Mr. Young was an observer of, and in later years a participant in, the movements and events he describes. His book gives an admirably condensed history of Confederation, and a great deal of interesting personal data about such men as Sir John A. Macdonald, George Brown, Cartier, Hincks, Dorion, Tache, Galt, Mackenzie, D'Arcy McGee, Howe, Tupper, Tilley, and others, whose names are writ large in the country's annals.

A choice Christmas booklet, unique in its way, is "Canadian Singers and Their Songs," which presents full-page portraits in halftone of some twenty of our leading poets, and facing each a poem reproduced in fac simile from the poet's own handwriting. It is enclosed in a

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#### THE NELSON LINE FOR CHRISTMAS.

ONE cannot help noticing a market improvement in the get-up and general appearance of Thomas Nelson & Sons' gift and toy books for the present season. The name of the publishers has always been a guarantee of excellence, but two special features distinguish their new series for 1904-05. In practically all their reward books, the ordinary half-tyne illustrations are superseded by exquisitely colored plates, and this is without a penny being added to the cost. The other feature is the reissue of many of the popular copyright stories in splendid new editions, and the marked increase in the attractiveness of the whole series must impress buyers most favorably. The catalogues themselves for this season are veritable picture books containing many illustrations, colored and otherwise, reproduced from the original plates. These catalogues stand out among the mass of

printed matter lately received, and they are certainly splendid specimens of the printer's art.

Looking through the principal publications for children one is instantly attracted by the high class illustrations, all of which are most handsomely reproduced in colors, and are copies of water and oil paintings by the best illustrators of the day. "The Twins" contains no less than 24 colored cartoons, measuring 61-2 by 81-2 inches, in John Hassall's inimitable style. It is essentially a picture book, although the clever verses of Edward Shirley are full of charm and humor.

Another beautiful volume for children is "La Fontaine's Fables," with handsome illustrations in the threecolor process. "Sea and Sand" is another exceedingly attractive book, and the illustrations by Rath Cobb are excellently done.

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the Crimean War. This series is bound in cloth boards, bevel, with handsome cover illustrations and gilt top. "The Children's Crusade" (3s 6d) is an absorbing story, based on something far more strange than fiction. "Highway Pirates," by Harold Avery, is a capital story for boys by one who has made his name chiefly on school stories. He has gone somewhat outside of the walls of the school and dormitory in the present instance, and fun and adventure are combined in this splendid book. Amongst the books for girls are several by well-known writers and some who are coming rapidly to the front. "The Girls of Cromer Hall" (2s) and "The Seymour Girls" (9d) are good examples of this class, and are exceedingly attractive, either from the trade or the reader's standpoint.

intercession, must ever remain a masterpiece of great spiritual qualities presented with an utter simplicity which only supreme art could command. It is impossible to dilate separately on the book's heauties, but reverent mention must be made of the little chapter called "The Women at the Gate." If any one having a mother either here or "at the gate" can read that chapter dry-eyed, then there is nothing in all the world of tender feeling could move him to teats. A word must be said, too, for

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charm, can afford to miss. It tells a simple but profoundly moving story which is exceedingly hard to lay down at any point between cover and cover. The characterizations are vivid, fine. Old Skipper Tommy Lovejoy is an "immortal" for the fiction hall of fame, if there ever was one. The comedy of his courtship is the most rollicking comedy one could well imagine, and the fervor of his spirituality challenges comparison. It was no light task Mr. Duncan set himself when he essayed to cell his story through little Davy Roth, but he carries the urder-



Illustration from "The Man On The Box," by Hatold MacGrath, published by McLeod & Allen.

the attractiveness of the book's make. More it is not possible to say here, save the general wish that the book might go into every Christian home in the land.

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## BOOKS OF THE MONTH



#### FICTION.

Hocking, Josoph. "The Coming of the King," Toronto: The Copp. Clark Co. Cloth. \$1.25. An absorbing romance of the days of Charles II. interwoven with plenty of mystery and intrigue. The black box in which the marriage contract of Charles and Lucy Walters was said to be concealed figures in the story prominently and it is about the possession of it that the interest centres.

Isham, Frederic. "Black Friday." Toronto: McLeod & Allen. Cloth, \$1.25. Here we have, under the guise of fletion, an account of the attempt made by Gould. Fisk and their ring in 1869 to corner gold and incidentally we are led through the various stages of an unique love story. Richard Strong, as good as his name, is the central character and he it is who breaks the ring and wins a woman's heart.

London, Jack. "The Sea Wolf." Toronto: Morang & Co., Limited. Cloth, \$1.50. One of the most notable works of fiction of the year, vivid in its portrayal of human life on a scaling schooner in the Pacific, unique in its conception of character, and remarkably convincing from start to finish. A story that impresses and haunts the mind.

Parrish, Randall. "My Lady of the North," Chicago: A. C. McChirg & Co. \$1,50. A story of action without a dull page. Among the many stories of the war between the North and South this one is above the ordinary. The description of the struggle in the Shenandoah Valley is so vivid that one leads with the din of battle in one's ears and the strain on one's nerves. There is no lack of startling situations and hair-breadth escapes while love plays no unimportant part in connection with the mystery which surrounds the Lady of the North.

#### JUVENILE.

Baum, L. Frank. "The Marvelous Land of Oz." Chicago: The Reilly & Britton Co. Cloth, \$1.25. A leader among the season's juveniles. It tells of the further adventures of the "Scarcerow" and the "Tin Woodman" and the other remarkable inhabitants of the land of Oz. of which the children first heard in the "Wizard of Oz." The book is admirably illustrated.

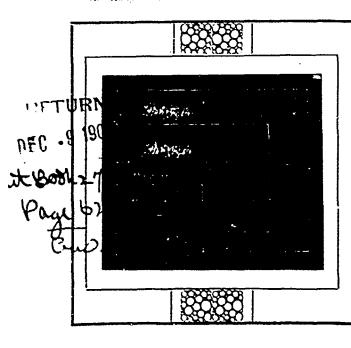
Bonte, Willard. "The Sandman Rhymes." New York:
M. Caldwell Co. The story of how Maysic fell asleep
ture book for children in which various familiar objects in every-day life are personified and made the
objects of much amusement. The illustrations in
colors, the designs and the rhymes are all capital.

Bragdon, Ollie Hurd.. "The Moon Party." Boston: H. M. Caldwell Co. The sory of how Maysie fell asleep and dreamed of a flight through the air to cloudland and of all her adventures in that strange country, delightfully told for the children. The book is bound in heavy ornamented cloth, quite unique in appearance.

Glanville, Ernest. "In Search of the Okapi." Chicago: A. C. McClurg & Co. Cloth, \$1.50. A capital boy's book, narrating the adventures of a hunter and two boys, who explore Central Africa. The tale is full of hair-breadth escapes and exciting situations and is withal so man's in tone that it can be heartily recommended. It is a large book, well bound and with gilt edges.

