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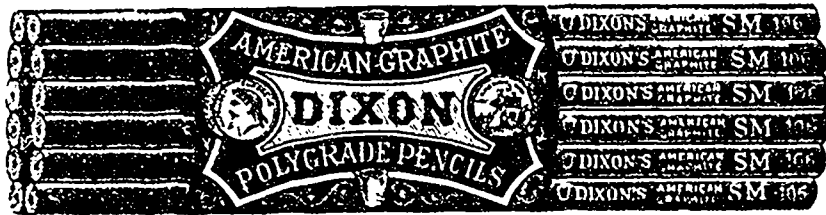
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BOOKSELLER AND STATIONER

JUNE



A FAMILIAR BUNCH OF LEAD PENCILS

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

JOSEPH DIXON CRUCIBLE CO.

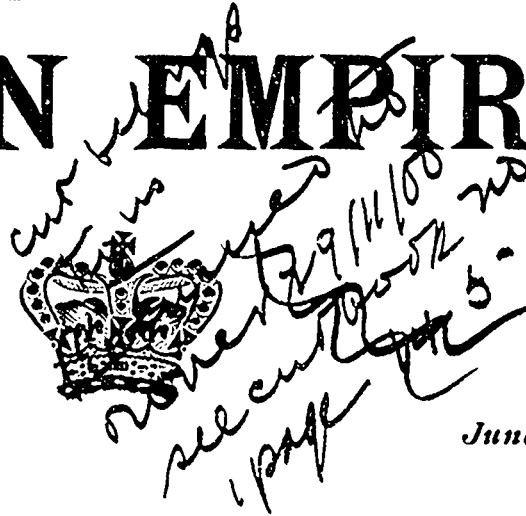
JERSEY CITY, N. J.

THE
MCLEAN PUBLISHING CO.
TRADE JOURNAL PUBLISHERS.
TORONTO & MONTREAL

BOOKS
STATIONERY

FANCY
GOODS ETC

FOR AN EMPIRE!



June, 1900.

To Our Friends:

THE dauntless spirit of our times cannot fail to leave its impress upon individual thoughts and aspirations. It necessarily influences our personal ideals, our various actions.

It is doubtless due in part to this influence that our own ideas have already outstripped the Kingship of the Christmas and New Year Card trade bestowed upon us by the unanimous voice of Press and Public these many years back, that mere regal sway contents us no more, that we aspire to a still loftier pinnacle; in short, that we have begun to sigh for the Imperial Diadem and are making a bold bid "**For an Empire**" in the world of Art.

And truly it is an Imperial Collection of New Century Christmas and New Year Cards, Calendars, Gift Books, Toy Books, and Art Novelties in general that we have created for Season 1900-1, and which we unhesitatingly bring forward in support of our claim.

1,200 entirely new sets of cards embodying some three thousand individual designs may well be deemed an "**Empire**" creation for a single season, and ranging as these do over upwards of 100 separate and distinct styles, the achievement, an unprecedented one even in our annals, becomes still more remarkable.

