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# BOOKSELLER AND STATIONER

MARCH

1904



Toronto The MacLean Publishing Co. Montreal

*"I'll show thee wondrous things  
that highly may advantage thee"*  
—Titus Andronicus 5 1

**Our** \_\_\_\_\_

**26th**

***Annual Import Season***

We are pleased to notify the trade that our samples of Fancy Novelties for Import for the season 1904 have come to hand. Our travellers will cover their respective territories during the next two months, with the most artistic range of Holiday Goods we have ever shown.

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The season for Playing Cards does not come to an end by any means with the close of Winter. There remains the Spring and Summer trade and the tourist trade—fine seasons all of them.

Cards sell largely according to their beauty—the beauty of their backs.

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Then, too, as regards quality, you know the saying—"there are no cards like Goodall's."

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## Our Customers

of last year tell us that they

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We are just as anxious, and our people in England are doing their best to have them here before

**APRIL 1st**

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Our line is acknowledged to be the finest in the world and includes a wide and varied range of High-class Xmas Cards and Calendars and High-class Pictures in Autotype, Platinotype, Carbon, Photogravure and Hand-colored outlines.

Sole publishers of Geo. Wright and S. Begg's famous Hunting and Horse and Dog pictures, in all sizes and panels. Will Kidd's Dutch subjects, Edwin Noble's Sporting Posters, E. W. Savory, Limited, Bristol, Eng.

We expect to submit to the wholesale trade this month the beautiful line of Fancy Brass Goods, manufactured by The Townshend Art Metal Co., Limited, Birmingham, Eng., whose representatives we are in Canada and the United States. Our samples will include a splendid assortment of Fancy Brass Inkstands, Blotters, Calendars, Desk Clocks, Pen Trays, Stationery Cabinets, Letter Balances, Smokers' Sundries, etc., etc.

We are also Sole Canadian Agents for  
**LYONS INKS, LIMITED, MANCHESTER, ENG.**  
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84 Wellington St. West,  
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# THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XX.

MONTREAL AND TORONTO, CANADA, MARCH, 1904.

No. 3.

## CURRENT TOPICS.

NOTWITHSTANDING depressing weather conditions, which have effectually tied up business for the past six or seven weeks, the wholesale stationers and fancy goods dealers do not feel any apprehension with regard to the approaching season. Such concerns as engage in manufacturing are working to their full capacity to meet orders al-  
*Outlook for Stationery Trade* ready in and to fill up the gaps for next Fall. Their optimism is based largely on the success of the first few weeks of the new year, when a record business was done and also on the facility with which collections are being made, a condition not so noticeable in other trades. Travellers have had severe experiences and have been quite unable to cover ground. The result has been that they have frequently been bunched in towns, a circumstance which does not materially assist trade. Wherever a mail and express service has been possible, the situation has been somewhat relieved. The expectation is that with the opening up of the lines of communication, a record business will be done.

PUBLISHERS, with but one or two exceptions, anticipate a small season. The number of really first-class books is noticeably small and no publisher has many more than two books of exceptional merit on his list. This paucity is especially notable among works of fiction, where there is of course the usual number of mediocre books, but very few novels by notable writers. The deficiency is somewhat compensated for by a stronger line than usual of biography, history, travel and books of like character. If the tendency of readers is to consume such books as these, either the public has become more desirous of reading books of information or it has silently expressed its weariness for the type of fiction latterly served up. Owing to the exceptional weather conditions of the past month, which have held back paper and other supplies, the publishing season in Canada has been considerably postponed and only a few Canadian editions of Spring books have been placed on the market. The result will probably be that during March and April a large number of books will appear almost altogether.

BOOK sales for the past month have been confined principally to last Fall's publications. Several 1903 novels have attained considerable popularity and still sell remarkably well. Notably is this the case with Molineux's "Vice-Admiral of the Blue." Of the newer books "Rebecca of Sunnybrook Farm," by Kate Douglas Wiggin, is undoubtedly the leader, and will enjoy large sales. In the more sensational list, "The Lightning Conductor," by the Williamsons, enjoys popularity. On the whole no one book can be said to be exceptionally the book of the moment. Readers' demands are scattered over a large number of favorites. Several books by noted novelists are promised shortly. Winston Churchill, Henry Harland, Eden Phillpotts, Louis Tracy, Max Pemberton, Mary Johnson and several others are represented on the Spring lists, as a consultation of our list will prove.

*Fiction Sales.*

EVERY year for a month or two preceding the opening of Parliament, there arises an agitation for the reform of the postal system so far as the postage on newspapers and periodicals is concerned. This year the agitation is as loud and prolonged as ever. The main argument adduced in support of reform is that the publications of the Motherland are seriously handicapped in the Canadian market owing to the high rate of postage from England to Canada as compared with the rate from the United States to Canada; the former being 8 cents per lb., the latter only one cent. A second argument lies in the fact that Canada has to pay the carriage of the huge mass of United States publications mailed to this country, while the United States only has to pay for a remarkably small importation of Canadian publications. Some would advocate the imposition of a duty on the periodicals from the States. Many would deprecate such a course. All would like to see the English publications placed on a competing standpoint and none would more desire this than the booksellers of Canada. Any step which may be taken that will assist them in building up a business in English monthlies and weeklies will be well supported by them and the simplest course would appear to be the reduction of the postal rates between England and the Dominion.

*The Postal Agitation.*

**BOOK  
BREVITIES**

AN incident of significant importance to the retail book store recently. A customer had been supplied with trade occurred in Montreal in a St. Catherine street her request when the saleslady picking up a book from a convenient table asked, "Have you read this, Mrs. R.?" Upon receiving a negative answer the saleslady gave a short description of the book, being careful not to destroy the story interest adding she thought it was the kind of literature which appealed to her. Almost needless to say she finally effected a sale. Books are hard to sell, but this method judiciously employed often elicits a purchase.

William Briggs has secured Henry Harland's new story, "My Friend Prospero," for the Canadian market. The story is described as gay, buoyant and delightfully clever. The hero's real name is John, and he is a witty, charming Englishman. In the mountains of Northern Italy he meets a beautiful young woman quite his match in spirited, joyous fancy. Through the accident of their meeting they keep their names concealed from each other. In their love affair they exchange swift thrust and parry, and John comes near to losing her because he lets his poverty seal his lips, but the generous old Lady Blancheman, in her odd way, comes to his rescue.

The interest is awakening in Miss Helen Keller by the publication of her autobiography—considered one of the most remarkable books of recent years—will have prepared a large constituency for her recently issued essay on "Optimism." It is said to be "full of the almost unearthly soulfulness and purity which belongs to her life." Miss Keller warns her countrymen against believing that everything in their own national life is good and great, and closes with a sentence in which is, in brief, the whole essay: "Optimism is the harmony between man's spirit and the spirit of God pronouncing His works good."

Harry Thurston Peck writes in the New York American, February 6, concerning "Letters of a Son to his Self-Made Father": "Readers of old Gorgon Graham's letters to his son will read with pure delight these neat replies in which young Pierrepont Graham matches his father's commercial philosophy with a merry philosophy of his own, meets maxim with maxim and anecdote with counter anecdote, and generally succeeds in scoring off the old man most effectively. Mr. Merriman has shown himself to be quite a match for Mr. Lorrimer, and the book which he has written is a worthy pendant to the one that called it forth."

The Copp, Clark Co. are pleased to announce for publication next week a novel by Mrs. Helen R. Martin, entitled "Tillie, A Mennonite Maid." Mrs. Martin has made a reputation by her short stories of the quaint, unconsciously humorous life and customs of the Pennsylvania Dutch. This is her first novel. Tillie is the spirituelle daughter of a miserly Dutchman who regards

his wife and children as so many assets of his wordly estates. Tillie's courageous struggle to gain an education and to liberate herself from the sordid influences of her home makes a most dramatic story and one that has the relief of many genuinely humorous incidents. The book is to contain illustrations by Mrs. Florence Scott Smith.

The Copp, Clark Co. announce the publication of "The Crossing," Mr. Winston Churchill's new novel in April.

One comes across a cheering evidence once in a while that something else than fiction finds favor with the public. The last year or two there have been a number of biographies that have enjoyed a remarkable sale, showing that this enticing class of reading matter has not altogether lost its charm. Among the life stories that have taken hold must be classed the "Life of Samuel Morris," by Rev. T. C. Reade, D.D., (William Briggs, 10 cents). It is the story of a poor African boy sent to America by Bishop Taylor, and tells of his simple faith, his wonderful influence in a college, and his pathetic death. The sale is now well on to two hundred thousand copies, and it has been translated into several foreign languages.

William Briggs has placed on the Canadian market a new work entitled "History of the Outer Hebrides" (Lewis, Harris, North & South Uist, Benbecula, and Barra), by W. C. Mackenzie, with a chapter on the geology, physical features, and natural history of the group by William Morrison, M.A.

The Canadian Annual Review for 1903 is now in the press, and will issue within a few weeks. The sale of last year's volume was very gratifying, and now that the worth and usefulness of this compendium of events and affairs has been realized a much larger circulation is anticipated for the forthcoming issue. A very fine series of portraits is being prepared for the work.

An attractive design for the cover of the Canadian edition of "My Friend Prospero" has been made by Mr. John Innes, whose work in this line of art has been greatly admired. Effective samples of his art are seen in the covers of Mrs. Carr-Harris' "The White Chief of the Ottawa" and J. R. Craig's "Ranching With Lords and Commons."

The continued demand for J. W. Trice's popular account of his first great exploration journey through the barren lands lying between Lake Athabasca and Hudson Bay, published under the title of "Across the Sub-Arctics," which has been out of print for some time is likely to lead to the issue of another edition of the book. Two editions have already been published. The growing interest in Hudson's Bay should provide a ready market for another edition of this interesting and valuable work.

A special thin paper edition of Webster's Collegiate Dictionary has been published by the G. & C. Merriam Co., of Springfield, Mass., which is mainly an abridgement of Webster's International dictionary. The volume is worthy of every word of praise that can be written about it. Attractive in form, legible in letterpress, light in weight and in convenient shape, it is an admirable students' reference book. As for the contents, they are Webster's, and that is certainly a sufficient guarantee of excellence for the most critical person. Over 1100 illustrations are included and there is an index on the side of the book.



## NEWS FROM BOOK TRADE CENTRES



### MONTREAL BOOK TRADE.

THE RAPID REVIEW, Pearson's new magazine mentioned in our last issue, appeared in its first issue last month and met with surprising success. Wm. Drysdale & Co. sold out their supply in a few days, and the journal appears to be one which fills a real want. The busy man finds it a medium through which he can review the world's doings at a glance.

A few new books have appeared this month which promise well. Messrs. John Lovell & Son, Montreal, have published a book of poetry, "Poems, Songs and Ballads," by Carrol Ryan, a well-known figure in Montreal. It contains several selections which are creditable additions to Canadian verse. The book is illustrated by Alonzo Ryan, and contains a fine photo-engraving of the author as a frontispiece. Another of Lovell's recent publications is "Meals of the Day, a Guide to the Young House-keeper," the latest edition of Sarah Lovell's cook book.

An old, but always interesting subject is treated by Rev. P. S. McKillop in a volume entitled "Britain and America, the Lost Israelites; or The Ten Tribes Identified in the Anglo-Celtic Race." Considering the somewhat limited class to which a work of this nature appeals, the book has been well received. The price is \$2.

Of the new fiction, "Stromboli and the Guns," a stirring tale of anarchist life, by Francis Gibble, is attracting some attention. "Silenced," by Mrs. L. T. Meade, is another of the somewhat weird stories by this author which the public seem to like. "The Sword in the Air," by A. C. Gunter; "On Satan's Mount," by Dwight Tilton, and "Esau," by Joseph Hoeking, are all books to appear immediately on this market, which are sure of a welcome.

A most timely book is "All About Korea," by Angus Hamilton, who for two years was the Pall Mall Gazette's correspondent in the Far East, and during his commission for that journal travelled through Korea, visiting the spheres of influence of the powers, the treaty ports, etc., etc. A map, specially prepared, is included in the book.

The 23rd edition of Haydn's Dictionary of Dates, revised up to the end of 1903, is now ready, and being ordered for this market. This work for over half a century has found its way into all offices, libraries and households, and becomes more valuable each year.

### NEW YORK NEWS.

THE Scribners are to be the American publishers of the series of literary lives, of which Dr. Robertson Nicoll is editor. The first two volumes, on Matthew Arnold, by G. W. E. Russell, and on Cardinal Newman, by Dr. William Barry, will appear shortly. Other volumes will deal with Bunyan, Charlotte Bronte, R. M. Hutton, Goethe and Hazlitt.

Fox, Duffield & Co. will issue in the early Spring an edition of Crevecoeur's "Letters from an American Farmer," a reprint of great intrinsic interest.

Appleton & Co. are bringing out this month a novel with the somewhat remarkable title "I." It is published anonymously.

John Fox, Jr., author of "The Little Shepherd of Kingdom Come," is accompanying the Japanese forces in Korea as correspondent for Scribners' Magazine.

At the New York Public Library the books most in demand are "The Pit," by Frank Norris, "The Little Shepherd of Kingdom Come" by John Fox, Jr., "The Virginians," by Owen Wister and "Rebecca of Sunnybrook Farm," by Kate Douglas Wiggin.

### LONDON BOOK NEWS.

SIR LESLIE STEPHEN, the eminent English man of letters, died in London on February 22. He was born on November 28, 1832, and passed through Cambridge. He became editor of the Cornhill in 1871. In 1882 he began the publication of that monumental work "The Dictionary of National Biography," in charge of which he continued until 1891. He was knighted in 1902 in recognition of his services to literature.

Mr. Clark Russell has just published a new sea story entitled "Abandoned," which is receiving warm praise from the critics.

The story which the late Stephen Crane left in an unfinished condition has been completed by Robert Barr. It will appear serially in the Idler.

There has been an exceptionally large demand for Mr. Max Pemberton's "The Red Morn," which has received most favorable comment on all sides.

Mr. Thomas Cobb's new novel "A Change of Face" has just been published by Messrs. Methuen.

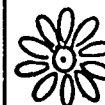
Mr. Hall Caine's new novel bears the title of "The Prodigal Son." It will probably be published in the Autumn by Heinemann.

The English Bookman for February is a Goethe number, to which Professor Edward Dowden contributes an admirable essay on the "Genius and Intellectual Development of Goethe." The number is filled with many pictures of Goethe, his homes and places connected with his life.