Raymond, Evelyn. "The Doings of Nancy." Boston: Dana Estes & Co. Cloth, illustrated, \$1. A captivating story for girls, with an irresistible little heroine. Nancy is brave, industrious, capable and a perfect fountain of good cheer and merriment. The book has been produced in the attractive form for which Dana Estes & Co. are famous.

Sandford, Mary Bouchier. "The Wandering Twins."
Chicago: A. C. McClurg & Co. Cloth, \$1.25. A
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- Lovett, Richard. "James Chalmers." Toronto: Fleming H. Revell Co. \$1.50. The life story of the hero of New Guinea, beside which ordinary romance is tame. His encounters with the savage people for whom he laid down his life are of thrilling interest. The tale is told with simple and convincing directness and includes incidentally much information regarding a people and region within our own empire but too little known.
- North, Brownlow. "The Prodigal Son." London: Chas. J. Thynne. Is 6d net. The old story with the doctrinal teachings which it includes is here interpreted and enforced with the pointed directness which characterizes both the preaching and the writings of the remarkable man who is the author of the book.
- Rainsford, Rev. Marcus. "The Lord's Prayer for Believers." London: Charles J. Thynne. In this book the author has given a wonderfully illuminating and exhaustive exposition of the believer's relation to Christ. The doctrinal teaching contained in our Lord's prayer is expanded and enforced by the corroborative testimony of all of the sacred writers. A perusal of this work cannot fail to be helpful to the carnest seeker after spiritual truth.

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- Bullon, Frank T. "Denizens of the Deep." Toronto: Fleming H. Revell Co. \$1.75. Fulness of information regarding a realm of nature but vaguely known gained by first-hand experience, joined to close observation, is unfolded in the pages of this fascinating book. The writer is scrupulously accurate as to his facts while giving play to his imagination in the manner of presenting them. The result is a valuable and interesting addition to that branch of natural history which treats of the fauna whose habitat is the great deep.
- Darrow, Charles S. "Farmington." Chicago: A. C. Me-Clurg & Co. Cloth, \$1.50. Mr. Darrow has given in his "Idyll" 'an introspective view of the impressions and formative influences that have served to identify the man he is to-day with the child he was some fifty years ago. With rare candor and simplicity there is allied the skill and subtlety of the mature and cultured mand reheved by many humorous touches.
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- McMahan, Anna Benneson. "Florence in the Poetry of the Brownings." Chicago: A. C. McClurg & Co. \$1.40 net. Special editions, \$3.75 net and \$5 net. A selection of those poems of the Brownings that have to do with Florence illustrated by over sixty pictures of the persons or places mentioned. Lovers of the Brownings will here find fresh enlightenment as to the sources of their poetic inspiration and at the same time a new guide to the old historic city on the Arno.
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- Poore, Henry R. "Pictorial Composition and the Critical Judgment of Pictures." New York: The Baker & Taylor Co. \$1.50 net; postage, 14 cents. This is the third edition of a successful technical book. In it the author develops the processes of pictorial construction, settlin forth the principles which underlie the work of the artist. From this as a basis, through the aid of many illustrations from well-known paintings, the argument is unfolded with a clearness which appeals as well to the layman as to the student of art.
- Potter, Mary Knight. "The Art of the Louvre." One volume, large 12-mo, decorative cover with 48 full page plates. Bosten: L. C. Page & Co. Cloth. \$2 net. A volume in the series of Art Galleries of Europe and quite as exquisite in get-up as any of its predecessors. The illustrations are sympathetically treated in brown tints. The letter-press is large and clear and the contents include a history of the Louvre with descriptions and criticisms of the paintings therein.
- Sargent, Dudley Allen. "Health. Strength and Power." New York: H. M. Caldwell Co. Illustrated. Cloth, \$1 75. A splendid manual of physical culture, written by the Director of Hemenway Gymnasium at Harvard University. The first part of the book is written to convince the reader of the need of physical culture; the second contains the details and directions for the development of the body by means of exercises, requiring no apparatus whatever. The book is addressed mainly to those leading a sedentary life.
- Wilcox, Ella Wheeler. "A Woman of the World." Boston: L. C. Page & Co. Cloth, \$1.50. A most helpful book, consisting of a series of letters on the important issues of life which confront every one sooner or later and they will do much to help the weak and direct the wayward and careless into the truer way of living.
- "Woman and the Wits." Epigrams on Woman, Love and Beauty. Collected and edited by G. F. Monkshood. New York: H. M. Caldwell Co. Price, 75c. A gaily bedecked volume, filled with a collection of bright and witty paragraphs about woman, culled from the writers of ancient and modern times. A suitable book for gift purposes.



#### THE NEW ST. JOHN LIBRARY.

N Wednesday, November 16, the handsome new Free Library building at St. John, N.B., was thrown open to the public. The new library is of the classic style of architecture and presents a pleasing and appropriate appearance to the eye. It is 88x82 feet in size and stands on a plot of ground 180x90 feet. The material employed in the construction is brick with freestone trimmings.

The interior arrangements are of the most approved pattern. The main door opens into a vestibule, from which the visitor passes into the waiting room, a lefty rotunda are the rooms set aside for the reference library and the children's reading room. These departments have both been adequately equipped. At the rear of the rotunda is the librarian's desk and opening from it the stock room, large enough to accommodate 25,000 volumes. In the basement are the working rooms of the library, the heating appliances, etc. Upstairs is the commissioners' meeting room, and space for filing newspapers and periodicals.

The building adds one more to the benefactions of Andrew Carnegic. Three years ago that noted library builder offered the city of St. John \$50,000 towards meeting the expense of the orection of a suitable building, provided the city assessed itself \$5,000 for maintenance. The offer was accepted and the result is that St. John bas now one of the handsomest library buildings in the Dominion.

The history of the St. John library is not a very lengthy one. It owed its inception to the labors of Sena-



Courtesy St. John Globe

The New Public Library, St. John, N.B.

domed room tventy-five feet square. Here are to be found two tablets, one erected to the memory of Miss Anning, the donor of \$4,000 to the library, the other to the memory of Champlain and De Monts. Space has been reserved for a third tablet to the Loyalist founders of the city of St. John.

To the right of the waiting room is the general reading room, an apartment measuring 25x44 feet. This room has been equipped with tables and chairs sufficient to accommodate a large number of readers. In this room the files of newspapers are kept. To the left of the

tor James Domville, who in 1879—issued a circular requesting that books should be sent to him for the purpose of starting a library. This appeal brought in many volumes. Public meetings were held in following years and finally in 1883, under an Act of Legislature, the library was opened in the market building. A committee of ladies did excellent work in aiding the library in the early days, as they raised money for it and for some years furnished the funds for the librarian's salary. In 1885 the library was removed to the Masonic building where it was housed until the present time.