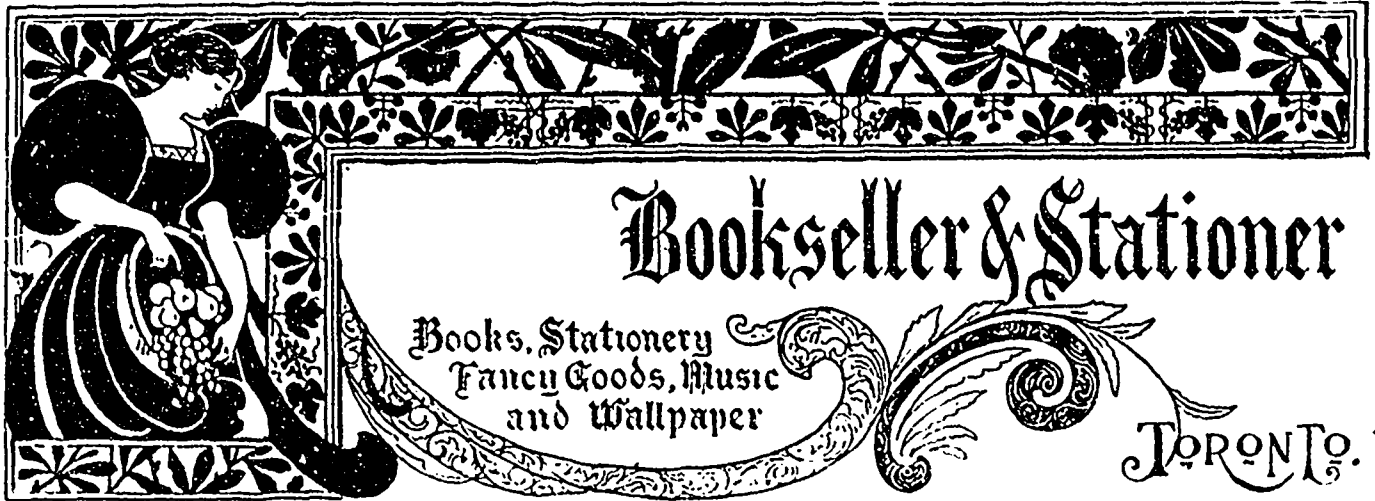
We hope to make the greatest "**Art Empire**" the world has ever seen, and privileged as all the world is to share in the benefits attendant on the expansion of this **Empire**, we venture to hope not only for your cordial recognition of our claim, but for your valued and constant support of our policy, to enable us to worthily carry on the labours and burdens of an **Empire** weighted with vast responsibilities, but fraught with so much that is ennobling and elevating to mankind.

OUR TRAVELLERS WILL WAIT ON YOU SHORTLY.

Raphael Tuck Sons Co., Limited
LONDON. PARIS. NEW YORK.



WARWICK BRO'S & RUTTER
TORONTO.



Vol. XVI.

TORONTO, CANADA, JUNE, 1900.

No. 6.

CURRENT NOTES AND COMMENTS
OF INTEREST TO THE TRADE.

The Copyright Bill

At last, after several years' delay, an effort is being made to put Canadian copyright laws on a better footing. The measure which we publish in another column will be read by all booksellers with interest. It has not yet passed the House of Commons as we go to press. Those who know, say that it will go through. If the English authorities do not intervene, as they did before, the measure will soon be the law of the land, and some Canadian editions will thus have the market to themselves. We have discussed the subject so often that there is little to add now. We have always thought that a good copyright law was better than the present condition of affairs, where the dealer is not sure exactly where he stands as to his rights in selling books. But, supposing, some dealers may say, prices of these Canadian editions are put up, how will that be to our advantage? The chances are that whether the copyright law passes or not prices on copyright paper editions will go up. At least, that is the tendency. There is not enough money for the Canadian publisher in the present paper edition even at 75c. This is well known. If they were put up to \$1, and the 50c. books to 75c., the dealer would have the same margin of profit that he has on them

at their present prices. Not so many might be sold of course, but we doubt that. There is a distinct demand for new copyright books. In nearly every case they fetch 6s. in England and \$1.50 in the United States. The issue, therefore, in Canada of paper editions of them at 50 and 75c. is an exceptional thing, and could not be expected to last long. We have no doubt that Canadian publishers, once they get the market to themselves on certain books, will push them far more vigorously than it was worth while to do in the past. If any dealer desires to suggest an amendment to the Bill he ought to communicate promptly with the Minister of Agriculture.

The Library Association.

The American Library Association, whose membership includes the librarians of Canada, began its 24th annual meeting in Montreal on Wednesday evening, June 6, and the meeting is in progress as we go to press. The valuable and practical paper, which we print elsewhere in this issue, and which was read to the association by Mr. James Bain, jr., of the Toronto Public Library, will show the extent and resources of our Canadian libraries, in a way not previously shown. In all the larger centres the bookselling trade are accustomed to say

that they regard the presence of a library not in the light of a competitor, but as an incitement to reading, and, therefore, a help to them. The libraries, therefore, are not rivals of the trade. But, even if they were, their existence and increase must perforce be recognized, and, as they buy a good many books, they are, from that standpoint, of considerable interest to the regular trade. The Montreal meeting has been especially successful in the exhibits of books and appliances which have been got together. Some Canadian publishers have given specimens of Canadian book-making, which has now reached such a high level of excellence.