## NEW AND FORTHCOMING BOOKS



### FICTION.

- "Adventures of Elizabeth in Rugen."** By the author of "Elizabeth and her German Garden." Toronto: Morang & Co. \$1.50.
- Atherton, Gertrude.** "A Daughter of the Vine." London: Macmillan & Co. 6s.
- Barry, William.** "The Day Spring." New York: Dodd, Mead & Co. A tale of the Paris Commune.
- Bell, Lillian.** "The Interference of Patricia." Toronto: The Book Supply Co. \$1.
- Bell, Lillian.** "A Book of Girls." Toronto: The Book Supply Co. \$1.
- Brady, Cyrus Townsend.** "The Corner in Coffee." New York: G. W. Dillingham Co. \$1.50.
- Brady, Cyrus Townsend.** "A Little Traitor to the South." Toronto: Morang & Co. \$1.50.
- Brown, Vincent.** "A Magdalen's Husband." London: Duckworth & Co. A remarkable novel by a new author, which is creating a stir in England.
- Campbell-Praed, Mrs.** "Fugitive Ann." Toronto: The Book Supply Co. \$1.25.
- Chambers, Robert W.** "Maids of Paradise." Toronto: The Book Supply Co. \$1.50.
- Churchill, Winston.** "The Crossing." Toronto: The Copp, Clark Co.
- Cotes, Sarah Jeanette Duncan.** "The Imperialist." Toronto: The Copp, Clark Co.
- Crockett, S. R.** "Strong Mac." Toronto: The Copp, Clark Co.
- Curtis, Warden Allan.** "The Strange Adventures of Mr. Middleton." Toronto: McLeod & Allen. 75c.
- Freeland, H.** "Trelawny." Toronto: McLeod & Allen. 75c.
- Gardenhire, Samuel M.** "Lux Crucis." Toronto: The Book Supply Co. \$1.50.
- Garland, Hamlin.** "Hesper." Toronto: The Book Supply Co. \$1.50.
- Glasgow, Ellen.** "The Deliverance." New York: Doubleday, Page & Co. \$1.50.
- Griffith, George.** "A Criminal Croesus." London: John Long. A tale of mystery and adventure.
- Haggard, Rider.** "Stella Fugitius." Toronto: The Copp, Clark Co.
- Haggard, Colonel Andrew.** "A Canadian Girl." London: John Long. The scene is laid principally in New York, with several glimpses of stage life.
- Harland, Henry.** "My Friend Prospero." Toronto: William Briggs. 75c. and \$1.25.
- Hill, Headon.** "The Duke Decides." Toronto: McLeod & Allen. 75c. and \$1.25.
- Hornung, E. H.** "Denis Dent." Toronto: The Copp, Clark Co.
- Hume, Fergus.** "The Yellow Helly." New York: G. W. Dillingham Co. \$1.25.
- Jacks, William.** "The Life of William the Second, German Emperor." Glasgow: Maclehose & Sons.
- Jackson, Margaret Doyle.** "A Daughter of the Pit." London: Cassell & Co. A tale of life in a factory town in Northern England.
- Johnston, Mary.** "Sir Mortimer." Toronto: The Book Supply Co. \$1.50.
- Kernahan, Mrs. Coulson.** "Devastation." London: John Long. A novel of the sensational type.
- Kingsley, Florence Morse.** "The Singular Miss Smith." Toronto: Morang & Co. \$1.50.
- Le Feuvre, Amy.** "The Making of a Woman." London: Haldar & Stoughton.
- Maartens, Maartens.** "Dorothea." Toronto: The Copp, Clark Co.
- Mann, Horace.** "The World Destroyer." Washington: The Lucas-Lincoln Company. A daring piece of fiction, being no less than the wild dream of a madman, who goes out of his mind on the night of his betrothal. The weird and astonishing experiences through which he passes are depicted with all the skill of an accomplished author and the effect is certainly convincing.
- Mead, L. T.** "The Lady Cakemaker." Toronto: The Copp, Clark Co.
- Merwin, Samuel.** "The Merry Anne." Toronto: Morang & Co. \$1.50.
- Munn, Charles Clark.** "The Hermit." Toronto: McLeod & Allen. 75c. and \$1.25.
- Oppenheim, F.** "Anna, the Adventurous." Toronto: The Copp, Clark Co.
- Pemberton, Max.** "The Red Morn." Toronto: The Copp, Clark Co.
- Phillipotts, Eden.** "The American Prisoner." Toronto: Morang & Co. \$1.50.
- Sheldon, Charles M.** "The Reformer." Toronto: The Book Supply Co. 50c.
- Sherwood, Margaret.** "The Story of King Sylvain and Queen Aimée." Toronto: Morang & Co. \$1.50.
- Shute, Henry A.** "The Real Diary of a Real Boy." Toronto: McLeod & Allen. \$1.25.
- Sneath, J. C.** "Broke of Covendon." Toronto: The Copp, Clark Co.
- Spearman, Frank H.** "A Daughter of a Magnate." Toronto: The Book Supply Co. \$1.50.
- Stoker, Bram.** "The Jewel of Seven Stars." New York: Harper & Bros. \$1.50. A tale of an Egyptologist and his daughter.
- Tracey, Louis.** "The Albert Gate Affair." Toronto: The Copp, Clark Co.
- Watanna, Onoto.** "Daughters of Nijo." Toronto: Morang & Co. \$1.50.
- Webster, Henry K.** "The Duke of Cameron Avenue." Toronto: Morang & Co. 50c.
- Wiggin, Kate Douglas.** "Rebecca of Sunnybrook Farm." Toronto: William Briggs. Cloth, \$1.25. Rebecca is one of Miss Wiggin's most successful juvenile creations. She charms from the moment she is first introduced to the reader in Mr. Cobb's stage until she says good-bye at the end of the book, after winning over the affection of her stern old aunt. The

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book is amusing from start to finish and Rebecca is the unconscious cause of it all.

Williamson, C. N. and A. M. "The Lightning Conductor." Toronto: McLeod & Allen. 75c. and \$1.25.

HISTORY AND BIOGRAPHY.

Beaulieu, Pierre Leroy. "The Awakening of the East." New York: McClure, Phillips & Co. \$1.50 net.

Bradley, A. G. "Canada in the Twentieth Century." Toronto: The Book Supply Co. \$3.50.

Brownell, C. L. "The Heart of Japan." New York: McClure, Phillips & Co. \$1.50 net.

Day, Clive. "The Policy and Administration of the Dutch in Java." Toronto: Morang & Co. \$2.

Gosse, Edmund. "Jeremy Taylor." Toronto: Morang & Co. 75c.

Paul, Herbert. "A History of Modern England." London: Morang & Co.

Wolsley, Field Marshall Lord. "The Story of a Soldier's Life." Toronto: The Book Supply Co. \$5.

Wright, G. F. "Asiatic Russia." New York: McClure, Phillips & Co. \$7.50 net.

Wright, Thomas. "The Life of Edward Fitzgerald." London: Grant Richards: 2 vols. 24s.

RELIGIOUS.

Braston, Lewis O. "Representative Modern Preachers." Toronto: Morang & Co.

Crescy, Frank G. H. "The Church and Young Men." Toronto: Fleming H. Revell Co.

Moore, Edward C. "The New Testament in the Christian Church." Toronto: Morang & Co.

Schmidt, Nathaniel. "The Son of Man and the Son of God in Modern Theology." Toronto: Morang & Co.

Thirle, J. W. "The Titles of the Psalms; their Nature and Meaning Explained." London: Oxford University Press.

MISCELLANEOUS.

Clark E. H. and Graham, John. "Practical Track and Field Athletics." New York: Fox, Duffield & Co.

Cook, Ruth A. "Along Four-Footed Trails." Toronto: Copp, Clark Co. \$1.25; illustrated.

Cornaro, Louis. "The Art of Living Long." New York: Moody Publishing Co. Milwaukee: William F. Butler. The publishers of this famous old work have certainly done well in preparing and issuing a modern English edition of it. The simple story of how Cornaro, at forty, adopted a strictly temperate mode of life and continued to live in full enjoyment of all his faculties until over the century mark, is one that appeals to every reader. The addition of the essays on Cornaro by Addison, Bacon and Temple are timely and add much to the value of the book.

Garnett, Richard. "English Literature." Toronto: Morang & Co. 4 vols. \$6 per volume.

Hardy, Thomas. "The Dynasts." Toronto: Morang & Co. \$1.50.

Walters, Frederic R. "The Home Doctor." Toronto: The Copp Clark Co. Cloth. \$1.

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By G. P. Putnam in The Critic.

IN March, 1891, certain amendments were inserted as part of the Copyright Statute which had for their right relations with the other literature-producing nations of the world. The several European states purpose the bringing the United States into copy-right, from an early period in the century (1830-1834) entered into individual treaties with each other under which their authors (and artists) secured for their productions reciprocal protection; and in 1887 these states came together, under the Berne Convention, in an association the regulations of which secured copyright recognition throughout nearly the entire territory of Europe (Holland, Austria-Hungary and Russia are still outside) and also in Tunis, Liberia and Japan.

It had for many years been a ground for mortification to citizens who were jealous for the good name of their country, that the United States had refused, in regard to the recognition of property in literature, to enter into the comity of nations. As far back as 1837, an association had been organized (of which the late George P. Putnam was secretary) to bring about an international copyright, but a contest of more than half a century was required before it proved practicable to interest and to educate public opinion and to secure from Congress favorable action for a bill securing property rights for foreign authors and (under reciprocity arrangements) protection across the Atlantic for the productions of American authors. Before the Act of 1891 copyright could be secured in this country only for the production of citizens of the United States or of those who could be classed as

permanent residents. Under the new law, the protection of the statute is made to cover the works of authors whether resident or non-resident, with the condition for the non-resident author the country of which he is a citizen shall concede to American authors copyright privileges substantially equal to those conceded by such foreign state to its own authors. It is also a condition (applying both to resident and non-resident authors) that the book securing American copyright shall be published in the United States not later than the date of its publication in any other country. It is a further condition of such copyright for all authors, whether resident or non-resident, that all the editions of the work so copyrighted must be printed from type set within the limits of the United States or from plates made therefrom. This provision was instituted in the new Act at the instance of the Typographical Unions and was insisted upon by them as essential. The unions were under the apprehension that if the international copyright should be established without such condition of American manufacture, a large portion of the book manufacturing now done in this country would be transferred across the Atlantic, to the injury of American type-setters and printers and of the other trades employed in the making of books.

The provisions of the Act as finally passed were not a little confused by amendments inserted hastily during the last weeks of the session, amendments which had not been planned in connection with the original drafts of the bill and which presented certain new conditions more or less incongruous with the general purpose of the bill

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and likely to produce difficulties in the consistent working of the law. These amendments were submitted for the most part on behalf of the various interests having to do with the manufacturing of books and of reproductions of works of art, and were accepted by Congress as in line with the general protective policy of the country. The changes in the text of the bill as originally drafted were accepted by those who had been for many years working for international copyright, because if they had not been accepted it would have been impossible to bring into enactment any international copyright measure whatsoever. It seemed better, for the cause of the recognition of literary property irrespective of political boundaries, to place upon the statute book a law more or less imperfect and incongruous than to leave the United States for a further indefinite term alone among civilized nations in its failure to recognize the just claims of foreign authors and artists. It was also increasingly important to secure a recognition on the other side of the Atlantic for the property rights of American literary producers whose productions were securing from year to year increasing attention from English and Continental readers.

It is proper to state that the law has, in many respects, worked more smoothly than was anticipated. Attention has, however, been called by more than one Attorney-General and also by the present librarian of Congress and by his assistant, the registrar in charge of the Bureau of Copyrights, to the material defects in the wording of the statute. Fear has been expressed that these defects would sooner or later stand in the way of securing consistent action in the courts for the adequate protection of the rights of literary producers. It is the case, however, that comparatively few issues have as yet arisen in the courts under which these unsatisfactory provisions of the law could be tested.

The law has had the effect of securing from year to year for an increasing number of British authors very satisfactory returns from the sales in the United States of their copyrighted property and under the reciprocity arrangement, which came into effect with Great Britain in July, 1891, American authors are each year securing larger returns from their readers in the British Empire, returns which are bound to increase proportionately with the development of American literature. English authors have found some inconvenience in connection with the requirements for simultaneous publication (a requirement which also obtains under the British law) and the further requirements for the manufacturing of the copyrighted book within the territory of the United States but there has been no substantial difficulty, under the arrangements that have come into force between the publishers on either side of the Atlantic and their respective circles of authors, in meeting these two requirements for books originating in the English language.

It is the case, however, that very serious and well-founded criticisms of the law have come from the authors of France, Germany, and Italy, who find that, under the requirements of American manufacture and simultaneous publication, the difficulties are almost insuperable in the way of securing American copyright for books which have to be translated before they are available for the use of American readers. In Germany, the disappointment and annoyance at what are held to be the inequitable restrictions of the American statute have been so considerable

that steps have been taken on the part of authors and publishers to secure the abrogation of the Convention entered into in 1893 between Germany and the United States. The defenders of the Convention have thus far succeeded in preventing it from being set aside, but it is then report that they will not be able to maintain this Convention for many years to come unless the grievances complained of by German authors shall receive satisfactory consideration. The disappointment and the criticism on the part of the authors of France are no less bitter. It is only the fact that certain substantial advantages have been secured under the law to continental artists, and the expectation that the American people will not long remain satisfied with granting international copyright in form while refusing it in fact that prevents organized attacks not only in Paris and Berlin but also in Rome, upon the present international arrangements.

I myself had occasion while attending, in June, 1901, the convention held at Leipzig of the International Association of Publishers, to listen to a memorial which had been prepared by the Association of German Authors and which was submitted for the approval of the assembly of German publishers, which memorial had for the purpose the abrogation of the Convention between Germany and the United States. I succeeded at that time in securing a decision on the part of the publishers to lay upon the table a resolution approving this memorial of the authors, and the authors themselves later also agreed to defer action. I reported to the representatives of the Continental publishers and authors that, at the instance of the American Publishers' Copyright League, an amendment to our statute had been drafted which had for its purpose the remedying as far as might now be practicable these grievances of the authors of the Continent. I promised that nothing should be neglected on the part of the American publishers, American authors, and others interested in international copyright and in maintaining the copyright relations of the United States with Europe, to secure favorable attention from Congress for the amendment in question. It has, however, proved more difficult than was anticipated two years back to secure such attention on the part of the legislators in Washington. Other matters have intervened in each session which seemed both to Representatives and Senators of much more importance than the question of copyright. Apart from the usual delays on the ground of lack of interest in Congressional committees in such a subject, the representatives of the Publishers' Copyright League found that they had again to give consideration to objections on the part of the typographical unions.

The amendment as first drafted provided that the European author of a book originating in a language other than English should be allowed a term of twelve months (or, as later suggested, of not less than six months) within which to secure arrangements for an American edition of his book and to have completed the required translation. The American edition which was to have the protection of copyright was of course to be "printed from type set within the limits of the United States." During this interregnum term of six months, importation into the United States of copies of the work as issued in the original text could be made and the owner of the copyright was protected against any unauthorized appropriation of his production. This provision was worded with

the purpose of avoiding the expense that under present conditions must be incurred of putting into type in this country an edition of the work printed in the language of origin. There is, as a rule, not sufficient demand from American buyers, even in the case of an author of repute, for a book originating in French or in German, to make the American publication of such work, printed in the original language, a satisfactory business undertaking. It is, on the other hand, as a rule, not practicable to have a translation produced in time to enable the American edition as translated to be issued in the United States "not later than the date of publication" in the country of origin. The French or German publisher is generally not willing to agree with his author to lose a season's sale of his edition of the books for the chance of securing for such author the advantage of an American edition.

The typographers objected to the amendment as worded on the ground that it gave copyright protection for a term of say six months to a book in any edition which had not been printed in the United States. It was pointed out by the publishers (many of them themselves printers and all of them interested in the production of American editions) that no book could, under such amendment, secure the final protection of the law unless an American edition was produced. It was emphasized further that, under the present conditions, the publishers were not willing to make investments in American editions of Continental works which were well suited for the requirements of American readers, but that if the publishers could, as would be possible under this amendment, secure the copyright control of such editions, a number of books would be put into print in the United States which would not otherwise have been taken up and from the manufacturing of which that printing and allied trades would secure business advantage.

It did not prove practicable, however, to convince the typographers that there might not be some risk of disadvantage to their trade in the proposition. The amendment was therefore re-shaped so as to meet their objections. Under the amendment as now worded, a work originating in language other than English is left open to "appropriation" unless an authorized American edition shall have been produced within the term of twelve months after the first publication of the book in the country of origin and unless such editions shall have been produced and duly protected by copyright in advance of any unauthorized edition. In case, however, within such terms of twelve months, the book shall be brought into print in the United States in an edition which shall comply with the other requirements of the law, the author of such book, or his assign shall enjoy for the term of copyright the full protection of the law, not merely for such English version, but for the entire text in any version. Under the working of the present statute, the producer of an English version (whether authorized or unauthorized) of a Continental work secures the protection of the law only for his own version. In case this first version secures a success, there is always the risk that other versions may be produced by unauthorized reprinters desiring to take advantage of the literary judgment and of the advertising of the publishers producing the authorized version. Such appropriation of the text of the original will be impracticable when the pending amendment has become a part of the statute.

The typographers have given their approval to the amendment as now worded, realizing that it ought to have the effect of increasing the production of American editions of Continental works. While it is a disadvantage that the Continental book should be open to "appropriation" for a term of twelve months (or less) and that should unauthorized editions have once been issued no copyright control can be secured for the work through the publication of an authorized edition, it is believed that under actual business conditions this disadvantage may not prove serious. It is the fact that the unauthorized reprinters prefer, as a rule, to follow the literary judgment of the publishers who act as the representatives of the authors. The "piracy" firms find it "better business" in the selection of works by Continental authors to appropriate a work which has secured the approval of a leading publishing house than to risk ventures based upon their individual judgments.

The amendment in question has been introduced in the Senate by Senator O. H. Platt, of Connecticut, who is an old-time friend of international copyright and whose services in connection with the Act of 1891 was of the greatest importance. The bill (which bears the number "Senate 849") has been referred to the Committee on Patents and its supporters hope to be able to secure favorable action on it early in the regular session. The amendment has also been introduced into the House (House No. 2,229) by Mr. Carrier. It is of essential importance, if the copyright relations of the United States with France, Germany, and Italy are to be preserved, that no further delay should be incurred in remedying the very serious injustice to which the authors of the Continent are now exposed. It would also be a serious mortification for Americans who have at heart the good name of their country to have these international copyright conventions cancelled on the ground that the American Government had failed to carry out in good faith the reciprocity conditions of the Act of 1891 on the strength of which conditions the States of Europe have extended to American authors the full protection of their own copyright laws.

#### PERSONALS.

Mr. A. H. Stratton of Peterboro was "spending money" in Toronto recently.

Mr. C. L. Nelles of Guelph paid a visit to the Toronto wholesale houses recently.

Mr. H. S. Hallman, printer, of Berlin, was in Toronto a day or so ago. He was buying supplies.

Mr. T. Thanburn of Brampton was in Toronto a few days ago. He visited the leading manufacturers and jobbers.

Mr. D. J. Young of Calgary paid a visit to Toronto recently. This is Mr. Young's first visit to the Queen City for twenty years.

Mr. Gundy, the genial treasurer of the W. J. Gage Company, Limited, Toronto, is preparing to take a trip to Europe. He purposes visiting the principal cities of the Continent as well as those of Great Britain. Mrs. Gundy will accompany Mr. Gundy on the tour.