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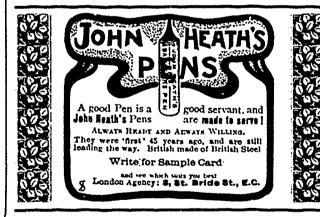
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# THE OFFICE END

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

#### A FEW SUGGESTIONS.

By H. R. W

A CARD index arranged alphabetically for "General Information" in any office will be found almost invaluable; for noting special terms; delivery of certain lines of goods; taxes; insurance; water, gas and electric light; employes' names, addresses, duties and remuneration; special contracts; special freight rates; in fact everything which is difficult to record in any other way.

When making claim for shortages or breakages on the transportation company responsible it is generally necessary to furnish the original shipping bill, the freight receipt and a certified invoice covering the amount of claim. To insure a proper record of claim, a copy of the invoice and the letter relative to the claim should be kept on a special file until settled. A note should be made at the foot of the invoice as to the correct account to credit when reimbursement is made.

When sending a cheque or money order in payment of an account for which statement has been received, it is hardly necessary to send a remittance form or a letter along with cheque. Simply attach cheque to statement which is receipted and returned, unless some deductions have been made which require explanation.

#### ACCOUNTING ODDITIES.

EVERY now and then we come across examples of nomenclature in accounting matters which excite interest on account of their peculiarity.

Some business houses have their accounts receivable ledgers labeled "Persons and Companies Ledger," "Trust Ledger," "Charge Ledger," One would suppose there were titles enough for this class of ledgers in ordinary use, such as "Sales Ledger," "Customers' Ledger," etc., without exercising ingenuity to discover other alternatives.

In the course of a recent audit an item was discovered on the credit side of the cash book to the following effect:

"Trivial Expenditures ......\$94.50."

As no vouchers or other explanations were forthcoming in regard to this entry it did not turn out to be quite so trivial as the bookkeeper had intended.

In making up a list of fixed assets on a ranch a book-keeper included a pond. This being somewhat unusual inquiry was made, and it was found that the bookkeeper desired to discriminate between the land and the water, with a view to debiting live stock with the value of the water they drank. He said he was instructed to charge for the grass, etc., devoured by the stock when grazing on the land, and he considered the water to be as valuable as the grass.

This is a case where the "watering" of stock appears to be a commercial and physical necessity. The term, "Rest" account, is still used by many book-keepers as a synonym for the profit and loss account, the idea being that after an entry has been chased from the blotter clear through sales book, journal, cash book, etc., it rests at last in the loss and gain account and thereafter stays dead.

This term is also used in connection with the periodical computation of interest on current accounts, interest being computed and the accounts squared off each periodical rest.—From the Bookkeeper.

#### THE CREDIT MAN'S SOLILOQUY.

To sell or not to sell? That is the question. Whether it is better to send the goods And take the risk of doubtful payment, Or to make sure of what is in possession, And, by declining, hold them. To sell; to ship; perchance to lose-Aye, there's the rub! For when the goods are gone, What charm can win them back From slippery debtors? Will bills be paid when due? Or will the time stretch out till crack of doom? What of assignments, what of relatives, What of uncles, aunts, and mother-in-laws With claims for borrowed money? What of exemptions, bills of sale, and the compromise That coolly offers ten cents on the dollar: And of lawyers' fees That eat up even this poor pittance? Yet sell we must, And some we'll trust. We seek the just, For wealth we lust: By some we're cust: And stocks will rust: But we skip the worst. Or we'd surely bust, -- Exchange,

#### SOME "DON'TS" FOR THE JUNIOR CLERK.

ON'T throw away your chances for advancement by too much self assertion. You may never get a raise of salary, but then you will have the satisfaction of knowing that you have been "a modest young man."

Never call the Old Man a fool. He may be, especially when he raises your salary, but remember the Old Man generally pays you the salary partly for the privilege of calling you a fool.

Never dispute with the Old Man about the desirability of an order. It is one of the privileges he pays for- to issue all the fool orders that come into his head. From the Bookkeeper.

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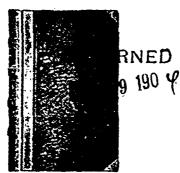
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#### PERSONAL AND TRADE NOTES.

Mr. N. E. Suddaby has succeeded the Fernic Drug Store, Fernic, B. C.

Mr. A. R. Bilderstone, late of Slocan City, has opened a stationery store in Vancouver.

Mr. Benders, lately with A. H. Stratton & Co., Peterboro, is now managing the Port Arthur Bazaar.

Mr. W. Foster Brown, the veteran Montreal bookseller, is again seen at his place of business, after a very serious illness.

Mr. II. Beaugrand, Montreal, the author of "New Studies in Canadian Folk Lore," lately published, is confined to his home through a very severe illness.

Mr. F. J. Schofield, of the firm of M. P. Morris & Co., Vancouver, B. C., dealers in fancy goods, called on the trade in Toronto in November.

Mr. H. L. Wallace, who for some years kept a stationery store in Rossland, and afterwards moved to Camborne, is back again at his old place in Rossland.

Mr. F. A. Upham, traveler for the Pattillo & Mac-Dougall Co., of Halifax, is dead. He was for a number of years traveler for D. H. Smith & Co., Truro, and lafer was with T. S. Pattillo & Co., of Truro.

One of the handsomest new book and stationery stores in Canada was thrown open to the public last month—that of Cloke & Son, Hamilton. Illustrations of this store will appear in an early issue of this paper.

The Art Metropole, Limited, have been incorporated at Toronto, to carry on the business of manufacturers and dealers in art materials and supplies, school and college supplies, photographic supplies, etc. Capital is \$50,000.

The 1905 catalogue of the Dennison Mfg. Co. has brought in many inquiries for the lines of this firm from Canadian dealers. The Dennison Mfg. Co. appreciate the interest that is being taken by the trade in Canada in their goods.

The entire front of T. N. Hibben & Co.'s bookstore in Victoria has been remodelled. One of the two entrances which formerly existed has been done away with, leaving a wide doorway in the centre of the front, with very wide plate glass windows on each side.

The firm of Linton Bros., Calgary, have dissolved, after having been in business 21 years. Mr. Thomas B. Linton has gone to Boise City, Idaho. Mr. J. C. Linton will continue the business in Calgary under the old firm

Messrs. J. S. Copland and G. B. Salmond, of Brockville, were recent callers on the Toronto trade. They purchased a fine new stock of books and stationery. The firm are occupying a central stand opposite the Victoria Hall in Brockville.

Mr. Norbert Metzler, representing Young Bros., Toronto, called upon the Montreal trade during the last of November, and incidentally paid a visit to the Montreal office of Bookseller and Stationer. His good words for the journal were appreciated. As the trade is aware, Mr. Metzler is a "hustler."

In the Canada Gazette of November 26 appeared the notice of the incorporation of the L. E. Waterman Co., of Canada, Limited. The company has been empowered to carry on a general mercantile and manufacturing business, and the manufacture and sale of pens, pencils and other stationers' goods. The capital stock is \$10,000, and the directors are F. D. Waterman and W. L. Ferris, Brooklyn, and W. F. Mullen, P. Davidson and A. Wainwright, Montreal.