Summer Reading.

The trade must now be ready for the Summer trade in books. The local dealer should not let any of his well-known customers depart from town for the holidays without reminding them that he has a line of books for Summer reading, that they may take with them. There are a number of books to retail at 10c. or 15c. in the market and the dealer cannot afford to be without these. A contemporary quotes the head of one of the big New York department stores to show how these stores make a success of the book business during the Summer months. He says: "Books have their season. With Spring bonnets comes the invasion of the paper novel, so close to the heart of the damsel who lolls in the hammock and basks in the sunshine on

Summer days. Let your stock of bound books (barring the new copyrights) run down as low as possible during the Summer months, and give the bulk of your attention to these paper goods. They are trade winners and money makers. I have seen 3,000 of them sold in a single morning. It is necessary to carry four lines at as many different prices, from the 5c. to the 50c. ones. Many of the copyrighted books are now published in paper at 25 and 50 cents, and these it is necessary to have if your assortment is to be complete. Limited editions of some of the best books are now published in this form and sell well."

THE NEW COPYRIGHT BILL.

Text of the measure now before Parliament at Ottawa

THE question of copyright is now before the House of Commons at Ottawa. The bill is in the hands of the Hon. Sydney Fisher, Minister of Agriculture, in whose Department the subject is. We give below the text of the measure as introduced up to date (June 6), no verbal amendment has been suggested. Any of our readers who have suggestions to make, or questions to ask, might write to Hon. Mr. Fisher, who is the proper authority to deal with the matter. It will be observed that, by Clause 2 of the bill, the Minister has power to terminate the copyright in case the Canadian edition is not satisfactory.

THE BILL.

- 1. If a book as to which there is subsisting copyright under The Copyright Act has been first lawfully published in any part of Her Majesty's dominions other than Canada, and if it is proved to the satisfaction of the Minister of Agriculture that the owner of the copyright so subsisting and of the copyright acquired by such publication has lawfully granted a license to reproduce in Canada, from movable or other types, or from stereotype plate, or from electro-plates, or from lithograph stones or by any process for fac-simile reproduction, an edition or editions of such book designed for sale only in Canada, the Minister may, notwithstanding anything in The Copyright Act, by order under his hand, prohibit the importation, except with the written consent of the licensee, into Canada of any copies of such book printed elsewhere, provided that two such copies may be specially imported for the bona fide use of any public free library, or any university or college library, or for the library of any duly incorporated institution or society for the use of the members of such institution or society.
- a. The Minister of Agriculture may at any time in like manner, by order under his hand, suspend or revoke such prohibition upon importation if it is proved to his satisfaction that:
 - (a) The license to reproduce in Canada has terminated or expired.
 - (b) The reasonable demand for the book in Canada is not sufficiently met without importation, or
 - (c) The book is not, having regard to the demand therefor in Canada being suitably printed or published, or
 - (d) Any other state of things exists on account of which it is not in the public interest to further prohibit importation.
- 2. At any time after the importation of a book has been prohibited under section 1 of

this Act, any person resident or being in Canada may apply, either directly or through a bookseller or other agent to the person so licensed to reproduce such book for a copy of any edition of such book then on sale and reasonably obtainable in the United Kingdom or some other part of Her Majesty's dominions, and it shall then be the duty of the person so licensed, so soon as reasonably may be, to import and sell such copy to the person so applying therefor at the ordinary selling price of such copy in the United Kingdom or such other part of Her Majesty's dominions, with the duty and reasonable forwarding charges added, and the failure or neglect, without lawful excuse, of the person so licensed to supply such copy within a reasonable time shall be a reason for which the Minister may, if he sees fit, suspend or revoke the prohibition upon importation.

4. The Minister shall forthwith inform the Department of Customs of any order made by him under this Act.

5. All books imported in contravention of this Act may be seized by any officer of Customs, and shall be forfeited to the Crown and destroyed and any person importing or causing or permitting the importation, of any book in contravention of this Act shall, for each offence, be liable, upon summary conviction, to a penalty not exceeding 500.

A BOOK ABOUT PARIS.