Mr. A. W. Arnott, of Geo. Ridout & Co., Toronto, was a recent caller at our London offices. Mr. Arnott is in the Old Country getting in close personal touch with the houses his firm represents, and is visiting the trade centres of Great Britain and the Continent. News of new agencies of interest to the trade will be announced on Mr. Arnott's return to Canada.

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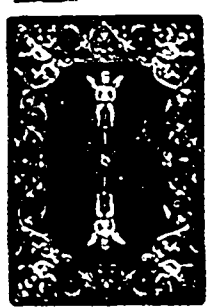
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# STATIONERY

## ARE YOU A STATIONER?

BY G. E. R.

IN these days of rapid transit and endless invention, affecting all branches of trade, the old saying about the "survival of the fittest" becomes more and more of a truism. Right here let me ask, how many stationers make any serious effort to see to it that they are among the class likely to survive the realistic never-ceasing battle otherwise known as daily business. Its conditions today and the methods of conducting it every thinking person will admit, are very different to what they were even a dozen years ago, and yet there are scores of merchants whose trade, to put it mildly, has not increased appreciably during the past few years and yet to whom if you were to even gently suggest that they were not keeping pace with the times in their business methods you would be offering an affront. Still a great many of these dealers conduct, or to be more correct, try to conduct, successfully a business which perhaps once flourished when the dealer sat behind the counter and waited for his customers to come in, and no doubt a great many of these well meaning merchants sigh for a return of what they are pleased to call "The good old days," which alas are no more, and which are apparently forever to remain ancient history.

To be charitable, let us suppose that these ambitious, though not very progressive stationers, have never for a moment thought that it was just possible that these very customers of theirs who once found time to come to their stores to procure their wants, may now be kept too busy to spare the time to do so, and can appreciate the convenience of having a pleasant mannered salesman call on them periodically. Especially is this true if he makes it a point to come ready to show samples of the latest and best of everything in his line. This is generally the case with the more up-to-date young men employed in this capacity, representing a dealer in one of the larger cities, whose sources of supply are the very same wholesale houses which the dealers in the smaller towns have access to. The prices are of course the same, but undoubtedly the advantage is on the side of the merchant in the small town, for freight rates are fairly reasonable and it certainly costs less to sell goods right at home than it does to send a high-salaried traveller a long distance to dispose of them.

Now of course "Every crow thinks it's young the blackest" and no doubt every merchant, no matter what kind of business he be engaged in, thinks his particular branch of the trade is most seriously affected, by the keen competition of the present day, but in one particular at least, the stationery business is unique. Take, for instance, the dry goods business. Do any of the large retail dealers in the cities send a traveller out through the towns calling from store to store or from house to house to solicit orders? The answer is, of course, "No." Is anything of this kind done in the grocery business? Not at all. In the hardware business? No. In the boot and shoe business? No, again, is the answer. But when you

come to the book and stationery business, it is very different, for in the cities nearly every large retailer sends out a traveller sometimes thousands of miles, who goes into towns and sells goods at often higher prices than are asked by the local dealers, and in this way takes the business right from under the very noses of men who have no one but themselves and nothing but their own behind-the-times, back-number ways of doing business to blame, for the falling off in their trade. Yet, as above mentioned the original cost to both merchants is the same, and it should and does cost less for the small dealer to sell the goods.

If you should get into conversation with a traveller for any of the wholesale houses and ask him if any of the merchants of his territory are complaining, he will invariably tell you something like this: "When up in Thrivingtown the other day I was showing Mr. Slow some of our newest goods but was unable to sell him anything excepting some old standbys that he could not very well do without. When I suggested that he ought to be able to dispose of quite a number of a certain line to some of the large manufacturers (of which there were several, in his town, he blandly remarked that Push & Co. of our city sent a man there every couple of months and sold them all they wanted of that kind of thing." And would you believe it this self-same would-be merchant prince had no more intention of doing anything towards advancing his business interests, further than staying in his store, keeping his clerks there and waiting till the next favorable opportunity was offered him of singing the same old blue-ruin tale of woe.

Again you will even sometimes be asked if you think it pays these people to send out travellers to solicit orders in this way. When asked a question of this kind one often wonders if people think that merchants spend the enormous amount of money they do for salaries and traveling expenses purely for the love of it, or do they for a moment suppose that it may be because the conditions of trade render it necessary and also that it pays. The degree to which it is profitable depends on the reputation of the house, the price and value offered, and the ability of the traveller.

Then again you will sometimes be told that the department stores have killed the trade of the small stationer, and while there may be quite a bit of truth in this, so far as fancy goods and fancy stationery is affected, yet so far as the commercial branch of the trade is concerned this argument does not hold good. Every business man knows that, quality considered, one will nine times out of ten, and often the tenth time too, pay just as much for goods in department stores as anywhere else, but just as much as necessity was and always will be the mother of invention, just so much will the desire in human nature for convenience ever prove the stronghold of the department stores and according to the extent to which the regular dealer makes it convenient and agreeable for people to trade with him, is his business bound to show a corresponding improvement.

A mistake, which many merchants make is to buy too heavily in one or two lines of goods, thereby locking up too much of their capital without being able to show much variety, whereas if they were to keep more closely in touch with good up-to-date wholesalers, watch carefully for the latest things which are promptly advertised and commented on in the live trade papers, then buy within reason,

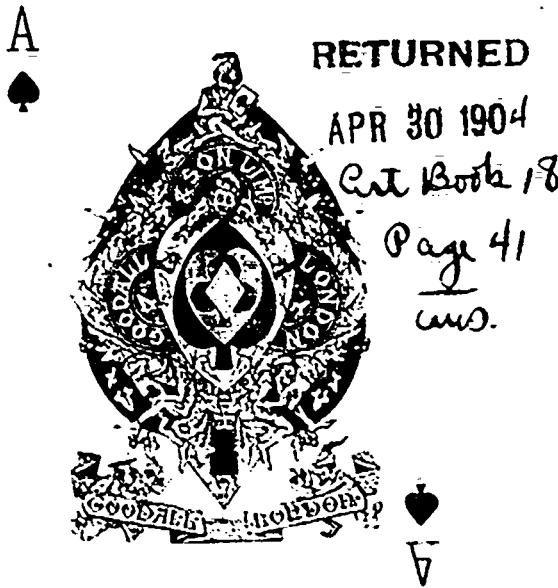


gaged by their probable outlet for the goods, they would be able to do more business on less capital and extend it accordingly.

One thing is reasonably certain and that is, if dealers were to make up their minds thoroughly to do all the business themselves, that there was to be done in their own towns, by meeting all outside competition, quoting better prices when possible and emphasizing the fact when doing so; by never turning down an order, for they can always make something on it whereas if they pass it by they do not make anything; by following this idea aggressively; by impressing it on clerks thoroughly, business can be extended, running expenses reduced, and profits increased proportionately

**ACE OF SPADES.**

Thousands of people, who indulge constantly in games of euchre, whist or the more speculative game of bridge, are very often ignorant regarding curious facts about the cards they use. There is something interesting about the ace of Spades in Chas. Goodalls' playing cards that dealers might find it worth while communicating to their customers when buying cards. If you look carefully into the



design which accompanies this, you will find 17 aces, counting indices. There is no trick about this. Any one could number them after a few moments' examination.

While writing of the ace of spades, a very remarkable personal experience was reported by a gunner of 44th Battery Royal Field Artillery a short time ago. With Nesbitt's Horse he was in action at Prieska, and was struck in the left breast by a rifle bullet. Much to his surprise he was unhurt, and found that the bullet had lodged in a pack of cards he was carrying in his pocket. The bullet had passed through the hole of the pack, but stopped at the ace of spades. His life was, therefore, saved by the ace of spades as shown above.

**NEW WAR MAP.**

The Copp, Clark Co. are as usual, up to date in putting on the Canadian market a new war map, or rather, a series of maps bound in atlas form. The line retails at 25 cents and should be a seller.

**HEAVY DAMAGE TO STATIONERY STOCK.**

A GREAT deal of damage by water to their stock was done in a fire which broke out in the store of Messrs. Bruneau & Kerona, fancy goods dealers and stationers, 34 Fabrigue street, Quebec. The fire broke out at midnight, and before it was overcome stock to the value of \$20,000 had been damaged. The insurance on the stock was \$14,000. The building was insured for \$8,000, and the damage to it amounted to some \$2,000.

**PHOTOGRAPHIC CHANGES.**

THE Eastman Kodak Co., of Rochester, N. Y., has for years been trying to secure a firm hold on the Canadian market. Their recent acquirement of the Montreal branch of the Stanley Dry Plate Co., of Newton, Mass., and the fact that negotiations are nearly concluded between them and Messrs. T. G. Ramsey & Co., of Toronto and Montreal, for the acquirement of the latter's wholesale and retail business lends strength to the belief that these goods will be pushed to a greater degree than ever in the Canadian market. It is understood the sole purpose of securing the business of T. G. Ramsey & Co. is for a more complete outlet of their goods throughout Canada. In Montreal the business will still be carried on under the name of D. H. Hogg & Co., and in Toronto as T. G. Ramsey & Co.

**THE COPP, CLARK CO., LIMITED.**

THE travellers of this firm are now on the road with an exceptionally good range of samples of import and Canadian made goods, and are confidently looking forward to receiving record breaking orders from every part of the Dominion.

The salesmen this season are particularly pleased with what they have to offer their friends: their line of papeteries is of unusual merit and will be ordered by all the retailers who inspect the samples.

The Copp, Clark Co. are also to be congratulated on their display of leather goods: the range is a complete one and the various lines will command the attention of buyers who are desirous of keeping their leather goods department stocked with up-to-date goods.

The display of games is this year better than ever before and includes everything that is up-to-date.

This firm has the agency for Johnson's inlaid chess and checker boards. Stationers and fancy goods dealers should note this as the line is an exceptionally good one. The boards are made of oak and maple and mahogany and walnut and come in two sizes, 14 by 14 inches and 22 by 22 inches. They are fine examples of inlaid work and are beautifully finished.

**WAR DESIGN SCRIBBLERS.**

Special attention is directed to the timely line of tablets and scribblers being put on the market by W. J. Gage & Co., Limited, Toronto. They are intended to illustrate the war and should prove extremely popular among the children.

# THE WAR TABLET

We have just prepared an up-to-date Writing Tablet, the entire cover of which is covered with

**Map of the Seat of the Russian-Japanese War, beautifully printed in four colors, with photographs of the Czar and Mikado.**

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| No. 166—Fine Linen, ruled      | } each pad full size, retails at 25c. with liberal profit. |
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| " 168—Super. white wove, ruled |  |
| " 169— " " plain               |  |

We also beg to announce our new series of **War Map Exercise and Scribbling Books.**

This series of School Blanks will have the map covers as described above, and will be the best-selling line on the market. They are as follows :

- |                   |   |   |
|-------------------|---|---|
| Scribbling Books. | } | No. 1260 Pencil paper, Crown 4to, plain ruled           |
|                   |   | " 1261 " " " ruled                                      |
|                   |   | " 1262 Extra fine pen and pencil paper Crown 4to, plain |
| Exercise Books.   | } | " 1263 Extra-fine pen and pencil paper Crown 4to, ruled |
|                   |   | No. 2028 Extra-fine paper, margin line.                 |

All above lines retail at 5c. with usual liberal profit.

Send us a Trial Order.

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

## AGENTS WANTED

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

## A Good Income Can Be Secured

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

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

**STANDARD CORPORATION, DIAMOND PEN WORKS,**  
49 Newgate Street, London, E. C. ENGLAND.

**ROSNA LINETTE**

---

**NOTE AND ENVELOPES**

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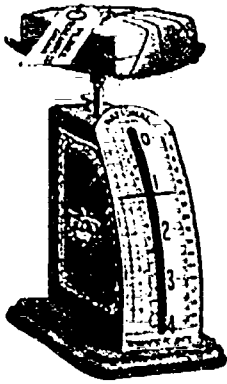
Plain and Black, Bordered.

WRITE FOR SAMPLES.

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McFarlane, Son & Hodgson,  
MONTREAL.

## PELOUZE Reliable Postal Scales.



They tell at a glance exact cost of postage  
in cents on all mail matter.

Made in 12 Styles.

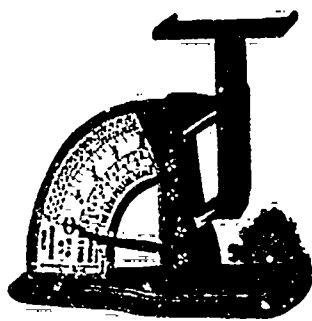
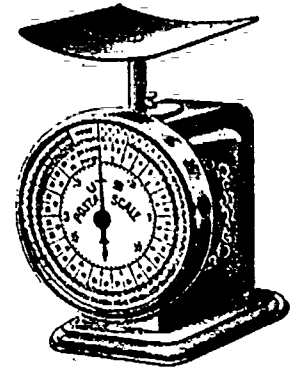
For Banks, Offices, Stores and  
Individual Use.

SEND FOR CATALOGUE "P."

Splendid Sellers.

Buy of your Jobber.

**PELOUZE SCALE & MFG. CO., CHICAGO.**



### 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 success-  
ful development of this scientific principle has  
produced the only perfect postal scale.

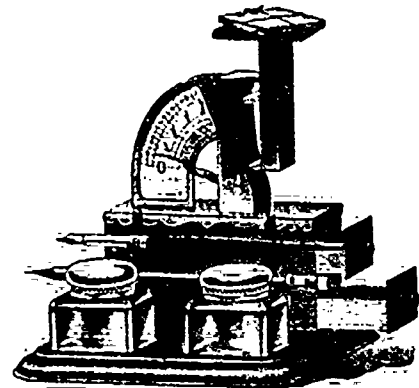
They save stamps—Your jobber has them.

MADE IN FOUR SIZES

The "SUPERIOR"	Capacity 4 lbs. by 1 oz.
The "IDEAL"	2 " "
The "DEM"	1 " "
The "RELIANCE"	8 oz.

**Triner Scale & Manfg. Co.,**

126-130 S. Clinton St., CHICAGO, Ill., U.S.A.



**EAST MAIL**  
Capacity 1 pound by 1 ounce.

## A GREAT OUTPUT IS REPRESENTED IN OUR WONDERFUL LINE OF TYPEWRITER RIBBONS AND CARBON PAPERS.

We protect and  
stand back of ev-  
ery dealer hand-  
ling our

**SUPERB  
PRODUCTIONS.**

Typewriter  
Oils.  
Cleaning Oils.  
Stamp Inks.  
Stamp Ribbons.

A Large and  
Splendid Line of  
Pencil  
Carbons,  
Pen Carbons.

Our Goods Embody:  
HIGH STANDARD  
(finest quality.)  
ORIGINALITY  
(of manufacturers.)  
GREAT VARIETY  
(largest of any.)  
LOWEST PRICES  
(quality considered.)



**Eureka and  
M. M. Yellow Box,**  
Ribbons of Much Distinction.

PROGRESS, Typewriter  
M.M. Carbons  
EUREKA, of  
COMPETITOR,  
MITVOL,  
Great GALLINIPPER,  
Renown. SILK SPUN.

Our Western Agents, CARTER & ALLEN, are prepared to supply the trade in their territory at  
equal advantage with ourselves.

**MITTAG & VOLGER**

Sole Manufacturers,

FOR THE TRADE ONLY.

Principal Office and Factory, Park Ridge, N.J.

NEW YORK CITY,  
1016 Park Row Building.  
CHICAGO, ILL.,  
108 La Salle Street.  
LONDON, 4 Queen Street.  
PARIS, 21 Rue Vivienne.

# FANCY GOODS

THE samples of import fancy goods are now in the wholesale houses, and are being put in the travellers' hands as quickly as possible. There is no line of novelties of particular importance, but an all-round newness is noticeable. Greater variety in mechanical toys than ever is being shown, and all lines show a similar advance in style and novel ideas. Travellers report a fair business, although with everything else fancy goods buying has suffered a little from the effect of impassable roads on the retail business.

Particular attention is now being paid to the Spring and Summer lines. Easter novelties are in demand and this line of the fancy goods trade is gaining strength year by year. As a gift season it is much more general than ever before, and both wholesaler and retailer prepare for it. Hammocks, Chinese lanterns and other essentials for the Summer season are being pushed by the wholesale houses, and retailers are filling in their stocks of outdoor games and requisities. The buying of souvenir goods will commence with a vim almost immediately, this line being more in request year after year. The tourist trade is constantly growing and to supply it, the souvenir stock is steadily drawn upon from June to September.

In spite of the predictions of a few croakers the wrist bag is receiving just as much attention as ever. New shapes are constantly coming out, showing that the manufacturer has lots of faith in the demand. The wholesale houses report that there appears to be no diminution in the sales, that retailers are buying as eagerly as ever, and assert that so useful and convenient has the woman

are undoubtedly the walrus and sea bear, their newness and odd appearance seeming to take with the trade. Seal is, and has always been, a first class seller on account of its neatness and durability.