The Brown Bros., Limited, after their trying experi-

ences, are back at their old address on Wellington street west, Toronto. The new premises are very fine, and when completed will be an improvement on the building which occupied the site previous to the great fire. The building is in a very advanced state, and the interior fixtures are being put in with all haste. It is expected that early in the new year everything will be working with old time smoothness. Already a complete stock of all staple lines are in, and orders are being filled without delay.

#### THE PERIODICAL BUSINESS.

Editor Bookseller and Stationer:

Just a word to say that it is unfortunate that the newsdealers have not a thoroughly organized association to demand some satisfaction from a few of the magazine publishers who make prices that it is impossible to do business on. The latest one is the Ladies' Home Journal, which has raised the retail price of a single copy from 10 to 15c, while they keep the yearly price at \$1, and then have the nerve to write us to say they are philanthropists, and we can make 31e per copy, when it actually means we will have to take 85 per cent. of our customers and make them yearly subscribers at a smaller profit than we ever had. We handle 100 per month, and of this number about 75 or 80 were retailed over the counter at 10c, and now as we notify each one that the price is 15c they say, "Oh we will take it rearly at \$1." Now had we, as I said, an association, I would for one be in favor of cutting off entirely all periodicals that made such a great difference between the monthly rate and yearly subscription. If they can afford to sell it for twelve months at 8 1-3c per copy they can surely make the monthly price 10c, especially so when the magazine is not returnable. From my business standpoint, I say it is a force to have all the subscriptions go to head office, or a grab to make interest on the big capital which they would receive in advance from the trade, who certainly will have to order a large number of copies for a year to get them at a reasonable price,

Thanking you for the space, I am, yours truly,

CHAS, L. NELLES.

Guelph, November 30, 1904.

#### LIFE STORIES FOR YOUNG PEOPLE.

T is much to be regretted that biographies are so seldom put in a form within the comprehension of the ordinary child. No other branch of literature is quite so good for a child. To be early inspired with a desire to emulate the deeds of the worthy dead is something which every parent would desire for his child. The children all know their Bible stories, and they have their imaginary heroes like Robinson Crusoe, but how little they know of the lives of the great writers, the great musicians and the great statesmen. This void, it is pleasant to see, is being gradually filled up, and it will not be because there are no such books that children will in future go without them. One serviceable little series, just gome to hand, deals with the lives of Beethoven, Mozart, the Maid of Orleans and William Tell, all originally written in German, but now translated for the benefit of English children. The books are conveniently small, tastefully printed and bound and illustrated. The stories are told in a conversational style and are bound to interest and instruct the children. The publishing house of McClurg & Co., Chicago, are responsible for these books, which sell at 60c each.

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# FINANCE AND INSURANCE

N a compilation of the failures in Canada and the United States during the month of October, Canada, according to the report of R. G. Dun & Co., does not make as favorable a showing as her sister country. Commercial failures during October in the States numbered 888, involving liabilities of \$10,525,278. This is a striking improvement as compared with the corresponding month last year, when there were 1,086 defaults, with liabilities of \$18,387,567. In Canada there were 112 defaults for \$819,840, comparing with 85 failures and \$747,312 liabilities last year, while the increase is still more striking when the comparison is carried back still further, for liabilities were only \$502,183 in 1902 and \$594,070 in 1901. This year's record is good as to manufacturing failures, 24 for \$114,-436 comparing with 20 for \$474,248 last year, when two large saw mills and one mine defaulted for a heavy amount. Trading failures numbered 85, with liabilities of \$547,963, against only 62 defaults for \$269,476 a year ago. Last month's total was swelled by a large hardware suspension, and the losses in general stores were exceptionally heavy. Other commercial failures numhered only three, but provided \$157,441 liabilities, owing to the suspension of a stock broker in Nova Scotia. Last year there were also three suspensions in this class, but the amount involved was only \$3,588.

NOTHER satisfactory half-yearly report has been issued by the Sovereign Bank of Canada. statement shows an increase as compared with a year ago of \$2,800,000 in deposits, \$2,300,000 in loans and discounts; an increase of \$600,000 in cash and bank balances, or 100 per cent., and an increase in total assets of \$3,000,000. The report states that the circulation of the bank is practically up to the legal limit, and the figures generally represent an unprecedented growth, which not only reflects credit on the management of the Sovereign Bank, but is an evidence of the prosperity of the country. The bank shows \$3,375,000 of immediately available assets, or over 50 per cent. of its liability to depositors. The whole showing is a credit to the directors and management and must be very satisfactivy to the shareholders of the Sovereign Bank.

N January 1 the First National Bank of Chicago will put into operation a new scheme of bank management, the working out of which will be watched with keen interest by bankers. The scheme contemplates the specialization of the various large branches of trade represented by its deposit item. Under the new system the various lines of business will be divided in the bank's classification into groups and divisions. . There are to be seven groups and twenty-six divisions. One group will include such divisions as collateral stocks and honds. grain, flour and feed, meat products, leather, wool, live stock commission and coal. Another group will include dry goods and all branches of the clothing trade, and still another will take in agricultural implements, iron and steel products, lumber and furniture and manufacturing sundries. The customers of the bank will be classified according to this grouping of the lines of business they follow. Under the present system the customers of

the bank are classified in an arbitrary alphabetical way. The main object in making the change is to minimize the bank's losses. The second is to increase its business. There will be a departmental system for handling the business of its customers with a view to making the official staff a group of specialists in the various lines of trade and industry that are followed by people who do business with the institution.

OLSONS BANK annual statement is a satisfactory one. The net profits for the year were \$457,290.72, affording dividends as usual, at 9 per cent. and \$150,000 for the reserve fund, which is now equal to the whole paid-up capital of \$3,000,000. Next year the Molsons Bank will reach its 50th anniversary. Its record in all the time of its existence has been one of conservative and careful management and sustained well doing for its shareholders.

#### NOTES.

A rumor has gained currency that the Metropolitan Bank of Toronto, the People's Bank of Halifax, the People's Bank of New Brunswick and a Prince Edward Island bank will amalgamate under the name of the Alliance Bank of Canada, with a capital of \$5,000,000.

The Standard Loan Company, of Toronto, has absorbed the Huron and Bruce Loan and Investment Company, the head offices of which are at Goderich, Ont. During the past year the Standard has effected amalgamation with two other companies, the Aids Savings and Loan Company, and the Ontario Loan and Investment Company, Limited, both of Toronto.