Laird & Lee, of Chicago, are first in the field with an exquisite collection of half-tone engravings, 192 in number, giving one delightful glimpses of Paris and the Exposition of 1900. The ground is very thoroughly covered, and for whoever has been prevented from visiting this year the magic city, this dainty album will prove almost equal to a trip to the gay capital. The letterpress is by Max Maury. These notices amount to a real cyclopaedia concerning the monuments, public buildings, parks, etc., of Paris, while all the palaces and scenes of the Big Fair are duly labeled and described by pen as well as pictures. No such collection has been placed before the American public, and we feel sure that it will meet with enthusiastic and universal approval. Laird & Lee: cloth back and covers, 75c.; paper, 50c.

PERSONAL.

Mr. George N. Morang, the publisher, has gone to England on business.

Messrs. Wm. Campbell and J. Castell Hopkins have joined the staff of George N. Morang & Co.

Mr. Thomas B. Jackson, representing Messrs. Ward, Lock & Co., Limited, publishers, Warwick House, Salisbury Square London, Eng., has been visiting the Canadian trade.

Mr. James Bain, jr., chief librarian of the Toronto Public Library, was asked by the Library Association of the United Kingdom to represent that body at the Montreal meeting, and present fraternal greetings.

Mr. J. H. Woods, of the Publishers' Syndicate, Toronto, was married on June 7 to Miss E. C. Eby, daughter of Mr. J. F. Eby, Toronto. The happy pair left on a trip down the St. Lawrence.

NEWS OF THE TRADE.

JACQUES & CO., stationers, fancy goods dealers, etc., Toronto, have sold out to Ira J. Ribble.

Walter Hall has opened as bookseller and stationer in Sydney, N.S.

W. E. Skillen, printer and stationer, St. Martin's, N.B., has been burned out; insured.

Clara St. Laurent has registered as sole proprietress of E. L. Desilets & Co., stationers, etc., Nicolet, Que.

The assets of The Sabiston Lithographing and Publishing Co., Montreal, have been advertised for sale by tender.

An accident in Mr. Stratton's store in Peterboro' caused a damaged pane of plate glass to collapse suddenly, and a showcase and its contents were somewhat badly damaged.

J. H. Butler has purchased a stock of books, stationery, fancy goods, etc., and has opened in the Music Hall block, Oshawa, two doors west of post office.

N. B. Scott, bookseller and stationer, Portage la Prairie, Man., has sold out to Robertson & Bagshaw, the latter to be manager. Mr. Scott will travel for The Consolidated Co., Winnipeg.

On petition an order has been granted to wind up the Wm. Drysdale Co., booksellers and stationers, Montreal. A meeting of the creditors and shareholders will be held on June 18. Mr. A. A. Murphy will carry on the business in the meanwhile.

The yearly business of The Methodist Book and Publishing Co., Toronto, shows an increase in the net profit. The publishing committee of the Church has protested against the postage rate on newspapers.

The Earle Co., Limited, is the name of the newly-incorporated concern which is taking over the business of The Earle Publishing and Mercantile Co., Limited. The place of business is to be at Bayswater, N.B., and the capital stock is \$250,000. The following are the directors of the company: W. E. Earle, L. Dunn, S. D. Bustin, W. S. Morrison, and H. J. Dick.

The Canada Envelope Co. has been incorporated by Quebec letters patent with capital stock of \$25,000. The parties incorporated are Arthur Wilcocks, of Richmond; Lawrence Wilcocks, broker, of Montreal; George Cornish Wilcocks, manufacturer, of Montreal; Robert William Elliott, stationer, of Montreal, and Frederick William Evans, insurance manager, of Montreal.

BOOKS AND PERIODICALS.

MORANG & CO.'S NEW BOOKS.