The trimmings and shapes are shown in pleasing variety. Some are silk lined to match the color of the leather, and some are leather lined. Some have a set of fittings in inside pockets that supply all a woman's emergency needs. They come in nickel, oxidized silver, gun metal and gold frames and have all sorts of knobs as fastenings. There are leather, chain and solid metal handles in every conceivable shape. Some are long and shallow, others deep;

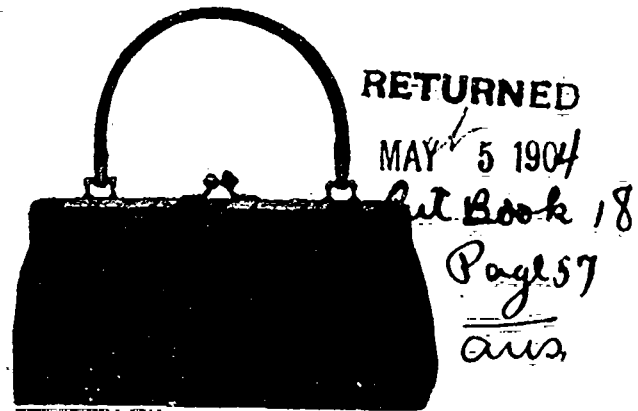


Fig. 4.

some have square ends, others loose leather ends that jut out; some have fancy shaped tops, others plain. A new wrist bag on the market is about nine inches long and five high, has a square frame with abrupt corners, large knob fastener, chain handle, and the frame is inlaid with a strip of leather of the same kind as is in the body. Inside are small pockets for purse and card case in the same leather, and another pocket for any desired article.

In the illustration figure 4 is a walrus bag with leather handle and large ball fastening. The grain of the leather runs along the bag instead of up and down. Figure 3 shows another walrus grain with a fancy lining and a new style leather loop handle. In Figure 2 is shown a shopping bag chain stitch, diamond mesh, a popular bag for country trade as it holds a lot and is convenient for carrying.

### AN ASSORTMENT OF 6,000 NUMBERS.

IT is quite impossible to give readers of Bookseller and Stationer an adequate description of the extent, variety and excellence of the display of import samples for Christmas, 1904, now on exhibition in the large show-room of Warwick Bros. & Rutter, Toronto. This year's array of samples outclasses all previous exhibits and in many particulars shows a decided advance on the lines shown last year. Those who were privileged to inspect the 1903 samples will concede this, when they see the 1904 list.

As usual the show-room has been specially prepared for the exhibition and the numerous electric lights shining on the gold, silver, glass and other ornaments and on the decorations of flags and bunting turn the long room

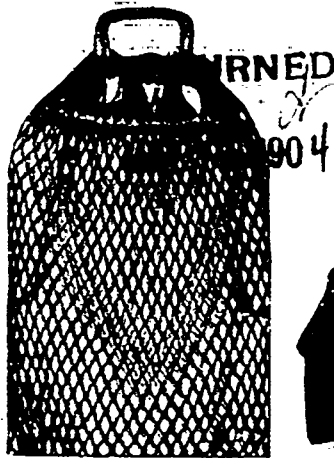


Fig. 2

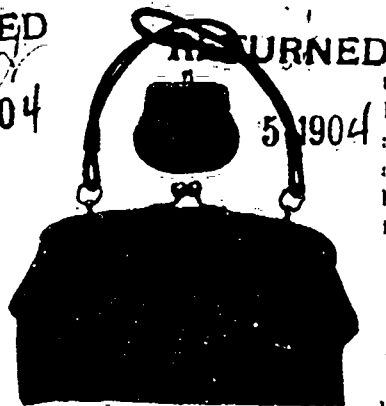


Fig. 3.

found the wrist bag that it will take much time to lessen it in her favor sufficiently to induce her to go without it. The modern wrist bag is designed to suit every woman for every purpose. It comes in all skins, all finishes, all prices, all sizes, all shapes and with every style of fittings. A woman can purchase it in seal, walrus, sea bear, monkey, calf, lizard, crocodile, etc., and almost any of these can be had in any desired shade. The most popular leathers

into a fairy-land, in which the visitor is prone to linger long and pleasantly. More than 6,000 separate and distinct articles are on exhibition, including every possible description of fancy goods that the most exacting buyer could ask for.

One table is set out with smokers' sundries, including tobacco jars, ash trays and other fixings of buckhorn cut glass and silver. A line of imitation ivory goods, which would adorn any cabinet occupies another long table.

A novelty in the shape of a rose bowl with a neat device to hold the stems of flowers attracted attention among the cut glass goods and also an arrangement comprising two or three bottle decanters in oak frames. A long row of bisque and flower ornaments appeared to great advantage and a collection of beer stems, quite a new line, was much admired.

To one side metal inlaid and jewelled Tiffany glass-ware on bronze stands was observed and also inlaid silver vases. Dainty five o'clock tea cups were noticed in great profusion.

Other lines noted included dinner gongs, clocks of all makes and kinds, biscuit jars, companions, jewel boxes, collar and cuff boxes, blotters, Oriental tapestry wove boxes, brackets for ornaments, inkstands of all kinds, brush sets in copper and silver, leather portfolios and writing desks, paper knives, seals, purses, souvenir post-card albums, photo frames, mirrors, medallions, fans and an immense collection of mechanical toys.

Leather goods occupied much space, including gents' and ladies' travel cases, hand bags, wrist bags, high-class purses with gold, silver and gun metal facings, cigar and cigarette cases and jewel boxes. Celluloid goods of various kind were also noticed. In addition numerous druggists' sundries such as perfumes and soaps are shown.

Warwick Bros. & Rutter would urge every buyer in Ontario to come and personally inspect the lines shown. The variety is so great that only in that way can a buyer do justice to the goods and to himself. After a few days the firm's travellers will set out with sets of samples for the east and west and displays will be made at the Sault, Port Arthur, Winnipeg and other Western points, and at Ottawa, Montreal, Quebec, St. John, Halifax, Sydney, and Charlottetown. Buyers in the vicinity of each of these centres should make a point of visiting them when the traveller arrives.

As Warwick Bros. & Rutter do not stock any of these lines, they are able to give the Canadian trade a variety of goods obtainable in no other way. They also are not influenced by considerations as regards the quantity of goods in stock and will sell one line as freely as another.

#### CHIEF JIM BIG HEART BUYS \$500 WORT HOF VALENTINES.

A LARGE order for fancy valentines was telegraphed to New York by one of the biggest department stores in Washington. The entire stock was sold out that afternoon. The way the stock was cleaned out caused something of a sensation.

Chief Jim Big Heart, the chief of the Osages, sauntered up the street with four or five of his braves, and was attracted by the valentines in one of the windows. He went straight to the counter where the fancy ones were displayed.

"Don't you want some of the comic valentines?" asked the young lady clerk. "Humph no," granted Jim, as he began to inspect the pretty paper millinery on the fancy love missives.

"How much this one?" he asked, putting his finger on a peculiarly big and fine one.

"Five dollars," replied the clerk.

"How much whole lot," he asked, sweeping his arm across the counter.

The girl figured the prices for a moment and said he could have them for \$40.

"Me take," said Jim, and then he bought more and more until he had invested \$500 in fancy valentines and was the contented owner of every valentine in the big store except the comic ones, which he failed to take any interest in.

He bargained with the manager for a clerk to address his purchases to the favored list of acquaintances back on the reservation to whom he wished to send them. Not a single valentine was sent to a woman. All went to the bucks, and Jim was most particular in designating what he thought appropriate sentiments to each and all of his friends.

#### LATEST PARISIAN FANCIES IN LEATHER GOODS.

FOR small leather goods red morocco continues to figure as a favorite, writes the Paris correspondent of Trunks, Leather Goods, and Umbrellas. But at the same time it has rivals. One of these is glazed chamois leather of a delicate biscuit tone. Another is the new cuir d'acier or "steel leather," which owes its name both to its color and its highly glazed surface, almost metallic in its effect.

The new red morocco and chamois leather articles are, strictly speaking, without decoration. But in most cases purchasers call for the addition of the monogram of the person from whom they are destined—this being almost invariably done when the article is intended as a New Year's gift. Mono-article is intended as a gift.

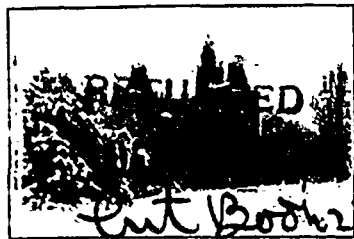
Ornamentation is applied very sparingly this season to the superior leather goods, a reaction due to the abuse of decorations of one sort and another of which manufacturers of second and third rate articles have lately indulged, such decorations often serving to conceal the poverty of the materials made use of and the lack of finish are regards detail.

The fine goods on the other hand, are remarkable for excellence of material and perfection of finish. The greatest care is taken to choose pieces of leather without a blemish either in the texture itself or in the dye, and the sewing is done by hand from first to last.

Nicety of execution more than makes up for the absence of ornament, and of course shows off better on a plain article.

#### REMEMBER THE FLAG SEASON.

The season for flags is approaching and to meet the heavy demand anticipated the Copp, Clark Co., Limited, have put in a very heavy stock of this line. Canadian, Union Jack, Irish and United States flags are always good sellers during the Summer. Last season the demand was greater than the supply.



## Stationers! Further Attention, Please

Did you send for samples and prices of our PICTURE POSTCARDS? We are anxious to have all dealers see them, and again request those who have neglected sending to do so at once, in their own interests. Our work is not block or half-tone, and has to be seen to be appreciated. Prices are right. We can publish from your own photographs for your exclusive use. Full size local views are becoming more popular every day. When asking for samples, please send trade card as we sell to dealers only.

THE PICTURE POSTCARD CO., P. O. Box 334, OTTAWA, ONT.

## Store Window Decorations for Easter

No Material so appropriate or so extensively used for this purpose as \_\_\_\_\_

### DENNISON'S CREPE PAPER—Plain and Decorated.

See that your stock is complete and well displayed.

Dennison's 1904 Line of Crepe Paper Napkins and Doilies—Unsurpassed for Beauty.

ASK FOR CATALOGUE.

**Dennison Manufacturing Co.**

CORISTINE BUILDING, MONTREAL.

BOSTON    NEW YORK    PHILADELPHIA    CHICAGO    CINCINNATI    ST. LOUIS

NO STATIONERY STORE IS COMPLETE WITHOUT

## Esterbrook's Pens

LEADING NUMBERS:

- Fine Pens, A1, 128, 333
- Business Pens, 048, 14, 130.
- Broad Points, 312, 313, 314.
- Turn-up Points, 256, 477, 1876.

CANADIAN AGENTS:

**THE BROWN BROS., LIMITED**

51 Wellington Street West, - TORONTO.

## YOU ARE INTERESTED IN SOMETHING.

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

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

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

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

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

### THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL.

10 Front St. East, TORONTO

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



# ART DEPARTMENT



**FINE ART PUBLICATION.**

IT is becoming quite a treat to drop into the show-rooms of Messrs. Menzies & Co., Toronto. The policy of this firm seems to be to gather to themselves the finest art publications in the world, and while most of their lines are high-class and high-price, they strike one as being particularly saleable. The success of Savory's high-class publications is an instance of this. Menzies & Co. have but lately secured the sole agency for Messrs. Loudeker, Rinn & Co., London, England, publishers of the famous "Billiard Match," and "The Cuetrim Hunt Pictures." These goods had a remarkable run in Great Britain and Europe, receiving gratuitous notices from almost all the great London dailies and magazines. They may be seen in almost every billiard room in private houses and clubs in England, and are certainly the best things of their kind yet produced. It

books published by Mr. MacFarlane are recognized as the leading productions of their class, not only in Canada but in the U. S. A. During last year the demand for this line was very great, but it is anticipated, however, that during the coming season all records will be broken.

Mr. MacFarlane has made preparations to cope with a big volume of business and is in a position to make cards and books for any town or city in the country.

**THE EUROPEAN UBIQUITY OF PICTURE POST-CARDS.**

*From Booklovers' Magazine*

**B**UT if you want to see the post-card mania with all the current turned on, visit one of the interior cities of Europe—say of Southern Germany or Switzerland. At the station restaurant the waiter will place a plate of post-cards in front of you as a sort of introduction

RETURNED

MAY 7 1904

*Cut Book  
Page  
Aus*



MacFarlane Series—Takakaw Falls, near Field, B.C.

is expected from the success which has attended this firm's energetic canvass so far that the success will be duplicated on this side of the water. Menzies & Co. are agents for the United States as well as Canada.

**SOUVENIR BOOKS AND CARDS.**

**O**NE of the first to realize the possibilities of the business to be done with pictorial post cards and souvenir books in this country was Mr. MacFarlane of Toronto. He has for several seasons devoted his energies to the production of this class of goods, and his stock already consists of fully one thousand subjects, printed in black and white and in colors. The souvenir

RETURNED

MAY 7 1904



MacFarlane Series—Incline Railway, Montreal.

When you take the bill to the desk you find that the young lady who acts as cashier has a much better collection of cards than the soup-plateful supplied by the waiter. On the way to the hotel the driver takes his official drive-card out of a vast pocket of the carriage, and with it a collection of post-cards illustrating the beautiful drives around the city. He is looking for business and has been so nice about it, and his charge of 1 franc for you and your bag has been so moderate, that you can not resist buying a few post-cards just to help him along. But not until you reach your hotel are you really introduced to the post-card business. Here the concierge, the man who talks all languages and who understands all knowledge and all mysteries, controls the market. His

March, 1904

**BOOKSELLER AND STATIONER**

PENCIL EXCHANGE

PENCIL EXCHANGE

**PENCIL EXCHANGE**  
JERSEY CITY, N. J., U.S.A.  
Incorporated February 11th, 1904, for  
**\$500,000.00**  
Will soon make an Important Announcement  
of vital Interest to the Trade.

PENCIL EXCHANGE

PENCIL EXCHANGE

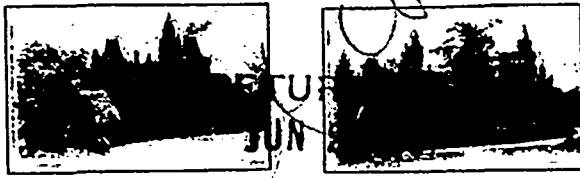




business is both wholesale and retail. The head porter has cards, the second porter has cards, the twenty-seventh porter has cards, the man who handles your baggage and who works for the twenty-seventh porter has cards, boots has cards, and boots' first assistant has cards. Cards are served with your after-dinner coffee, and the maid who does up your room leaves a little package on your dressing table for you to look at. Then you go on the street and you find shop after shop given over exclusively to post-cards.

NEW PICTURE POSTCARDS.

Our readers should note the announcement of the Picture Post-card Co., of Ottawa, which appears on another page. The picture post-card, although in great vogue in Europe for some time past, is only beginning to be recognized in this country. It should therefore be to the in-



terest of dealers to get up a series of cards of their own, embracing local views of interest, more especially at those points frequented by tourist and Summer visitors. They are profitable and every card is an advertisement of the place represented. It is therefore essential that these should be as natural and true as possible. Those published by the Picture Post-card Co. are excellent



specimens of collotype work and must be seen to be appreciated. As they stand in a class by themselves, dealers should avail themselves of the offer of samples and prices which are to be had for the asking.

MATRIMONIAL POSTCARDS.

"SOMETHING Spicy" is the description given by the editor of the Pictorial Postcard to the following story which comes from Belgium. Some young ladies residing in the village of Ecaussines-Lalaing, gave a dinner to all the unmarried men in the district, and many were rewarded for their pains by drawing a prize in the shape of a husband. Encouraged by this, those who still remain unmarried are having their portraits reproduced on postcards, with their names and addresses printed below. These cards are to be scattered broadcast throughout the land, and the matrimonially inclined bachelor may, to quote Artemus Ward, pay his money and take his choice. This, indeed, is a new bait for bachelors, and one of woman's latest wiles.

PICTURES OF PICTURES.

In this issue we are able to place before our readers some "pictures of pictures." They are taken from the selection of works of art being offered to the trade by the Copp, Clark Co., Limited. The selection comprises some fifteen series and include about two hun-

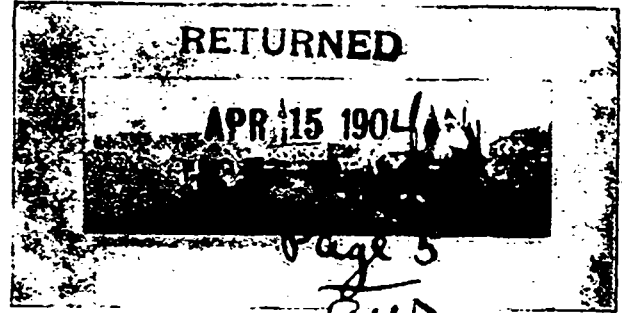


A Young Mother—Stumm



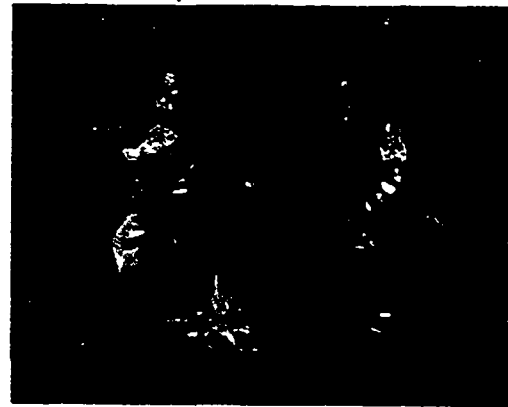
Awakening—Bryson.

dred different subjects, from the originals of many famous artists. Some of the pictures are mounted and ready to frame while others are "matted" and do not need



Moonlight at Sea—Weber.