At its meeting in Toronto on November 11 the Canadian Bankers' Association re-elected the following executive:—President, E. S. Clouston, of Montreal; vice-presidents, Duncan Coulson, Toronto; Geo. Burns, Ottawa, H. Stikeman, Montreal; M. J. A. Prendergast, Montreal. Council: B. E. Walker, Toronto; Thomas Fyshe, Montreal; D. R. Wilkie, Toronto; Thos. McDougall, Quebec, James McKinnon, Sherbrooke; W. E. Staven, St. John, N.B.; G. N. Balfour, Quebec; P. A. Lafrance, Quebec, S. P. Reid, Toronto; T. G. Brough, Toronto; E. L. Pease, Halifax; D. R. Clarke, Halifax, H. S. Strathy, Toronto.

The Sovereign Bank has opened a branch at Arkona, Ontario.

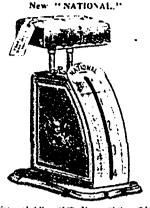
Mr. L. Bolster, formerly manager of the Toronto branch of the Sovereign Bank, is dead.

The Canadian Bank of Commerce is opening a branch in Brandon. This is the seventh chartered bank represented there.

Mr. C. A. Gray, manager of the Union Bank, Windsor, N.S., has been appointed manager of the branch at Port of Spain, Trinidad.

The Bank of British North America has started to keep its new St. John, N. B., branch open from eight to ten o'clock on Saturday nights.

Mr. D. R. Wilkie, vice-president and general manager of the Imperial Bank of Canada, has been elected as a director of the Confederation Life Assurance Company.



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HERE are other scales claimed to be as good as the PELOUZE. They are not, but like most imitations they lack the skilled workmanship of the genuine. They are built to sell cheap. There is no economy in a Cheap Postal Scale.

To tell a Pelouze Scale-look at the double needle index that starts at the top and moves through a slot, pointing exactly to the information desired. No guess work.

One price; one quality. Always accurate; always the best.

Tells instantly the exact cost of postage in cents on all mail matter.

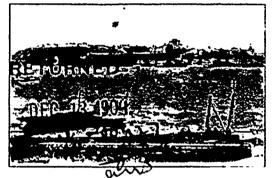
Received highest award at World's Fair, St. Louis, which confirms our repeated claims that our Postal Scales are the best.

Buy of your Jobber. Liberal Profits. Send for new Catalogue P.

Make Excellent Xmas and Holiday Gifts.

PELOUZE SCALE AND M'F'G CO. 118-132 W. Jackson Boulevard, Chicago.

# Pictorial Postcards



We keep constantly adding to our already large list of subjects, the most recent being sets of Hunting, Fishing, Historical Typical, Winter Sports, Farming, Northwest Farm Scenes, Celebrities and Colored Bathing Scenes.

We still have a very good assortment of colored and fancy Xmas Postcards, but as they are going fast, dealers whose stock is running low should order at once

Our stock of Albums is also well assorted and specially

Samples and prices—to the trade only—on application

## The Picture Postcard Co.

P. O. Box 334. OTTAWA. ONT.

## The Picture Post Card House

of Canada

(Established 15 years)

The Orders Booked

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

View Post Cards Fancy Post Cards Christmas Post Cards

SAMPLES ON APPLICATION.

The Montreal Import Co., 17 Str. John Montreal

## KOH-I-NOOR AND MEPHISTO COPYING PENCILS

are always of exceptional quality and a prominent part of a Stationery and Office Supply Stock.

#### THEY ARE THE BEST

to handle; on account of their superior qualities they almost sell themselves.

## GRAND & TOY, LIMITED

STATIONERS AND OFFICE OUTFITTERS

WELLINGTON AND JORDAN STS., TORONTO, CAN.



400 00. RECES

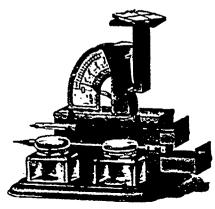
### THE TRINER POSTAL SCALE

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

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

They save stamps—Your jobber has them.

Triner Scale & Manfg. Co., 128-130 S. Clinton St., CMICAGO, III., U.S.A.



FAST MAIL Calmest's froming for founces



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

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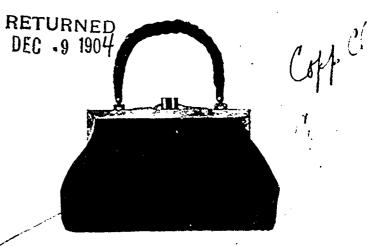
JUDGING from the reports of the jobbing houses, there has been an awakening in the popular fancy for valentines, and a valentine vogue will be something to reckon with next January and February. Up to date business has shown a remarkable increase, both in import and Canadian-made lines.

In conversation with one of the members of the firm of Warwick Bros. & Rutter, Limited, I was informed that they have just completed shipping their 1901 orders for import fancy goods. They look back on the past season as the most satisfactory in every particular which they have ever experienced. Their buyers are now in Europe scouring the markets of the continent for next year's novelties. These will be on display in their new warehouse early in March, it is expected.

In miscellaneous staple stationery the Copp-Clark Co. are now well stocked. They have a full supply of blank books in readiness for the opening of business in January. Their Foolscap Nos. 1, 2, 5, and Demy. are

ers—The travelers will also carry a full range of Bibles, prayer books, poets, reward, gift and toy books. These are import lines, procured from the best publishers in England.

No stock can be complete about Christmas time without some attractive numbers in leather goods. The lines illus-



Ladies' Hand Satchel.

trated are the make of the Copp. Clark Co. and are firstclass quality. The hand satchel shown is made of walrus, assorted brown, black and grey, with plaited leather handle and 7-meh oxidized silver frame, silk lined. The

RETURNE
DEC .9 1974
Pag
Demy.

R S. M. M. M.

Foolscap. No. 5 quality.

what they term their "strong numbers." Pocket diaries for 1305 are also ready and in this department. They draw attention to their memorandum book and diary combined, on which they hold the copyright.

Warwick Bros. & Rutter, Limited, have had considerable trouble all Fall keeping up a supply of Raphael Tuck & Son's postcards, which have had a heavy sale in this country. They tell me that they have now on hand from 15 to 20 thousand envelopes of these cards, including comics, rite aways and new designs or all sorts. This should relieve the apprehensions of the trade lest they should fall short in their supply. Mail orders, I am assured, will receive prompt attention.

On January 3 the staff of travelers representing Warwick Bros. & Rutter, Limited, of Toronto, will start out on their several coutes with a line of souvenir novelties for the Summer and tourist season, which the trade will be glad to see. This business is getting to be a most important one and worthy of the attention of all retail-

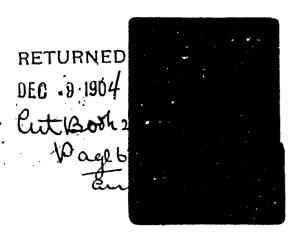
• • •



Peggy from Paris liag.

Peggy-from-Paris bag is in black seal, with six-inch leather-ce eted frame, nickel lock and silk lined. The purse is of walrus in assorted colors, call facel, silk

sewn, leather lined throughout, nickel frame. These and many other lines are listed in quite a pretty little catalogue, which is well worth sending for.