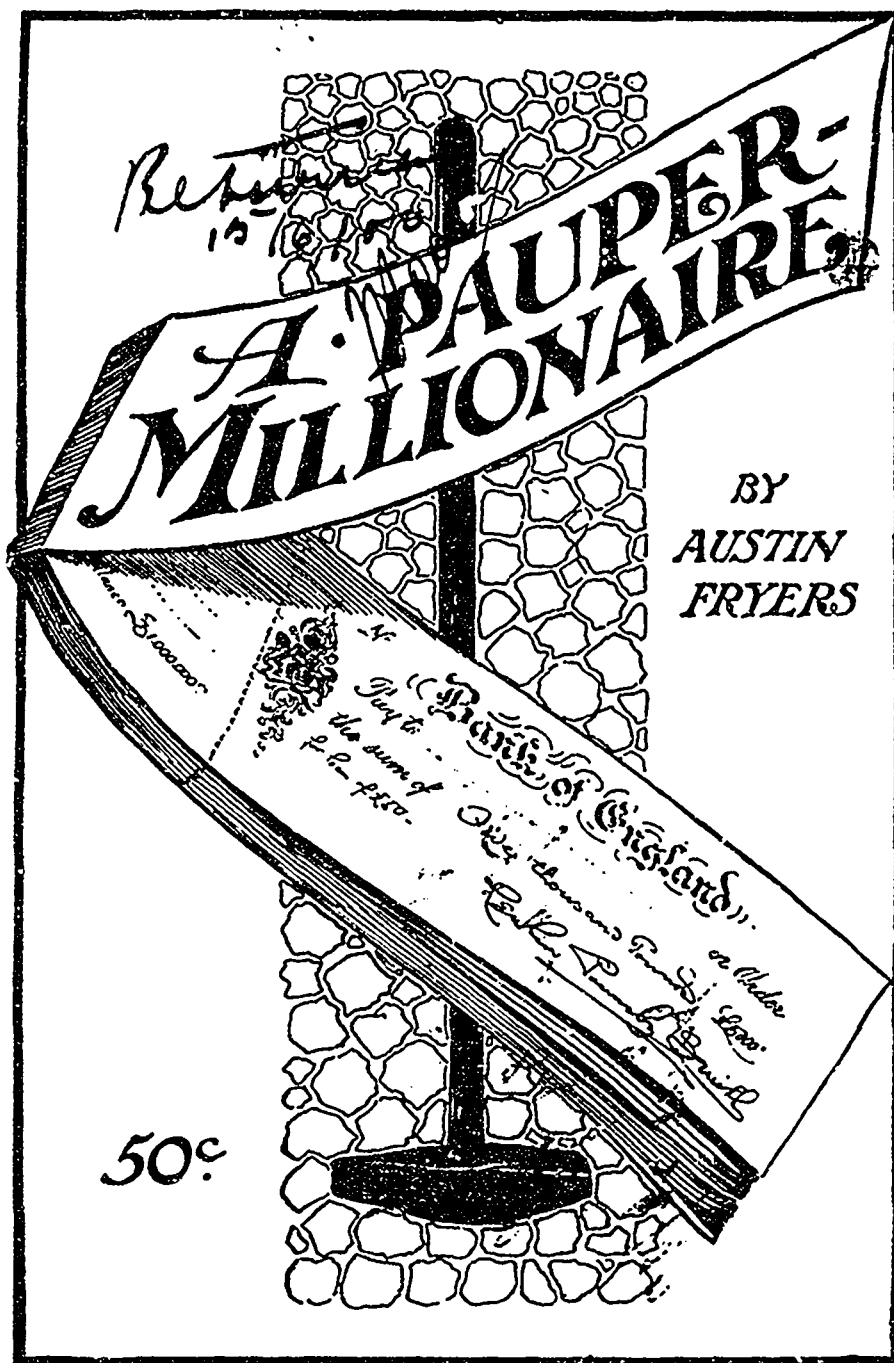
In the bookselling trade, as in every other, there is always a new stratum to be developed.