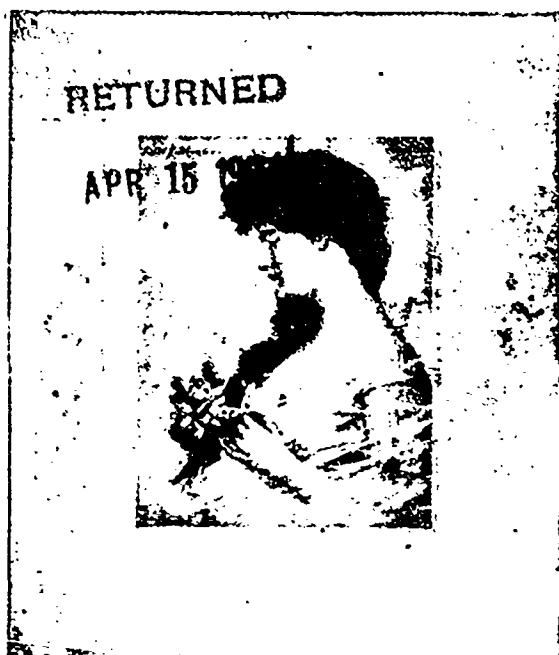
frames. In size the pictures vary from six by eight inches to twenty by thirty inches. It is nearly impossible for us to do justice to the line in the space at our com-



New Year in Chinatown—Hunt.

mand. The work is a splendid example of three color printing and cannot fail to make a favorable impression wherever shown.

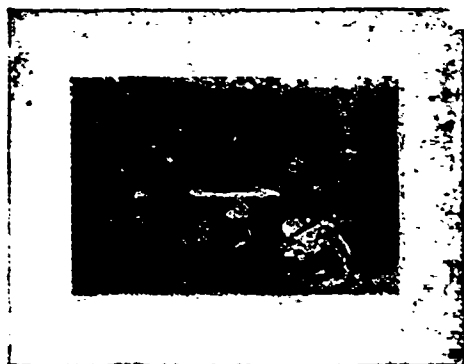
A series which will prove especially popular at the present time is the Japanese and Chinese pictures by Esther Hunt. This artist is acknowledged to be the



leading portrayal of characters of the flowery land. The specimens from her brush which are shown by the Copp, Clark Co. are exquisite. Probably the most remarkable



thing about the whole series is the price at which they are offered. The pictures can be retailed at prices rang-



ing from ten cents to a dollar, and are "bargains" at the prices.

Those stationers who have never dealt in pictures will find this line a safe one with which to make a beginning.

# WALL PAPER

## PREPARATIONS FOR SPRING.

**D**URING the month of March the Spring housefurnishing usually commences. An early Spring sees March a busy month with the merchant, while a late Spring may delay the buying until April and May. At any rate all preparations must be made during this month, so that whenever the season opens there will be no delay in catching the first sales.

The stock room must be carefully and intelligently arranged so that the salesman can find in a moment just what he desires, any price and any pattern. The display fixtures must be attended to, to see that no mending or alterations are required. It is a good plan, too, to prepare the advertisements beforehand, as all will be a rush during the season and little time allowed for good ideas in the advertising. As soon as the stock or samples arrive, the clerks should carefully examine every pattern so that they can turn up any required shade or style of

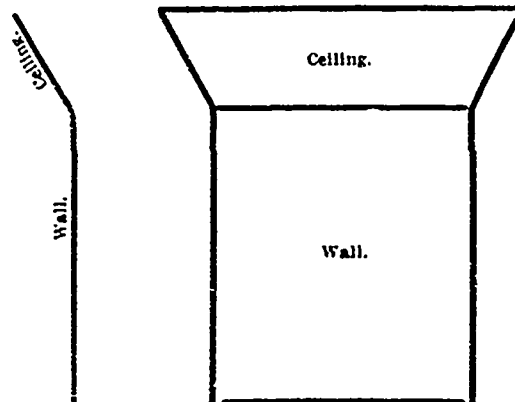


Figure 1.

Figure 2.

pattern without loss of time, and can show to the customer that the stock is thoroughly known.

In examining his display fixtures, attention should be directed to the very best methods obtainable. The window is the best advertisement and certain fixtures will be required. Very many use the simple stands, from which the unrolled portion of the roll depends, the roll itself being concealed behind. This is simplicity itself, and it may be said that the best methods of displaying wall paper are those which are simple. Wall paper must hang straight, just as it is seen on the walls; fancy displays are useless and inartistic.

If enough business is done to warrant a small expense, there is a structure that can be built for window display purposes, that can be excelled by nothing. It is in reality a section of a room showing the walls with its paper and frieze in position, and above it the ceiling with the suitable paper.

Figure one shows a side view of the structure which is made of a framework covered tightly with cotton. On this is pasted a lining paper, and over it the papers to be shown. The ceiling slants off at an angle that gives the proper effect, and can be distinctly seen from the front. Figure two is a front view of the same fixture.

# WALL PAPER

## MOIRE SILKS--

are very popular this season. For Wall and Ceiling panelling they are particularly attractive. We have several excellent designs in a variety of colorings. You should have an assortment in stock. Samples mailed on request.

STAUNTON'S

## Mr. Stationer!

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

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

### THE COLONIAL INK CO.

PETERBOROUGH, CANADA. LIMITED

Manufacturers of the

## "JAPANESE"


### Writing Fluid.

(The Ink that never fades.)

---

Typewriter Ribbons,  
Carbon Paper,  
Printing Ink.

# 3 in One



For Typewriters, Sewing Machines and Musical Instruments, is the ideal oil. Will not gum, thicken, turn rancid or collect dust. Easy to sell. Samples and unique advertising free. Sold by all leading jobbers.

Write us,

## G. W. COLE CO.

141 Washington Life Bldg., New York.

## STATIONERY NOVELTIES

THE

# Ingersoll

### American Watches.



RETAIL PRICES, **\$1.25 to \$2.50**

ARGUMENT.

We now offer a practical time piece for the Stationery Trade of Canada, and base our statement upon the following:

- First—It is absolutely guaranteed to keep accurate time.
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- Third—Its low price and high quality insure a tremendous sale, which we further augment by furnishing many handsome advertising devices for your store.
- Fourth—Last but not least, these watches offer a handsome profit. Price cutters are not supplied.

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**Trial Offer**—To any Stationery Dealer who will write to us upon his business letter head and inclose 75c. we will send a sample watch (duty not paid) and our catalogue, so that he can test its accuracy and durability.

INFORMATION ON REQUEST.

## ROBT. H. INGERSOLL & BRO.

51-53 Maiden Lane. . . . . NEW YORK, U.S.A.

If the window is large a couple of these might be built in. Of course they should be constructed so that they will do year after year. On the same plan foundations can be built for a display of panel work. This style of wall decorations is too little brought before the public, and such a scheme is almost necessary and will be sure to sell where a description would be inadequate.

A cheap fixture for demonstrating the use of two papers on a wall, one above and the other below a heavy moulding placed about five feet from the floor is to build two troughs in relative, the same positions as the coiling moulding would be in the room. In the under trough are placed two or three rolls of the quieter patterns of the

lower half of such a room, with the end hanging to the floor. In the upper trough there are the rolls of larger-patterned, brighter-colored paper of the upper half of the room, with the ends hanging down to the lower trough. These ends are all fixed tightly so that the combination is seen just as it would appear in the room.

These fixtures with the addition of others which the merchant may think of should be prepared in plenty of time for the housefurnishing season. After that he can consider the designs he will follow in his arrangements of the goods in the window. A simple change of paper without any alteration in design is sufficient to retain the attention of the public on the window, for some time.

## FROM THE MAGAZINES.

In this department are catalogued the principal articles appearing in the latest issues of the leading publications.

**CANADIAN MAGAZINE** (March)—A Year in a Boer School. A Search for an Ideal. Crime and Its Suppression. The Study of History in Canada. F. W. Thompson, Manager of the Ogilvie Flour Mills Company. Street Railway Incomes Where Divorces are Tabooed. The Discredited Interview. Canada's Treaty-Making Powers. Will Japan Win? School Fire Drill.

"McClure's" (March)—The State of the case of Kentucky of S. Caleb Powers. The Negro, the Southerner's Problem. The Troubles of a Trust. A Hundred Miles an Hour. A Race With Fate. A True Story of the United States Navy. The Alien of the Wild.

"Atlantic Monthly" (March)—Abuses of Public Advertising. Race Factors in Labor Unions. Prescott The Man. The Small Business as a School of Manhood. Part of a Man's Life. Books Unread. The Beggar's Pouch. A Letter from Germany. The Return of the Gentlewoman. Unhandsomely Illustrated. True Poets. Theodor Mommsen.

"Atlantic Monthly" (April)—Christian Science (May)—Letters of John Ruskin to Charles Eliot Norton.

"World's Work" (March)—Korea, Japan and Russia. Ten Year's Advance in Railroadings. The Modern Industrial Manager. America Competing Against Itself. The Ideal Schools of Meaononite. The Russian Jew. Americanized. Why People Disbelieve the Newspapers. What has Followed the Coal Strike. Ballooning Over the Alps. Farming Under Glass. The Post-office and the People. The Control of the Approach to the Panama Canal. The Journals of Union Workmen. Protecting Workmen's Lives. An American Promoter in Abyssinia. The Character-building Power of Industrialism. The Ideals of an Industrial Era.

"The World To-day" (March)—The Great Baltimore Fire. Will Roosevelt Share the Fate of Arthur? The British Exhibition to Tibet. The Labor Truce in New York. The Chicago Art Institute. The Machine or a Machine. Some Pioneer Park Builders. Impressions of the Far East. The Old and New India. Automobiling Over Country Roads. Prohibition in Maine. The Great River. The French on the Upper Mississippi.

"Strand" (March)—A School for Policemen. Saving Life at Sea. Childhood in Pictures. Wonders of the World. The Forbidden City of Thassa. Snow Waves.

"Country Life in America" (March)—The Easter Lily. A Romance of Particulate. How I Got Three Hundred Dollars for My New Strawberry. A Novel way to Raise Cucumbers. A Small Formal Garden Fifty Years

Old. Rock Gardening. My Back Yard Garden. Gardening versus Sewing. How We fixed up Our Farm Home.

"Booklovers Magazine" (March)—The Two Pacifics. America's Opportunity in the East. F. C. G. Cartoonist. A Remarkable Force in English Politics. Famous Parisian Artists in Their Studios. The Old Guard of New England. Their Outlook on Twentieth Century Problems. Fateful Presidential Conventions. Round About Old Jamestown.

"Munsey" (March)—The Birth of the Republican Party. Teaching of the Filipinos. Famous Editors. A New Form of Voodoo-worship. The Making of Railroad Officials. The Church and the Stage.

"Scribner's" (March)—Letters From England in 1816-9. The War of 1812. Richard Strauss. The Field of Art. (April)—The Architecture of the St. Louis Fair. The War of 1812 (continued). Mrs. George Bancroft's Letters From England. Play-going in London.

"Success" (March)—On the Trail to the Golden Gate. George Ade. Maker of Fun. The Fable of the Honest Money-Maker. Charles William Eliot, President of Harvard. Women who have Won—Mme. Marchesi. Over-Sensitiveness as a Barrier. Jane Addam's Noble work. The Popular side of Science. The Latest Wonders in Science. What to Wear and How to Wear It. Vitality and Success. Yucatan, a Country of Contrarieties. Do the Hard Things First. Secretary Shaw on Politeness.

"Century" (March)—The Paris Bourse. A Visit to Bismarck. Three Famous Singers. Anecdotes of the New Pope. Economic Changes in Asia. "Mary had a Little Lamb" and its Author. Thackeray's Friendship With an American Family. Humanizing the Animals. The Making of Public Opinion. The Eye of Fear: a Workingman on Labor Unions.

"Everybody's Magazine" (March)—The Tsar. a Study in Personality. Bulls and Bears. The Telegrapher's Contest. American Cities in Pencil. Boston. How to Get Strong. J. Pierpont Morgan's Word as an Asset. A Peep Behind the Purdah. Plain Heroes of Science. Taft and the Philippines.

"Pearson's American" (March)—Indian Fights and Fighters—The Tragedy of Fort Phil Kearney. The King and Queen of Smugglers. Modern Methods of Finance—The Asphalt Trust Catastrophe. His Highness, Yoshihito, Crown Prince of Japan. Talks With Players. A New Way of Measuring the Diameter of the Earth.

"Collier's" (February 20)—The Theatre of War. Russia's Transportation Problem in Siberia. Appreciations

of Conditions in the Russo-Japanese Conflict. (February 27)—A Nation Calm and Self-Contained. Reforming the British Army. Mark Hanna: President Maker. The Return of Sherlock Holmes: the Adventure of Black Peter.

"Collier's" (March 5)—The Making of the Japanese Soldier. Senator Hanna's Successor. Russia's smouldering Fires. The Russian Imperial Counsel of State. Russia Calls Out her Baltic Fleet. Convict Camp in Massachusetts.

"Literary Digest" (February 20)—Japan's Strength at Sea. Strategic Importance of the Great Wall of China. Contraband of War and the Right to Coal Is the Bible a Fixed Authority? A New Testament Oratorio. Shorthand Reporters in Antiquity. How Far Does an Odor Travel? Glass Bottomed Boats. The Qualities That Make a Book Sell. Rebuilding Baltimore. Secretary Hay's Plan to Save China.

"Craftsman" (February)—The History of Village Improvement in the United States. The Silversmith's Art in Contemporary France. The Influence of the "Mission Style" upon the Civic and Domestic Architecture of Southern California. The Adaptation of Ornament to Space. Clay Modelling. Manual Training and the Development of Taste.

"Harper's" (March)—Beginnings of American Diplomacy. "Livesyere," the Labradore Coast-Dweller. Insect Commonwealths. First Impressions of Civilization Written by an Indian. The Crossing of the South American Desert.

"Cosmopolitan" (March)—The final conquest of the Air. Socialism in Europe. W. K. Vanderbilt. Some Reminiscences of L. Z. C. Lamar. Cryptography. The Dramatic History of South America.

"Leslie's Monthly" (March)—What Canadians Think of the United States. Trade Unions in Petticoats.

"Outing" (March)—The Lewis and Clark Expedition Through Our Great West. Uncle Sam's Foresters. Where Romance Lingers. The Athletic Japanese. On the Yellow Veldt of South Africa.

"American Monthly Review of Reviews" (March) — Japan's Victories on the Sea. The Czar's War Captains in the East. The Leaders of the Japanese Army and Navy. The Great Disaster at Baltimore: I. The Story of the Fire and the loss. II. Baltimore's Lesson for Other Large Cities. The career of the Late Senator Hanna. Hermann Von Holst, the Historian. Panama and its People. Latin-American Views of Panama and the Canal. Santo Domingo: A turbulent Republic. A Century of Independence in Hayti. An Interview With the Pope. What the People are Reading in France. The Latest Military Sensation in Germany. Irrigating an Absolute Desert.

"Pearson's English" (March)—The Princess of Wales and her Children. Underground History. Authors From an Artist's Standpoint. The Strange Life of a Hyacinth. Courage Through a Camera. Life in the Antarctic.

"MacSullivan's" (March)—The Court of Sacharissa Education and its Machinery. The German Army in German Fiction. The Message of the Winds. Our Irish Friends. The Last of Simmen's. The Gardens of Tokio Matthew Arnold as a Popular Poet.

"Gunton's Magazine" (March)—Asia in Transition The Latin Race and the Arbitration Movement.

"North American Review" (February)—The Advantages of International Arbitration. The Story of the

Modern Trust. The price of Cotton. Canada and Reciprocity. Our Postal Service. The Panama Question. The Art of the Stage Manager. Zanardelli's Service to Italy. Poetry and Poets of America. Real Conditions in the Congo Free State. The Carnegie Institute. Religious Associations and the French Government.

"The Arena" (February)—Direct Legislation.

"Edinburgh Review" (February)—The Boer in War and Peace. The Tariff Controversy. Mr. Morley's Life of Gladstone. History of Telephony in Great Britain. Recent Discoveries in the Forum at Rome. Galileo. Robert Herrick. Jacobite Song.

"National Review" (February)—Spain and Morocco. A National Tariff for National Defense. The British Royal Commission. An Alien Immigration. Gunnery Parliament. Colonial Friends and Foreign Rivals. American Affairs.