Ladies Purse

The Copp-Clark Co are showing some fine new lines of the Eagle Pencil Co. One is called the Eagle Pencil Exlibit. It is a selection of fine pencils displayed in a stand, arranged similar to a folding screen, the number of pencils contained in the exhibit is six dozen. Another fine is the Cleopatra pencil. This is a pencil of very high quality, beautifully enamelled and mounted with a pearl in Tillany setting. The line is made up in one dozen lots and makes a very attractive exhibit. The Golden Eagle is the name given to a pencil of extra fine quality, a line likely to become well and favorably known to the trade

One of the pretriest series of Christmas picture postcards I have come across is the Canadian line manufactured by Warwick Bros & Rutter, Limited. I have been told they have sold well wherever they have been introduced. A line of novelty, waste baskets in ornamented birch back has also been popular. A supply, ready for immediate shipment, is still on hand.

The cardboard game of crokinole made by the Copp-Clark Co. is a understand, taking exceedingly well. The board is lithographed on the bottom of a cardboard box and the game is played with but slight variations from the ordinary game. The retail price of 50c places it well within the teach of everybody.

The Copp-Clark Co. are still handling the product of the Plaswater Weir Paper Mill, for which they are the sole Canadian agents. This notepaper is made in smooth mash, white and cream and in kid mish, white and vicate, in all the popular sizes. They also inform me that they are well stocked with their old standbys. Lin geric and Fine Linen Lawn notepapers.

About the first of the new year the Copp-Clark Co will have ready a new series of papeteries, which are now in course of preparation. I was shown the designs, and they will certainly prove to be trade-bringers. The names selected for them by the manufacturers are Oceana. Touraine, Colhorne Fabric, Derloyshire, Old Irish, Norwood and Buckirgham

The Copp-Clark Co announce a new bridge whist

score, called the "Wallace Bridge Whist Score and Summary Sheet." The cards are padded fifty in a book and can be torn out. The score is written on one side and the summary on the back. The rules of the game are published on the back of the pad. They also show the ordinary score cards. It might be mentioned that there is still a demand for the Wallace whist tray, indicating that duplicate whist has not as yet been entirely superseded by bridge.-The Monthly Visitor,

#### MONTREAL STATIONERY TRADE.

DREPARATIONS are complete for the handling of a holiday trade that bids fair to outrival previous outpurs. Papeteries for Christmas gifts naturally stand at the head of the list and these, while being antique, are neat and free from objectionable ornateness. They bear strong resemblance to effects previously described, though many designs apt for holiday trade are noticed. A Yuletthe papeterie in holly leaves was a beautiful effect, and it is pertinent to notice that holly and mistletoe play a strong part in decorative effects. Burnt work and embosied effects in striking designs are also prevalent, Cabinets are in increasing strength, and altogether designs are of such a suitable nature that many goods really self themselves.

It is gratifying to note shades of writings are almost completely centred on white, blue and azure, with a sprinkling of grey. High colors are eschewed. A peculiar new form of paper was noticed in a hemstitched and fringed edge which was spoken of highly. A reddish border known as cross stitch letters was noticed on a grey ground and presented a novel effect. Speaking of papeteries, a noticeable effect was in the form of imitating various dress goods, heavy materials, principally heavy tweeds, zibelines, etc. Writings are still towards the fabric finish, whether designated dimity, organdic, cambric, lawn, etc. Envelopes are gradually approaching the wallet shape, whether it be in the round, square or deep pointed flaps. The thin end of the wedge has been implanted and it remains for public caprice to sanction. A new shape in writings measured 3x10 in., seen in a new ₹ papeterie, and hears only a novelty mention. Papeteries occupied separate tables, always, and displays were, of novel and pleasing arrangement, though they must be easy of access,

#### MORE NEW DESIGNS.

Last month there were shown in this paper nine of the new designs in Congress playing eards. A few more are illustrated herewith. Special attention is directed to the Initial series, which is the newest and most exclusive







Eastlake. Club Senes.

Victory, Initial Series, Shamtock. Copyright, 1904, by U. S. Playing Card Co.

back of all. It catries all the letters of the alphabet and is executed in gold and beautiful colors. The club series needs no endorsation. It possesses quality without any andue ostentation.

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Dressing Cases, Stationery Sets, etc.

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"RUMPSON."

PLAYING CARD CASES.

When your customer wants a lead pencil. give him one that means a reputation and more business for you-give him

# KOH-I-NOOR

acknowledged by connoisseurs to be the perfect pencil.
We have them, and also Hardtmuth's China Ink Slabs, Wells, Saucers, and China Ink Slabs, Architects' Basins.

A. Ramsay & Son Company Montreal Arilsts' Materials,

# OBBERS

who place their orders for Tally Cards, Dinner Cards and Novelty Stationery, without seeing the new Elliott line of these goods for 1905, which will be ready January 1st, will have lost the best opportunity for profit ever offered to the trade.

THE CHAS. H. ELLIOTT CO. PHILADELPHIA, PA., U.S.A.

## EBERHARD FABER'S

# "Lakeside" Pencil Sharpener

TEX TIMES THE CUTTING SURFACE OF ANY OTHER SHARPENER.

The only perfect PENCIL SHARPENER made.



For use in BANKS. OFFICES and SCHOOLS.

#### BECAUSE....

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

The pencil does not have to be held while sharpening. A colored pencil containing a large lead can be sharpened.

No dirt. No washing of soiled hands.

Obtainable from the Leading Stationers.

## HIGGINS' INKS AND ADHESIVES



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

CHAS. M. HIGGINS & CO., New York — Chicago — London Originators and Manufacturers laks and Adh MAIN OFFICE, 271 Winth St. ; BROOKLYN, N.Y., U. S. A. FACTORY, 240-244 Eighth St.; ; BROOKLYN, N.Y., U. S. A.

#### THE LATEST MUSIC

- "Story of the Year," Song. Words and music by Gerald Lane. Published in E flat (B to D), F (C to E) and G (D to F). This song possesses all the characteristics that have contributed to the signal success of Lane's other songs. The beautiful sentiment of the poem finds ideal expression in the musical retting provided. It is, moreover, not difficult, and makes a most effective vocal number. Anglo-Canadian Music Co., Toronto.
- "My Lady of the North." Waltzes, by H. B. Blanke. These waltzes need no further introduction than mention of the fact that they are by the composer of the ever tuneful Lazaire waltzes. Whaley, Royce & Co.,
- "Honey, I'm Waitin'." Song; words by F. F. Feist, music by T. S. Barrow. A characteristic negro melody with chorus, which will appeal to all fond of this style of song. Leo. Feist, New York.
- "Uncle Jonathan." Song, words by J. Flynn, music by H. L. Newman. A genuinely good comic ditty. Whatey, Royce & Co., Toronto.
- Smiles and Caresses." Idyll, by T. Bendix. A pretty little sketch for piano written in a popular style. Leo. Feist, New York.
- "Nyomo." Mexican love song, by A. Halzmann. A characteristic melody effectively scored, making a first-class popular song. Whaley, Royce & Co., Toronto.
- "An All Souls' Day Dream" Song; written and composed by Frances Wright. Published in E flat (C to E) and F (D to F). A classic which should be added to every singer's repertorie. Anglo-Canadian Music Co., Totonto.
- "Time's Roses." Song, words by A. E. Gillington; music by K. Barry. Published in E (A sharp to E) and G (D to G) Were one to predict the most popular song of the present season be would not go far astray in saving "Time's Roses" will be soon sung as widely as Nevin's "Rosary" and Ellen Wright's ever-popular song "Violets." It has all the requirements of a successful drawing toom or encore number, and is a charming trifle to say the least. Anglo-Canadian Music Co., Toronto.
- 'The Empress of the Sea." Song, music by Theo. Bonheur, words by G. A. Binnie. Published in G. (D. to. D) and B flat (F to F). A patriotic song with plenty