"Contemporary Review" (February)—Life of the Kouak in Mesopotamia. Voces Catholicae. The Modern German Novel. Princess Mathilde, the Last Niece of Napoleon.

"Fortnightly Review" (February)—The British Stage. George Gissing. State Discouragement of Literature. Eugene Sue, as Teacher and Politician. English History From Napoleon's Note-book. Modern French Novels. The Problem of High Asia. President Roosevelt.

#### TRADE NOTES.

Rice & Johnston, St. Peter street, Montreal, is the title of a new firm supplying photographic goods to the trade.

The Pencil Exchange, of Jersey City, N. J., U. S. A., was incorporated Feb. 11th, 1903. There will soon appear an important announcement of vital interest to the trade.

The Union Card & Paper Co. report a popular demand for their new series of Sport's Playing Cards. The cards include many interesting sports and are of a specially good quality.

The Rolland Paper Co. are erecting a large new paper mill at St. Adele, P. Q. The mill will be devoted more particularly to the manufacture of books and cheap writing paper.

E. Renouf & Co., St. Catherine street, Montreal, are having a successful removal sale, preparatory to moving into their new premises at the corner of St. Catherine and University streets.

Mr. R. C. Leckie, London, Eng., has been appointed assistant to the manager of the Union Card & Paper Co. Mr. Leckie is a thoroughly practical business man and his appointment is likely to be a successful one.

The Pictorial Post-Card Co., of Ottawa, has sent Bookseller & Stationer samples of their Imperial series of cards. The productions are of high grade both in the matter of illustrations and printing, and are on good stock.

The Union Card & Paper Co., Montreal, are making a specialty of advertising cards. They have many novel designs in lithograph which could be sent out with advertisements on the back. They will be pleased to supply any enquirers with samples and particulars.

The book and stationery business lately carried on at Montreal under the name of Wm. Foster Brown, will in future be carried on under the name and style of the Foster Brown Company, Limited. Mr. Wm. Foster Brown is president and manager, Mr. Clinton Foster Brown is vice-president, and Mr. J. H. Brown is secretary of the company.

## BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

### BELLEVILLE.

1. "Vice-Admiral of the Blue," by R. B. Molineux. Copp, Clark Co.
2. "Red Triangle," by A. Morrison. Copp, Clark Co.
3. "Sacrifice of the Shannon," by Albert Hickman. Briggs.
4. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.
5. "Long Night," by Stanley J. Weyman. Copp, Clark Co.
6. "Lady Rose's Daughter," by Mrs. Ward. Book Supply Co.

### BRANTFORD.

1. "Wings of the Morning," by Louis Tracy. McLeod & Allen.
2. "Graustark," by G. B. McCutchin. McLeod & Allen.
3. "Place and Power," by E. T. Fowler. Briggs.
4. "Story of the Graveleys," by M. M. Saunders.
5. "The Warriors," by Mrs. Lindsay.

### HALIFAX.

1. "The One Woman," by Thomas Dixon, jr. Musson Book Co.
2. "Silver Poppy," by Arthur Stringer. Briggs.
3. "When I Was Czar," by A. W. Marchmont. McLeod & Allen.
4. "Lovey Mary," by A. H. Rice. Briggs.
5. "Mrs. Wiggs," by A. H. Rice. Briggs.

### HAMILTON.

1. "The Lightning Conductor," by Williamson. McLeod & Allen.
2. "The Duke Decides," by Headon Hill. McLeod & Allen.
3. "When I was Czar," by A. W. Marchmont. McLeod & Allen.
4. "Vice-Admiral of the Blue," by R. B. Molineux. Copp, Clark Co.
5. "Lad's Love," by S. R. Crockett.

### KINGSTON.

1. "John Burt," by F. Adams.
2. "Rebecca," by Kate Douglas Wiggin. Briggs.
3. "Gordon Keith," by T. N. Page. Copp, Clark Co.
4. "Letters of a Self-Made Merchant," by C. H. Lorimer. Briggs.
5. "The Blazed Trail," by S. E. White. Morang.
6. "The Pit," by Frank Norris. Morang.

### MONCTON.

1. "Letters from a Son to His Self-Made Father," by Merriman.
2. "Pigs in Clover," by Frank Danby. Langton & Hall.
3. "She that Hesitates," by H. Dickson.
4. "The Boss," by A. H. Lewis. A. S. Barnes & Co.
5. "The Lightning Conductor," by Williamson. McLeod & Allen.
6. "My Friend Prospero," by Henry Harland. Briggs.

### MONTREAL.

1. "The Lightning Conductor," by Williamson. McLeod & Allen.
2. "Rebecca," by Kate Douglas Wiggin. Briggs.
3. "The Black Familiar."
4. "Christian Thal," by Mrs. Francis Briggs.
5. "The Five Nations," by Rudyard Kipling. Morang.
6. "The Long Night," by S. J. Weyman. Copp, Clark Co.

### OTTAWA.

1. "Wings of the Morning," by Louis Tracy. McLeod & Allen.
2. "At the Time Appointed," by A. M. Barbour.
3. "Rebecca," by Kate D. Wiggin. Briggs.
4. "Letters from a Son to His Self-Made Father," by Merriman.
5. "Bubbles We Buy," by Alice Jones. Briggs.
6. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.

### PETERBOROUGH.

1. "Shutters of Silence," by G. B. Burgin.
2. "The One Woman," by Thos. Dixon, jr. The Musson Book Co.
3. "Pigs in Clover," by Frank Danby. Langton & Hall.
4. "McTodd," by Cutcliffe Hyne. Copp, Clark Co.
5. "Two Country Walks," by Haultain. Morang.
6. "An Old Sweetheart of Mine," by Riley. McLeod & Allen.

### QUEBEC.

1. "Sir Henry Morgan, Buccaneer," by C. T. Brady. Copp, Clark Co.
2. "Letters from a Son to His Father," by Merriman.
3. "Vice-Admiral of the Blue," by R. B. Molineux. Copp, Clark Co.
4. "Story of the Graveleys," by M. M. Saunders.
5. "Rebecca," by Kate Douglas Wiggin. Briggs.
6. "Ploughshare and Sword," by E. Henham. Copp, Clark Co.

### SARNIA.

1. "My Friend Prospero," by Henry Harland. Briggs.
2. "Rebecca of Sunnybrook Farm," by Kate D. Wiggin. Briggs.
3. "Odd Mr. Middleton."
4. "A Corner in Coffee," by C. T. Brady.
5. "Dennis Dent."
6. "Tomorrow's Tangle."

### STRATFORD.

1. "Vice-Admiral of the Blue," by R. B. Molineux. Copp, Clark Co.
2. "When I was Czar," by A. W. Marchmont. McLeod & Allen.
3. "Friendship," by Black. Revell Co.
4. "Rebecca," by Kate Douglas Wiggin. Briggs.
5. "The One Woman," by Thomas Dixon, jr. Musson Book Co.
6. "Johnny Courteau," by Drummond.

### TORONTO.

1. "The Lightning Conductor," by Williamson. McLeod & Allen.
2. "The Duke Decides," by Headon Hill. McLeod & Allen.
3. "Little Shepherd of Kingdom Come," by John Fox, jr. McLeod & Allen.
4. "Rebecca," by Kate Douglas Wiggin. Briggs.
5. "The Long Night," by S. J. Weyman. Copp, Clark Co.
6. "The Forest," by S. E. White. Morang.

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## REVIEWS OF RECENT MUSICAL PUBLICATIONS.

"A Song of Adoration."—Sacred Song. Words from the French. Music by Noel Evandre with violin and cello obligato. This publication promises to be one of the most successful that have come from the modern French school of composers. In style it is reminiscent of Gounod, with its opening recitative or chant followed by an aria with elaborate accompaniment. Anglo-Canadian Music Co., Toronto.

Chrysanthemum Waltz.—For piano, by L. Gautier. A suite of four waltzes and coda which are very melodious and sufficiently marked in time for good dance music. Anglo-Canadian Music Co., Toronto.

Maid of Paradise.—Waltzes for the piano by L. V. Gustin. The latest thing out by the composer of "When Knighthood was in Flower." These waltzes are characteristic, and in the composer's best vein and are certain to become popular immediately. Whaley, Royce & Co., Toronto.

"Wenonah."—Indian intermezzo for piano by Percy Wenrich. A characteristic piece which is easy and has the additional merit of being original in the extreme. With clap-trap so plentiful on the market it is a pleasure to chance upon something catchy and out of the common. Whaley, Royce & Co., Toronto.

Im Longing For You Every Day.—Ballad by H. B. Blake, composer of "Lozatic" waltzes. The newest of the sentimental songs, reminiscent of such perennial favorites as "Love's Golden Dream," but more tuneful. One never tires of a first-rate song of this class, even if the class is anything but a novelty. The

publishers have spared no pains in getting out an artistic title page. Whaley, Royce & Co., Toronto.

"Loretta."—March and two-step for piano by M. Kenny. Another sign that "rag-time" has still a hold on the popular ear. "Loretta" is tuneful and is likely to win popularity with lovers of a good two-step. Whaley, Royce & Co., Toronto.

"Parsifal."—Blended melodies from Wagner's great masterpiece arranged for piano by J. V. Matthews. Half-a-dozen of the leading motifs in "Parsifal" have been simplified for the amateur. Musical students desiring to familiarize themselves with Wagner's immortal opera which has been produced this year for the first time in America, ought to have a copy of Matthews' engraving of Wagner. Whaley, Royce & Co., Toronto. The frontispiece has a fine half-tone tondo.

The Gondolier.—Intermezzo for piano by W. C. Powell. A worthy successor to that general favorite "Hawatha." It is especially adapted for march or two-step and rightly deserves a big run. Whaley, Royce & Co., Toronto.

"In the Village by the Sea."—Song. Words by A. B. Sterling. Music by S. Crawford. A sentimental song with a simple melody running through it, not exactly original but of the sort that appeals to a large percentage of the musical public. Those who raved over such songs as "On the Banks of the Wabash" will be sure to buy "In the Village by the Sea." Whaley, Royce & Co., Toronto.

# WITH THE TRAVELLERS

## TREATMENT OF COMMERCIAL TRAVELLERS

THE man who does not treat a travelling salesman who calls upon him with courtesy and respect, is a twin brother to the animal which Balaam rode, and is out of place as a buyer, remarks an exchange. He has missed his calling and some manure fork is pining away in lonesomeness without the unfriendly grasp of his withered hand. He is not a good man for the firm; he misrepresents as a buyer or proprietor; he is going through the world missing the honest, friendly grasp of hundreds of manly hands; he is losing the cream of the bargains that many travelling men have up their sleeves for "good people," he is advertised only as a sneak by the men who are unfortunate enough to call on him once, he is shunned by the boys on the road, who are always well posted on who are the decent men in the trade. They all lay for him, and do him if they can. He may think he is sharp, but all the boys think he is an idiotic loon, and they love to give him an unfriendly blast every chance they can get, and many of them will work overtime to say a mean and generally true thing of him. Many of the "very smart" buyers are upstarts who do not represent a dollar they have ever earned; who are excess baggage on the hands of the firms they try to buy for, who would be more in proper place as wrap holders for a second-class race horse, or as chambermaids in a country livery stable, than as buyers for reputable concerns. It is not necessary to buy of every traveller who calls upon you, but if you have got to be the least bit mean to anyone, vent your spite on one of them to whom you have given an order. If you feel called upon to be wamble-cropped and ugly and such a fool that you can't hold it in, and too cowardly to try it on someone your own size, give a traveller a good order, and then he will grin and bear it. Tell him that if the goods don't come exactly as represented and plumb up to the sample, that you'll fire 'em back and kick him out the next time he comes. He will laugh at it and say to the boys, "the old man is a d—d crank, but you can sell him all right," and the other travellers will at least tolerate you. If you can't give a man an order, you can give him a good, pleasant word, and make him feel almost as well as though you had bought a bill from him. There are very few travelling men who are not gentlemen, and the equal in every way of the men they call on. It is their way of getting a living, and it is an honest way. The writer tried it for 25 years and knows all about it, and I say it without fear of successful contradiction, that you make the mistake of your life when you do not treat travelling men with courtesy. And then when life's fitful dream is o'er, if you are fortunate enough to appear with us good people on the plains of Paradise, you'll find the travelling man in evidence, and you'll feel glad to meet him, for, if he has been there any length of time, he will know the place, and will willingly show his friends around and introduce them to the best people. Speak

gently to the travelling man. "the larger the man the gentler speak," he is liable to be one of the proprietors in your next stopping place when time shall be no more. Then,

"Here's to the health of the travelling man,  
That merry, good-hearted fellow;  
He is trying to do the best that he can,  
And nary a streak of yellow  
Can be found in this grand purveyor of mirth,  
As he travels the world around;  
And he circles the hemisphere with a girth  
Of bargains and advice so sound.  
May his time on earth be long and glad,  
May he lay up wealth and never be sad;  
May he sell lots of goods by car-load and case.  
And then buy the firm out and run the old place.  
Then we'll drink to his health at the hour of eleven,  
May his family keep well, and his home be in heaven,  
Aye, here's to the brightest of heaven's great plan—  
The red-hot, still heating, travelling man."

## NOTES.

The death is recorded in his 55th year of Mr. Wm. T. H. Lowe, of Toronto, who was for years secretary of the Commercial Travellers' Mutual Benefit Society, and more recently agent for the Aetna Life Insurance Co.

The Supreme court of Georgia has found in the case of Small vs. Travellers' Protective Association, that a traveller, even though a young man, cannot collect insurance for injuries received while trying to board a train going at the rate of eight or ten miles an hour.

Although the license department did not see fit to take away the licenses from the St. Mary's hotelkeepers who refused snow-bound travellers refreshments at 10:30 a. m., the complaints made have had their effect. The department has decided that in future all hotels must have their dining-rooms open all the time, and serve meals at all hours. Inspectors will see that this order is enforced.

William Fischer Toronto, a traveller for the past thirty years, and one of the oldest active members of the Commercial Travellers' Association, has died. Deceased was born in Germany in 1828, coming to New York in 1846, and a few months later to Waterloo, Ont., where he conducted a general store and was a justice of the peace. He is survived by one son, Wm. G. Fischer, wholesale leather merchant, Toronto, and two daughters.

The United Commercial Travellers held a smoking concert recently in Winnipeg, and the gathering of about three hundred had a characteristically jolly time. Thirty-three new members were introduced and a round of witty speeches, musical and catchy songs, and clever recitations occupied the time so pleasantly that home was not a welcome thought. The chairman, Mr. A. G. Waite, especially distinguished himself, and the secretary-treasurer, Mr. Fred J. C. Cox, was in evidence all evening.



**A NEW HISTORY OF BRITISH COLUMBIA.**

**A** NNOUNCEMENT is made by William Briggs of the issue about the 15th of April of a very important contribution to the literature of Canadian history in a work entitled "History of the Northern Interior of British Columbia (formerly New Caledonia)" by Rev. Father A G Morice, O.M.I. of Vancouver. The work covers a period extending from 1660 to 1873. It deals with a portion of the history of British Columbia that has hitherto not been presented to the public. In his preface the author remarks: "Who knows, for instance, that long before Victoria and New Westminster had been called into existence, the province had been settled in a way and had possessed a regular capital, at Stuart's Lake whence a representative of our own race ruled over

illustrated with several engravings. Among the latter will be a portrait of Simon Fraser, the noted explorer, not previously published. The book will sell at \$2.50.

Mr. Bernard McEvoy, in a recent issue of the Vancouver Province, writes: "Father Morice came to Canada from his native France some twenty-four years ago. He is a great philologist, and he writes English with scholarly nicety. He is an honorary member of the Philological Society of Paris, and a corresponding member of the Canadian Institute, and his numerous contributions on language, and on the manners, customs, and folk-lore of the Indians are known to many of the most eminent learned societies of the world. In addition to being a missionary, therefore, whose vow of poverty, as an Oblate, would prevent him from regarding the pursuit of literature as a matter of business or money-making, he is a savant, one of that noble company of scholars who in this age of trusts and telephones, of the passionate rush after amusement and the display of newly acquired richness, are content to work steadily on and to amass those treasures of learning which will be appreciated by the highest intellects through all time.

"In his work on the history of British Columbia, Father Morice has utilized much original information, and on several matters of importance it is understood that he differs from previous historians. Those who have seen the manuscript say that as an independent and veracious account of the early days of this province it will take a high place."



NO. 50 **BHULSHWAR**  
**BOMBAY** 28 *Nov. 1903*

To,

*A. D. Hurst Esq.*

Dear Sir,

*We are informed from your advertisement given in Booc. Bell and Stationer that you deal playing Cards and various games. We want to refer your price list and Catalogue as we are supplying our numerous customers through many others forms of your goods is cheaper and desirable we shall supply them through you so send us as many samples of playing cards etc. as you can for our approval and reply us as soon as possible with your sample price list and Catalogue regarding the purchase of your reply yours very faithfully*

*Mulchanddas T. Shroff Esq.*

A letter which speaks for itself.

**CATALOGUES, BOOKLETS, ETC.**

Nerlich & Co. are out with a Spring and Summer catalogue of fancy goods. As usual it is profusely illustrated and is designed to fill all the merchants' requirements in these lines.

M. Hohner, Toronto, have issued a catalogue of "Hohner" harmonicas, accordions, etc. It is illustrated and will doubtless prove very valuable to country buyers.

The Copp, Clark Co., Limited, have issued a new catalogue of school books and requisites.

We have received from Messrs. W. J. Gage & Co. their 1901 catalogues.

Book No. 1 deals with manufactured stationery, blank books, writing tablets, memo books, writing papers, envelopes, papeteries, etc. It is splendidly illustrated.

Book No. 2 is a list of the many hundred different lines of sundries carried by this firm. It contains nearly five hundred cuts.

Book No. 3 deals with printers' supplies, etc.

Book No. 4 is a catalogue of educational works, maps, globes, school blanks, etc.

Young Brothers, of Toronto, manufacturers and importers of fancy goods, have issued a descriptive price list of their goods, which they will send to any dealer on application. The catalogue covers an immense number of different lines.

**VARNISHING LEAD PENCILS.**

**A**LTHOUGH every stationer handles lead pencils, there are probably very few who know the process through which these useful and inexpensive articles have to go before they reach the high excellence of finish without which no pencil is put upon the market nowadays. The finishing takes the form of varnishing by one of several methods, after the pencils have been glass-papered. In the mechanical method the pencils are fed from hoppers, one at a time, through apertures each just large enough to admit a pencil. The varnish is applied

reds and whites. This apparently unaccountable ignorance shall be our excuse for offering the present volume to the kind appreciation of Canadian and other readers. The originality of the material of which it is mainly composed, and the novelty of the scenes it records, have, in our humble opinion, rendered it imperative that we should enter into details and tarry on minor facts which, under other circumstances, might well have been passed over with a brief mention. We have aimed at giving a faithful picture of the times, persons, and places of which we have written."

The book will comprise some 325 or more pages, crown octavo, printed on paper of superior quality, and

to the pencil automatically while passing through and the pencils are then deposited on a long belt or drying pan. They are carried slowly a distance of about 20 feet, the varnish drying meanwhile, and are emptied into a receptacle. When sufficient pencils have accumulated they are taken back to the hopper of the machine, and the operation is repeated. This is done as often as necessary to produce the desired effect. Some of the better grades pass through upwards of ten times.

Another method is that of dipping in pans of varnish, the pencils being suspended by their end from frames, immersed their entire length and then withdrawn very slowly by a machine. A smooth enamelled effect is the result. After being varnished, the pencils are passed through machines by which the accumulation of varnish is glass-papered from their ends, which then are trimmed clean by very sharp knives. The finest pencils are polished by hand. This work requires considerable deftness, months of practice being necessary to develop a skilled workman.

**A WESTERN FIRM.**

**T**HE new wholesale stationery warehouse to be erected by Messrs. Bailey Bros. & Company, Limited, will be built on the lot on Pender street adjoining the News-Advertiser on the east, and now occupied by the Salvation Army wood yard. This property was purchas-

ed the other day, and the building to be erected thereon will be one of the best warehouses in the city. It will be 50x100 feet, three stories in height, and will be of brick. ...

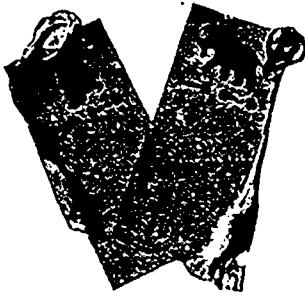
The Bailey Brothers Company is now disposing of its retail business in which it has been engaged since opening up in 1887 in this city. A clearing-out sale is being conducted, and when the large stock has been somewhat reduced it will be disposed of en bloc. The firm expects to have the new building ready for occupation by the Fall. It will carry a wholesale stock of stationery, photographic supplies, etc. A splendid line of Chinese and Japanese goods will be held, and ebony furniture, hand carvings in ivory and wood, terra cotta ware, Chinese silks, drawn work, embroideries, etc.

One of the first firms doing business in Vancouver was the Bailey Brothers Company. In 1887 it began in the old Postoffice building on Hastings street, since torn down, under the name of Bailey & Neelands. The style of Bailey Brothers was adopted in 1890, when Mr. Neelands retired, and about the same time a move was made to Cordova street. When the Hudson's Bay Company moved into new quarters, Bailey Brothers took the vacated store, which they have since occupied. Extensive additions have been made since, however, and in addition the firm has a large warehouse on Hastings street. In 1896 a joint stock company was organized under the title of the Bailey Brothers Company, Limited.

**A WORD TO THE WISE**

**EVERY STATIONER and BOOKSELLER SHOULD HAVE OUR SPECIAL TRADE PRICE LIST FOR VISITING, WEDDING, AT-HOME CARDS, CRESTS, Etc.**

**LEGALLEE BROS.,** ENGRAVERS AND DIE PRESS PRINTERS, 19 Bleury Street, Montreal



**No Misrepresentation**

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

**The Chas. H. Elliott Co.**

Seventeenth and Lehigh Ave., - Philadelphia.  
New York Office and Salesroom:—156 FIFTH AVE.

**Book Buyers and Book Sellers**

should send for a Specimen Copy of

**The Publishers' Circular.**

Post Free, from

**St. Dunstan's House, Fetter Lane, E. C., London, England.**

**HOUSECLEANING TIME** will soon be here, and you had better see about getting your stock of **CLEVELAND WALL PAPER CLEANER**

Retails in 1-lb. tins, 25c.  
**Geo. Ridout & Co., Agents, 77 York St., Toronto.**

**SOUVENIR POST CARDS**

We can quote you on Black and White; Gold and Color Embossed, and Beautifully Tinted Colored Post Cards of your locality.

**We can make a very tempting proposition on our colored line.**

**SOUVENIR VIEW BOOKS**

We can get you up a Souvenir View Book of your locality. You send in the photos, we do the rest. Write us for prices and samples.

**W. G. MacFARLANE,**

SATURDAY NIGHT BLDG. TORONTO

**Souvenir Post Cards**

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

Not less than 1000 at above prices. You furnish the photograph for reproduction—4 x 5 or larger.

At above price cash must accompany the order.

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

<p>This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,</p>		<h3>Leading Canadian Accountants and Auditors</h3>		<p>adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.</p>	
<p><b>DAVID HOSKINS, F.C.A.</b> Chartered Accountant, Auditor, Financial Valuator. 207 Manning Chambers, City Hall Bldg., Toronto, Canada.  Cable Address: "Wigwam." T. G. WILLIAMSON, Chartered Accountant and Auditor, 15 Toronto St., Toronto, Canada.</p>	<p><b>F. H. KIDD,</b> Chartered Accountant, Auditor, Assignee, Etc. Room 50, 77 York St., Toronto.</p>	<p><b>HENRY BARBER &amp; CO.,</b> Accountants and Assignees. Offices: 18 Wellington St. E., Toronto, Ont.</p>	<p><b>GEO. O. MERSON,</b> Chartered Accountant, Auditor, Assignee, etc. Regular and Special Auditor. 27 Wellington St. E., Toronto. Phone Main 4744.</p>	<p><b>JENKINS &amp; HARDY,</b> Assignees, Chartered Accountants, Estate and Fire Insurance Agents. 145 Toronto Street Toronto 465 Temple Building, Montreal. 110 William Street, New York.</p>	<p><b>WILLIAM FAHEY,</b> Accountant and Auditor. 462 McKinnon Building, Toronto.</p>
<p>This space \$15 a year.</p>		<p>This space \$15 a year.</p>		<p>This space \$15 a year.</p>	

<p>This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,</p>		<h3>LEGAL CARDS.</h3>		<p>organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature. For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.</p>	
<p><b>HEATY, BLACKSTOCK, PARKEN &amp; RIDDELL,</b> <b>HEATY, BLACKSTOCK, CHADWICK &amp; GALT,</b> Barristers, Solicitors, Notaries, Etc. Offices, Bank of Toronto. Tel., Main 3313. Toronto, Ont.</p>	<p><b>JAS. H. BURRITT, K.C.</b> Solicitor, Notary, Etc. Penbrooke, Ont.</p>	<p><b>I. L. O. VIDAL,</b> Barrister, Solicitor, etc. Collections and Commercial Law. Montreal and Quebec City, Que.</p>	<p><b>J. C. HAMILTON, LL.B.,</b> Barrister, Solicitor and Notary. McKinnon Building, Toronto. Phone, Main 65.</p>	<p><b>D. O. CAMERON,</b> Barrister. Equity Chambers, Toronto. Branch Office, Oakville, Ont.</p>	<p><b>TUPPER, PHIPPEN &amp; TUPPER,</b> Barristers, Solicitors, Etc. Winnipeg - Canada.</p>
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<h2>Educational Department.</h2>		<p>The following institutions for the education of business men's sons and daughters are recommended by this paper:</p>	
<h3>Be Successful.</h3> <p>There is no doubt that an education helps a man to success. Why not learn Commercial Book-keeping and Commercial Law. With a knowledge of these matters the business world is open to you. We teach them BY MAIL, at a very small cost. Write for our information about our Commercial Course</p> <p><b>Canadian Correspondence College, Limited,</b> Walter James Brown, LL.B., Principal. TORONTO, CANADA.</p>		<h3>Western Business College</h3> <p>Cor. College and Spadina Avenue, TORONTO. Thorough courses in Bookkeeping, Stenography, Typewriting and Penmanship; individual instruction. <b>A. J. HOARE, Principal.</b></p>	
<p><i>Typewriting.</i> Bookkeeping and Shorthand are sure stepping-stones to success. Teachers who have had practical business experience teach these branches in</p> <p><b>THE WILLIS BUSINESS COLLEGE.</b> A school of genuine merit. Send for our beautiful catalogue. S. T. Willis, Principal, Cor. Bank and Albert Sts., OTTAWA.</p>		<h3>St. Margaret's College, Toronto</h3> <p>A Boarding and Day School for Girls. Thorough courses in every department. Only teachers of the highest academical and professional standing employed. <b>GEORGE DICKSON, M.A.,</b> Director <b>MRS. GEORGE DICKSON</b> Lady Principal.</p>	
		<h3>The Belleville Business College, Limited.</h3> <p>BELLEVILLE, ONTARIO. Send for handsome catalogue describing fully all courses <b>J. Frith Jeffers, M.A., Principal</b></p>	

**We Want Booksellers and Stationers**  
to receive subscriptions for, and sell, current issues of the MacLean Trade Newspapers:

**Dry Goods Review      Canadian Grocer      Hardware and Metal**  
**Military Gazette and Canadian Gentleman's Magazine.**

Liberal commissions will be allowed, terms of which will be made known on request. Write

**MacLean Publishing Co., MONTREAL AND TORONTO**

# THE OFFICE

DEVOTED TO THE  
OFFICE STAFFS OF  
BUSINESS  
ESTABLISHMENTS

## A SYSTEM OF BOOKKEEPING FOR COUNTRY MERCHANTS.

By Henry C. Nelson, Kansas City, Mo.

**B**OOKKEEPING is not a new subject by any means; we know that it has been practised and in vogue since the time that mercantile business was started. Of course there are a number of merchants who have taken up a course of bookkeeping and can therefore readily understand its use, but I feel confident that there are many merchants who do not recognize that bookkeeping is a necessity towards obtaining success in the business world. The probable reason for the ignorance of some of these merchants is the fact that bookkeeping as taught in the schools and colleges of to-day is too complicated, and they do not feel like spending the time learning the theory. I sincerely believe that if the retail merchants could be interested in a very simple system of bookkeeping which would not require much thought or experience, it would be appreciated and perhaps would induce some of them to keep such records as would show their financial condition at any time.

The system I have in view is very simple, and I believe that the busiest merchant could not give the excuse, substantially, that it would require too much time to operate it. I would use three cards: one would be the ledger card, another a day book, or, properly called, a journal, and the last a credit book, or, in other words, cash book, which is of different color, as follows:

DR	JOHN SMITH, SMITHVILLE, MO.	CR.
DAY BOOK OR JOURNAL		
DR	CASH OR CREDIT BOOK.	CR

It is about as simple as could be made to get the results which we are after by posting on the day book or cash book each item as it is sold or received, as the case may be; then the only entry required for the time being is made, and at the end of the day a balance can be taken with the cash on hand, showing the exact amount of busi-

ness done for that day. The ledger could be posted from the journal or cash book either at the end of the day or whenever convenient during the month.

I would also suggest that a separate ledger card be made for merchandise sold for cash and posted the same as an account. This would bring the books into balance without any trouble whatever. As regards the individual accounts that the merchant carries on his ledger, I would suggest that a card for each one be made and each item posted at the merchant's convenience, so that should he be called upon by his customer for a statement of his account he will have no trouble in giving the information desired, consequently it is to his interest to have his books posted up to date.

Now to get at the merchant's financial condition, I would suggest the following system of bookkeeping in connection with the above. Post invoices when goods are received on the cash card, just as if so much cash had been received. When the bill is paid, it should be posted on the journal, just as if so much goods had been sold and taken out of the store: for money paid out by the merchant for bills that are due will decrease his resources that amount. Should he be called upon to render a statement of his financial condition, it will be necessary for him to take an inventory of his stock on hand, then refer to his ledgers, adding accounts that are owing him, together with what cash he has on hand and his balance in bank, his unexpired insurance, and other assets, such as real estate, furniture and fixtures, etc., etc., deducting bills which he is owing for goods and any further existing liabilities.

If the system was operated as above, and books were balanced each month, he could, after taking inventory, which in my opinion would only be necessary twice a year, give a true and complete statement of his financial condition, showing all assets and liabilities, together with his net worth, and there would then be no occasion for any man to estimate his condition when called upon to make a statement of his affairs. It may appear to you now that the system is a little complicated, and I admit it is not perfection as yet, but the idea is there, and I have already installed the system among our customers, and I will make it a point to personally visit these people to see whereby any improvements can be made to make it more simple. There is no doubt in my mind but that this system of bookkeeping, properly installed and properly operated, will prevent many of the failures now recorded.

I have interviewed customers who have requested credit and have inquired in an off-hand way regarding their condition. Some of them have replied, estimating their worth, and have afterwards found out that they were entirely wrong. We had a case in Missouri which I beg permission to cite. The party in question was a good customer and had always met his bills promptly, was con-

sidered honest, although he was not worth very much over and above exemptions. A few months ago he had a very good and prosperous business, and after the busy season he contemplated taking a rest and went on a visit to some of his relatives in Colorado, taking \$500 with him, which he thought he could spare. After his return he began to figure how much ahead he was on the season and found out that he had overestimated his profits and had taken \$250 more to spend on his vacation than he had really made. Of course it put him in a very embarrassing position, but he reported his affairs to our representative and stated that the next time he wanted a vacation he would first find out how much he could afford to spend. He has since been using our system on our recommendation and considers it a success. He was a man that did not believe in bookkeeping, as he considered it too complicated for such a small business as he had been doing, and although he was honest, the weakness of his condition nearly finished him.

Sometimes failures are due to carelessness and not dishonesty, and a thorough system of bookkeeping will no doubt prevent carelessness in the majority of cases. On every occasion that an out-of-town customer pays us a visit, we take up the system of bookkeeping with him thoroughly, and it is surprising to find how willing they are to learn a system which will prevent errors. In reporting their condition there is no doubt but that many of the statements given to the mercantile agencies are made in good faith, but are entirely wrong through the merchant being obliged to give a hap-hazard account of his condition. In some cases the wholesale house suffers when giving credit to a man apparently in good condition, according to his statement, who afterwards makes an assignment or is forced into bankruptcy.

As I have stated before, I am not satisfied until some improvement can be made on the above system, and any suggestions for its betterment will be a further step towards the common end we all have in view. If we can interest merchants to adopt a system of bookkeeping which will prevent even a few failures, I think we will be amply repaid for any efforts we may make.

#### "CLOSED FOR LUNCHEON."

THE practice of closing commercial offices during lunch hour, which is general on the Continent and has been largely adopted by houses in Manchester, Glasgow, and other large cities, is now being introduced in London. Last Summer the proposition was made that the warehouses should be closed during the middle of the day, but the suggestion was not taken up very readily. The idea has been revived again, however, and, amongst others, E. & H. Tidswell & Co., of Wood street, are now following the custom, and it is said to be greatly appreciated on the part of the firm's customers as well as the staff. This firm is well-known to readers of Bookseller through their advertisements, and the adoption of this new idea is quite in line with their progressive business policy.

#### A QUESTION OF CASH DISCOUNT.

ONE of the subscribers to the Bookkeeper ventilates an interesting question which recently came up for solution in his business. He says:

"Our friend sold to a customer July 1st, a bill amounting to \$4,286. Terms cash, 10 days, less 4 per cent. The customer remitted \$4,000 on account within the time

limit. How much discount should we credit to his account? He may settle the balance within the time limit or possibly not for several months."