- of swing reminiscent of "Soldiers of the Queen." Anglo-Canadian Music Co., Toronto.
- "Love's Desire." Waltzes, by W. C. Powell, composer of "The Gondolier." One of the newest and most acceptable pieces of dance music from the publishers so far this season. Whaley, Royce & Co., Toronto.
- "My Girlie Girl." Song, words by F. W. Feist; music by T. S. Barron. Featured in the recent operatic success, "The Errand Boy." It is written in popular rag-time with chorus in march time. Leo. Feist, New York.
- "When You're in Love With Somebody." Song; words by J. Kemble; music by L. Keisser. One of the best sentimental songs of the season, with musical setting quite above the ordinary. Whaley, Royce & Co., Toronto.
- "He Was Only a Private, That's All." Song; music by F. E. Gladdish; words by W. t. Werden. Another addition to the already long list of popular war songs in a sentimental vein, and likely to be equally popular with such favorites as "Sons of the Sea." Feist, New York.
- "Asama." March and two-step by E. Van Alstyne, composer of "Navajo," "Seminole," etc. Without exception the catchiest and brightest two-step of the season. Whaley, Royce & Co., Toronto.
- "Karama." Japanese romance: by Mabel McKinley. This tuneful and characteristic song and two-step by the composer of "Anona" has already become widely popular. Leo. Feist, New York.
- "My Black Eyed Sue." Song, words by F. E. Feist, music by H. Rogers. A characteristic song prettily scored with eatchy chorus. Leo. Feist, New York.
- "Zenobie." Oriental march; by R. A. King. A march and two-step bound to have a prominent place on dance programmes this season. Leo. Feist, New York.
- "Billy." Song; words by E. Malone; music by T. S. Barron. Mr. Barron's latest number will doubtless be well received by lovers of sentimental songs. L. Feist, New York,
- "A Song of Ireland," Song; words by E. Clifford; music by W. King. Published in C (C to D) and E flat (E to F). An exquisite lyric with plenty of national golor. The pathos of the words and musical setting is effectively offset by a suggestion of St. Patrick's Day, which recurs again and again in the accompaniment. Anglo-Canadian Music Co., Toronto,

IN OUR NEW CATALOGUE DID YOU NOTICE THESE ACCESSORIES SO INDISPENSABLE FOR YOUR GROWING DEMAND OF

# Dennison's Imperial Crepe Paper

Dennison's Flitters and Tinting Fluid.



Patterns for Paper Flowers. Leaves and Wire.

RUBBER TUBING and FLOWER CENTERS. Etc.

OUR "ART AND DECORATION" BOOK FOR INSTRUCTIONS.

BOSTON, INEW YORK. PHILADELPHIA. CHICAGO, ST. LOUIS.

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# C. Brandauer & Co.'s - Limited



# CIRCULAR **POINTED PENS**

SEVEN PŘIZE MEDALS.

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

London Warehouse:

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

# Silence is Golden

Especially when you wish to write quietly. Secure restful quiet by using Golden Silent Smooth writing

## Koh-I-Noor Pencils

Mephisto Copying Pencils 73B and 77 are con. ceded to have the largest sale of any copying pencils now on the market, and they cost more than inferior makes.

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

The Brown Bros., Limited, Toronto

Direct Canadian Importers

### MONTHLY BULLETIN.

#### SOHOOL SUPPLIES

Just maxing up some new lines of scribblers, 1c., 2c., 3c., and 5c. Pencils, Pens, Ru-lers, Erasers, etc., a complete line in stock.

#### WRITING TABLETS

"In Days of Yore" Linen, a beautiful Tablet to sell at 25c., just out.

#### PAPETERIES

Rix designs of 15c. goods. Two beautiful 10c, lines.

#### FANOY GOODS

A shipment of Placques, Fancy Mirrors, Puzzles, etc., just arrived.

#### TOYS

Special prices to clear Christmas stock.

## **FOUNTAIN PENS**

Parker Lucky Curve Pens, complete line kept in stock,

REPAIRS

All kinds of Fountain Pens Repaired.

G. A. WEESE & SON, 44 Youge St., TORONTO

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## Canaòa.

At the close of 1904 we desire to thank you for the hearty reception you have uccorded to our"Japanese"brand Writing Inks, Mucilage, Carbon Paper and Typewriter Ribbons

In 1905 we purpose upholding the high standard of quality, and will be prepared to handle your orders with greater promptness than ever.

Wishing you the Compliments of the Season, we are,

Yours for 1905,

The Colonial Ink Co.

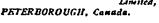


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Agents Wanted Everywhere.

Sold to the Trade Only. Prices on Application.

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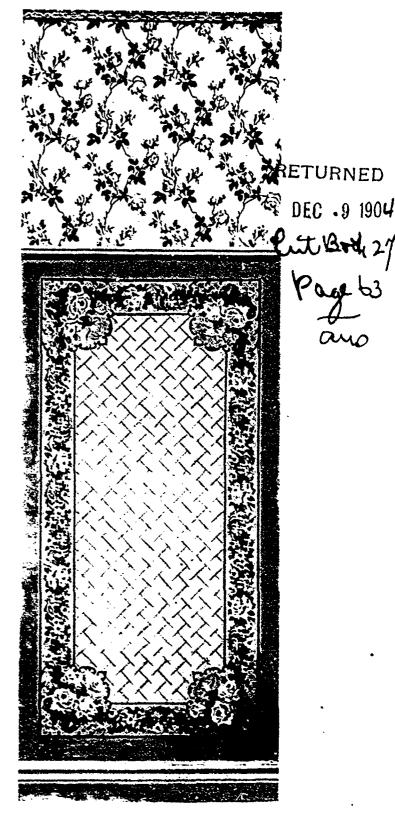
# WALL PAPER