That is, should the customer be credited with 4 per cent. discount on that amount of bill covered by remittance supposing same had been in full settlement, or is he only entitled to 4 per cent. discount on the actual amount of his remittance?

One authority decides one way—another authority decides in favor of the other. Which is right? Perhaps some of our subscribers might be disposed to favor us with their views on the subject.

#### THE APPEARANCE OF LETTERS.

A BUSINESS man may well tremble to think of the good or bad impressions being constantly multiplied and sent out from his stenographic department, remarks Mahin's Magazine.

The position of typist is a very responsible one. A business letter is the representative of a firm. If it is slovenly and careless in appearance it creates instant prejudice.

If neatly and intelligently written it inspires confidence and respect.

Only a small percentage of the patrons of most concerns ever come in personal contact with the house. They judge of the firm's intelligence, its enterprise and business management by the smartness and finish of such work as comes to hand.

A typist may look upon a letter merely as something to be done and gotten out of the way, but a letter has a long life. It is filed away and preserved for years. It may be referred to many times. A letter written to-day may be criticised or complimented ten years hence.

It is a mistake to suppose that no one cares or notices when work is well done. It is always noticed; besides, good work is worth while if only for the self-satisfaction it gives.

It is something to feel that one is improving a little every day; going forward, instead of backward; becoming more capable and efficient.

The habit of good work makes everything easier, makes the day pass more quickly, and puts one on good terms with one's self.

A letterhead placed in the machine is merely a sheet of paper, like a piece of white sketching board before the artist.

The operator can make something beautiful of it if she will give it form, expression and character.

A perfect typewritten letter is really a thing of beauty, attractive to the eye and the mind.

#### EDUCATE THE CORRESPONDENCE CLERK.

PRINTERS' INK says no letter in answer to inquiries should go out of the office without being edited by the advertising manager. After having prepared the copy for the advertisement, the manager knows exactly what he wants to say farther, and the qualities which brought forth the inquiries would bring forth still greater interest. Why should not the correspondence clerk be educated in the art of advertising and so co-operate with the advertising manager?

There is a wonderful advantage in going about your work in a happy manner; and this is easy when you remember that happiness is not the result of conditions, but is a cultivated attitude toward the processes of life.



**FORD & FEATHERSTONE**  
 Importers and dealers in  
**FIREPROOF SAFES,  
 STEEL BANK SAFES,  
 VAULTS, TIME LOCKS,  
 DEPOSIT BOXES.**

Combination locks put on and combinations changed. Safes repaired, etc.

10 John St. N., Hamilton, Ont.

**YOUR SIGNATURE 50c.**  
 Engraved Facsimile.  
 and a plate that any printer can use for  
 Exact size of original. Remit P.O. or Express Money Order.  
 Sent in three days. Make your signature in black, dark  
 blue or red ink. We make all kinds of advertising cuts.  
**GEO. J. SMITH BUREAU, 621 Broadway, N.Y., U.S.A.**



**SOMETHING NEW  
 OUR EMPRESS PACKAGE**  
 containing 12 sheets paper, 12 envelopes, 1 pen, 1 penholder  
 and sheet of blotting paper, \$2.50 per hundred, sells for 5c.  
 A Bargain Item. Send for sample.  
**G. A. Weese & Son, 44 Yonge St., TORONTO.**

ESTABLISHED 1855

**TAYLOR'S**  
 DOUBLE TONGUE & GROOVE  
**SAFES**

145  
 &  
 147 FRONT ST. EAST. TORONTO.

**NEW TELEPHONE LINE**

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

PORT ROWAN	-	50c.
ST. WILLIAMS	-	50c.
VITTORIA	-	40c.

**The Bell Telephone Co. of Canada**

**The Hallwood**

**THE GOOD POINTS IN THE  
 HALLWOOD CASH REGISTER:**

- Indications.
- Key Board.
- Resetting Adding Wheels.
- Lid Lock Counter.
- Total Adder.
- Drawer.
- Lever.
- Tapo Printers.

In every feature the best cash register being made.  
 Send for descriptive literature. No worrying salesmen to force you to buy.

THE  
**Hallwood Cash Register Co. of Canada**

76-80 King St. E., TORONTO.      1782 Notre Dame St., MONTREAL



**JOHN HEATH'S  
 PENS**

A good Pen is a good servant, and John Heath's Pens are made to serve!  
 ALWAYS READY AND ALWAYS WILLING.  
 They were 'first' 45 years ago, and are still leading the way. British made of British Steel

Write for Sample Card  
 and see which suits you best  
 London Agency: 8, St. Bride St., E.C.

**Never Used a Loose  
 Leaf System?**

That is what they all say until they have seen The Briggs Ledger System which saves you from one to five days per month in rendering accounts.

It consists of a ledger, journal, index, merchandise account, and itemized bill heads under one perpetual binding which is so simple that anyone can operate.

Can not get out of order. Has stood the test of years.  
 Catalog sent upon request.

**The Briggs Ledger System Co., Limited**  
 75 York St., - Toronto, Can.

**SAVE SAFELY**

"Safety is the first consideration, and the matter of interest earnings is of second or even third importance."

Depositors who make absolute safety the first consideration are attracted by the exceptional strength of the Canada Permanent Mortgage Corporation, Toronto Street, Toronto. It has the third largest paid-up capital of all Canada's strong financial institutions.

**Money**

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

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

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

**Confederation Life ASSOCIATION.**

W. H. BEATTY, PRESIDENT.  
W. O. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.  
HEAD OFFICE, - TORONTO, CANADA.

**MANUFACTURERS AND MERCHANTS.**

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

Write to us for terms and particulars.

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

**Your Bank Account**  
Will receive every care if kept at  
**The Bank of Toronto.**

Head Office: - TORONTO.

Paid-up Capital \$2,950,000.00  
Reserve Fund \$3,150,000.00  
Total Assets (over) \$24,000,000.00  
Incorporated 1855

**BUSINESS ACCOUNTS** Invited.  
**SAVINGS ACCOUNTS** receive interest every six months.

**THE CANADIAN BANK OF COMMERCE.**

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

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

HEAD OFFICE: TORONTO, CANADA.

This Bank, with 102 branches, covering all the principal cities of Canada and the Pacific coast of the United States, and its own offices in London, Eng., and New York, is able to offer to those engaged in mercantile business of any kind unexcelled facilities for any legitimate banking business.

LIST OF BRANCHES:  
BRITISH COLUMBIA:

Atlin	Greenwood	Nanaimo	Vancouver
Cranbrook	Kamloops	Nelson	East End
Peter	Ladysmith	New Westminster	Victoria

MANITOBA AND NORTHWEST TERRITORIES:

Calgary	Elgin	Moose Jaw	Regina
Carman	Elkhorn	Moosomin	Swan River
Dauphin	Gilbert Plains	Neepawa	Treherne
Dawson	Grandview	Ponoka	White Horse
Edmonton	Innisfall	Portage la Prairie	Winnipeg
	Medicine Hat	Red Deer	North

ONTARIO AND QUEBEC:

Ayr	Dundas	Ottawa	Stratford
Barr	Dunnville	Paris	Strathroy
Bellefleur	Port Francis	Parkhill	Toronto, 8 offices
Berlin	Galt	Peterboro	Toronto Junction
Blenheim	Goderich	Port Perry	Walkerton
Brampton	Guelph	St. Catharines	Walkerville
Cayuga	Hamilton	Sarnia	Waterloo
Chatham	London	Sault Ste. Marie	Windsor
Collingwood	Montreal	Seaforth	Windsor
Dresden	Orangeville	Simcoe	Woodstock

MARITIME PROVINCES:

Anson	Canning	New Glasgow	Springhill
Antigonish	Halifax	Parsons	Sydney
Barrington	Lockport	Sackville	Truro
Brigewater	Lambert	St. John	Windsor
	Middleton	Shellburne	

IN THE UNITED STATES:

New York, Seattle, Wash., Portland, Ore., Skagway, Alaska, San Francisco.

LONDON, ENGLAND, OFFICE: 60 LOMBARD ST., E.C.

A general banking business transacted Foreign exchange bought and sold

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

DIRECTORS

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

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

GENERAL BANKING BUSINESS TRANSACTED.  
Drafts Bought and Sold Letters of Credit Issued.

**SAVING BANK DEPARTMENT**  
Open at all Branches Accounts solicited.

# FINANCE AND INSURANCE

**A**s a means of forcing American currency out of circulation, the banks of Edmonton, Alta., have decided to charge a substantial discount on all United States currency passing through their hands, says a western exchange. There is no question that the profit on the coinage in circulation in Western Canada should be made by the Canadian Government, and moreover that the coinage in circulation in Canada should be Canadian coinage. On the other hand it must be remembered that the prevalence of considerable quantities of United States currency in Western Canada at the present time is due to a particular cause, namely, the remarkable influx of settlers from the United States. The whole West has apparently every reason to extend the most cordial welcome to such desirable immigrants; the desire of the business community as a whole seems to be to give the newcomers the full value of their money. It is doubtful in view of the special circumstances whether a wiser course on the part of the Edmonton banks would not have been to invite the local merchants to turn in to them all United States currency coming into their hands. The banks could express it to the United States, and the total expense involved which the banks could charge against the merchants or bear themselves as they saw fit, would be inconsiderable.

**T**HE annual statement of the Merchants' Bank of Prince Edward Island issued December 31, 1903, reveals the following satisfactory condition of affairs: Net profits for the year were \$55,595.57, to which is added the amount brought forward from 1902, \$1,187.59, making a total of \$56,783.16. From this sum after the payment of two dividends and sundry appropriations the sum of \$30,363.18 was transferred to rest account, together with the premium on new stock issued, \$30,636.82, making that account now \$266,000.00, or \$77,781.51 in excess of paid-up capital.

**I**t is reported that the name of the company which will take over the assets and property of the Consolidated Lake Superior Company is the Canadian Improvement Company. It will be capitalized at about \$40,000,000, which with bond issues of \$13,000,000 will bring the total amount of securities of the new company up to \$53,000,000. W. L. Bull and J. T. Terry, of New York, and R. Pitcairn, of Pittsburg, are among the leading interests which propose to rehabilitate the old company.

### INSURING BANKS AGAINST LOSS.

**T**HE majority of civilized people are already reasonably well posted on insurance, and if the number of insurance agents continues to increase in the same proportion as it has during the last ten years there is reason to believe every mother's son of us will have at

least an opportunity of becoming a wiser and better man in this generation.

The latest insurance novelty reported is an association to insure United States national banks against loss; what is more, expert financiers have declared the application of principles of insurance to banking to be entirely practicable. The scheme is to levy an annual tax on the capital or deposits of every bank in the country, the amount of tax to be calculated according to the mortality among banks, and the percentage of probable loss. In this way, a reserve will soon be built up which will be sufficient to meet every loss incurred, pay in full the liabilities of every failing bank, and make good every impairment of capital. Statistics show that if a tax of 3-8 of one per cent. had been levied annually upon the outstanding circulation for the last 39 years it would have been sufficient to redeem the outstanding notes of every national bank that has failed during the same period without having to fall back upon bonds held as security or other funds.

### LOSSES AT BALTIMORE FIRE.

**O**NE of the chief topics in financial and business circles during the month of February has been the conflagration which raged in the city of Baltimore on the 7th and 8th of that month. It is estimated that the total losses of fire insurance companies in his disaster will be about \$60,000,000, making it the second largest fire—as far as insurance loss is concerned—in the history of the world, the largest having been the great conflagration in Chicago in 1871. A number of insurance companies will lose from \$400,000 to \$1,000,000 each among them being such well-known offices as:

London & Lancashire.....	\$ 400,000
Munich.....	400,000
Queen of America.....	400,000
Fina.....	500,000
German-American of New York.....	500,000
National of Hartford.....	500,000
Norwich Union.....	500,000
Phoenix of London.....	500,000
Sun of London.....	500,000
Hartford.....	750,000
Commercial Union.....	750,000
Home.....	750,000
Northern of London.....	750,000
Continental.....	1,000,000
Liverpool & London & Globe.....	1,000,000
North British & Mercantile.....	1,000,000
Royal.....	1,000,000

All the insurance companies having their head offices in Baltimore, with the exception of one, were wiped out of existence, though in most cases it is believed that there will be sufficient assets to meet the claims of policyholders. As their records were destroyed, no reliable estimate of their losses can as yet be made. A considerable number of other companies (in addition to London Lloyds) who were involved in this fire were not licensed to do business in Baltimore, and it goes without saying that such institutions as were operating sub-rosa will prefer



to "keep mum" as to the extent of their losses. It is believed, however, that they were heavily involved.

It is interesting to note how the only two Canadian companies authorized to do business in Maryland—the "Western" and "British America"—fared in this conflagration. Their losses are estimated at about \$300,000 and \$200,000 respectively. These amounts, while large, represent only about one month's income of each of the two companies, the total receipts of the "Western" for 1903 being \$3,678,387 and of the "British America" for the same period \$2,421,383. In view of the fact that they have been represented in the leading agency in the city of Baltimore for some thirty years, these losses may be considered as moderate. In this connection a Baltimore paper remarks that while the "Western" did about 1-2 per cent. of the total premiums (namely, \$1,500,000) in that city during 1902—the figures for 1903 not yet having been published—and the "British America" about 1 per cent. the former company's percentage of the total estimated insurance loss in the fire of February 7th is less than 1-2 per cent. and that of the "British America" about 1-4 per cent. This, surely, is evidence of a careful distribution of the risks carried by these companies in the ill-fated city.

The "Western" and "British America" Insurance Companies have been carrying on business throughout the United States for upwards of a quarter of a century—the American business of the former company at the present time aggregating about \$2,600,000 as compared with \$700,000 premiums received in Canada, while the income of the "British America" in the States is about \$1,500,000 and in the home field \$500,000.

**INSURANCE IN EARLY LIFE.**

THE average age at entry of proposers for life assurance is shown by the statistics of all offices, both British and foreign, to be 35. The reason of this is apparent, when it is taken into consideration that few men realise the importance of having the insurable interests in their lives covered, until the fact is pertinently brought home to them by reason of "the hostages of fortune" growing up about them.

When one begins to appreciate the inevitable results of impoverishment that are bound to overtake the family when robbed by death of the bread-winner, and unprovided for by the want of a substantial banking account or an inherited fortune, then the benefaction of a life assurance policy forces itself upon the mind.

It seems a pity, however, that the provisions that can be made, not only for one's prospective family, but also

for his own old age by means of the provident protection thus afforded, is not earlier realised.

We have heretofore pointed out the combination of superior benefits that is afforded by long term endowments, and we would again accentuate this impression. In the first place, at a very small additional premium cost over whole life assurance, the policy holder is enabled to terminate his contract with the company, when by reason of advancing age he shall have outlived the calls that would be made upon him by wife and children, to the greatest advantage. Under the conditions of an ordinary life policy, if one wished to acquire its surrender value, he would find that he would do so at a comparative disadvantage as against an endowment.

If young men could only appreciate the thrift in saving by taking out a policy between the ages of 20 and 30 instead of later, they would not hesitate to embrace the opportunity.—The London Report.

**BANKING AND INSURANCE NOTES.**

The Traders' Bank of Canada is erecting a new bank building at Rockwood.

The Royal Bank has opened branches at Westmount, Montreal, and Amherst, N.B.

The Canadian Banks of Commerce is erecting a \$20,000 building at Portage La Prairie.

Mr. McArthur, manager of the Sovereign Bank, Hensall, has resigned. He will be succeeded by H. Arnold, of Toronto.

G. M. Patterson, Stratford, has been promoted to the management of a branch of the Canadian Bank of Commerce, Winnipeg.

The Metropolitan Bank are erecting a building at the corner of Dundas and Arthur streets, Toronto to be occupied by the bank as soon as it is completed.

P. A. Curry, manager of the Union Bank, Middleton, N.S., has been promoted to a similar position at New Glasgow. He will be succeeded at Middleton by C. E. Jubien, formerly of Sherbrook, Que.

Clay, Sharp & Co., bankers, Burk's Falls, have been succeeded by the Sovereign Bank of Canada. The Sovereign Bank has also opened a branch at Stanbridge East, Quebec., having purchased the private banking business of Colonel Gilmour.

R. H. Fulton, inspector of the Sovereign Bank, has been promoted to the position of superintendent of agencies. He will be succeeded as inspector by L. P. Snyder of the St. Catharines branch. The bank purposes to erect handsome new offices on St. James street, Montreal.

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<i>Toronto, Ont.</i>	Assets, over	-	3,333,000.00
	Annual Income	-	5,536,000.00

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from Emily Montague, at Sillery, to her friends abroad, and gives a picture of the life of the period at Quebec, both in city and garrison. Fifty years elapse between the publication of this novel and of 'St. Ursula's Convent,' the second book of fiction written in Canada. Mrs. Julia Catherine Hart, the author of this story, also published a tale of Indian warfare and intrigue, entitled 'Tomnewontie.' These, faint and unimportant though they be, were the first promise of the literature which is springing up in this country, and which in our own generation has attracted the friendly attention of foreign critics."

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