#### ART IN WALL PAPER.

PHE present day helief that good design consists of pattern pattern repeated an nauseam is an outrage on good taste. A wall paper should be a background, pure and simple; that and nothing more. If there is any pattern at all (and a discreet pattern is certainly an enrichment) it ought to be of the simplest kind, quite mobtrusive both in color, and also in its motive and shape. The general tone of a wall paper is the important thing to be desired; pattern is a mere trifle in comparison with tone. The art teaching of today gives but little consideration to this fact. It follows in the steps of William Morris, a great man, who somehow delighted in glaring wall papers. The kind of paper banging that we need most of all is what may be described for want of a better name as the "tone wall paper." A dozen or so of good patterns-modest, patterns, well drawn and unassuming would be enough, if only they were printed in from fifteen to twenty pleasant tones of any normal color, such as red, green, blue, gray of vellow, the gamus of the color ranging from pale, to dark tones. How easy it would then be to choose a wall paper to suit the lighting of a large room! At the present time, when an apartment has to be repapered the decorator presents for inspection half a dozen thick books filled with samples of profusely patterned papers. so various and so useless than the patient examiner soon teels distracted. It is seldom that the pattern and the color are right in the same piece; that would be too much to expect. The only thing to be done (and this one thing is not really safe) is to choose a pattern that one has seen els where and liked.

We all know from sad experience, when ill and in bed what it is to have always in evidence a petterned wall paper, a thing that transforms a wall into a labyrinth of curving lines, by which the mind is fascinated and rendeted actions and feverish. Surely we might be spared this distraction. But if wall papers should be quiet in design and color, how is this principle of quietness to be reconciled with the splendor of tapestry, the most beautiful of all coverings for a wall? The answer to this question is quite simple. Tapestry is a thing apart; it has always, when good the desired quality of modest reticence, though every square inch of it is full of entrancing interest. It keeps its place flat against the wall and never challenges attention. All painters love tapestry as the most exquisite of backgrounds, even men in black coats and white ties look well against it ! But good tapestry is expensive and rare, and to-day one rarely sees a tapestried room. The material is still used in a good many homes, but the modern way is to employ it in strips and pieces, to frame it in woodwork and treat it as a picture. The real tapestried room has become, or is tapidly becoming, a glorious thing of the past. In such a room the furniture is reduced to a minimum. He would be a vandal who placed a sideboard against a fine piece of tapestry, and what person of taste would ever dream of banging pictures on a wall enriched with this fabric and its silent histories "-The Upholstery Frade Review



Panel decoration manufactured by Stauntons Lamited, Toronto.

Our customers and our trade demand the best of everything.
In pencils this is

## KOH=I=NOOR AND MEPHISTO

and in tracing linen it is

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## **Jobbers, Attention!**

Our Spring and Summer line of

## View Post Cards

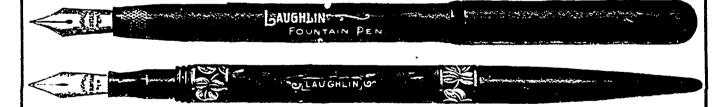
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Large advertisements now running in upwards of 2000 publications in U.S. and Canada.

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Is it not a fact that you are to-day having more calls for the Laughlin Fountain Pen—the kind that's advertised—than for all other makes combined?

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OUR ASSORTMENT "8" consists of a selected dozen, ranging in price from \$1.50 to \$3.50, and costs you complete with show case and beautiful Steel Enamel Sign for your store front, \$9.33. Other assortments at lower, also higher prices.

Write us for full particulars and evidence that the "Laughlin" is in demand in your town

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O booklover can resist this dainty and withat sensible and serviceable little series of books. In their pale green, white inscribed covers, with their gilt tops and trimmed edges, and their clear letterpress and numerous illustrations, they are just such gems of books as one longs for, and they certainly would make a pleasant display on any bookseller's shelves or in his window. But though they are pretty books, they are none the less scholarly and valuable from a literary standpoint. The series is being brought out under the general editorship of G. C. Williamson, Litt. D., and each volume is written by an authority on the personage of whom he treats Thus Richard Garnett has written the book on Coleridge, Affred Ewen that on Shakespeare, and Rev. W. Tuckwell that on Chaucer. The books yet in course of preparation will deal with Johnson, Browning, Milton, Scott, Goldsmith, Macaulay, etc. George Bell & Sons, London, England, are publishers of this series, and the price is only one shilling net per volume.

#### HANDSOME CATALOGUE.

"Old Masterpieces" is the title given to a very handsomely gotten up catalogue issued by the Castrucci Co., 423 Yonge street. Toronto, manufacturers of classic, modern and Roman sculpture. Their work consists in reproductions of old masterpieces for the use of schools, colleges, academies and for decorative purposes. This line is a most attractive one, and needs but to be displayed to sell. It makes an excellent addition to the stock of hooksellers, stationers and picture dealers. The profits are good. It is worth while sending for a catalogue, mentioning Bookseller and Stationer.

# The REGINA MUSIC BOX

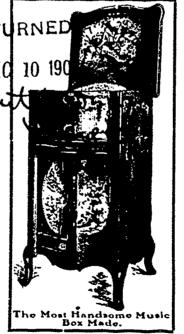
Appeals to and delights music-lovers, old and young. It is always entertaining in the home—abroad—in fact, it is just right anywhere.

# The Regina Music BoxTu

is always willing, never tired, always a perfect, unobtrusive of silvery voiced musician, ready at your beck and call, and with out any exertion on your part save the trifling labor of winding it up—and a child can do that.

# The Regina

is an ideal companion; it is compact; a valuable quality where space is limited. Its repertoire includes everything from sacred music to two steps, waltzes, etc., and is kept abreast of the latest music of the day.



# The Kegina

takes the place of a piano where there is none, or where there is no one to play. It is susceptible of infinite variations of programme.

INDESTRUCTIBLE STEEL TUNE
SHEETS costing the same as sheet
music. Thousands of tunes to
select from.

THE REGINA CORONA is the only automatic self-changing Music Box manufactured,

Their superiority in tone, mechanism, and every other detail over all other Music Boxes can be instantly demonstrated by anyone who will make a comparison.

# A Magnificent Present for any Occasion

Retail from \$10.00, \$20.00, \$35.00, \$45.00, \$85.00, upwards to \$450.00

FULLY QUARANTEED.

We Also Carry Kverything that Sells in Music and Musical Instruments. Lasts on Appli ation

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

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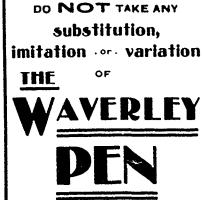
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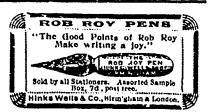


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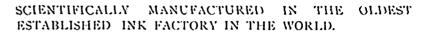
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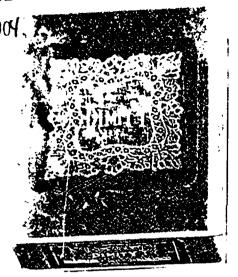


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