The progressive bookseller may be compared to a gold miner who does not leave a claim till he has thoroughly explored it and made the best of the opportunity it offers. He drives his tunnels deep and wide and is generally rewarded, if his original prospecting has been reasonably shrewd, by finding a continuous development of the yellow metal. In like manner, the enterprising bookseller is not content to leave hold of a book because a certain class has absorbed its quantum of it. There are always new avenues that may be "worked." Especially has this been the case with Mary Johnston's novel "To Have and To Hold." There are some novels, of course, that appeal to limited circles of readers. Only the intellectual read George Meredith, and even Thackeray demands a somewhat mature intelligence for the enjoyment of him. But now and then a novel appears which takes all classes of readers by storm, and, like the incoming of the tide, fills up every little pool of the bookseller. It would, perhaps, be straining the simile too far to suggest that there are booksellers who would almost put up barriers against the tide, but there are others knowing enough to do the very reverse, and to make open converts for the flow of popularity. It is an undoubted fact that "To Have and To Hold" has been read by professors and pupils, by the fashionable and the take-life-easy people; by women, of course, and by men nearly as freely. "David Harum" had a great popularity, for one thing because it was a man's book. The record of "To Have and To Hold" should certainly be better, because it is not only a thoroughly good man's book, but also a woman's. The wonder with most people is how a woman could write it. How a retired, out-of-the-world person like Miss Johnston acquired such a supreme knowledge of various sides of human nature. Nothing succeeds like success, says the truism, and this is eminently so in the case of this novel. Miss Johnston's first book, "Prisoners of Hope," paved the way for "To Have and To Hold" being taken up by the proprietor of The Atlantic Monthly, and so deftly is the story constructed that it adapted itself better than any in our memory to the purposes of serial production, so that the casual reader, picking up an occasional number of the magazine, was at once attracted, and read

the particular section at command with all the interest usually awakened by a very good short story of the better class. This gave the book an immense impulse when it appeared entire, and it has now reached a position that makes it safe stock for the present year at least. It is, therefore, a good book for the bookseller to make some of those "new strata" experiments before alluded to. The attractive cover which

Morang & Co. put on the Canadian paper edition, and the good style in which they issue the cloth edition, have no doubt been factors in the success attained.

The Hon. David Mills' "The English in Africa" has been received with a chorus of praise by the Canadian newspapers of both sides of politics, the Conservative organs vieing with the Liberal in the generous appreciation they have given to its high qualities. The fact that it gives a birdseye view of the entire question of British colonization in Africa somewhat accounts for this unanimity. However well the newspaperman may be trained to strictly one-sided writing, no doubt one of



New Canadian Cover Design, by a Canadian Artist—Done in Two Colors.

BOOKS AND PERIODICALS—Continued.

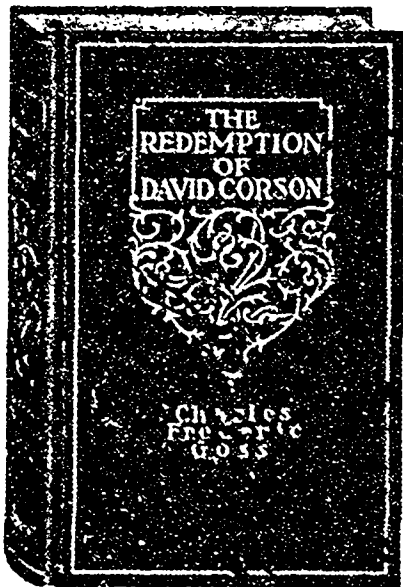
his essential attributes is to know what sort of shot the other side has in its locker. He consequently hails with gladness a book so judiciously imparted as that of Mr. Mills, while the admirable contents-table and index enable him to get at once to any particular phase of the African question he may wish to be informed upon. The book has been exceedingly well received by the trade and will be an exceedingly good seller at its modest price of \$1.50 for the whole of the year.

The announcement of Lieut.-Col. Denison's reminiscences of soldiering in Canada during 40 years has been received with considerable interest throughout the country, which shows that the gallant colonel has friends all over the Dominion. A perusal of some of the advance sheets of the volume enables us to say that this autobiographical work will be read with deep attention, and no doubt create a large amount of discussion, for, in straightforward and nervous English the author talks very freely of the conditions under which military activity in Canada is carried on. The very hearty welcome which Lieut.-Col. Denison recently received in England, when Lord Salisbury singled him out for such words of friendly appreciation as he rarely bestows on any living man, will no doubt add to the popularity of the work when it makes its appearance.

As was to be expected, Miss Ellen Thorneycroft Fowler's latest work, "The Farringdons," which is also her best, has made a good start in attaining public favor in Canada, where the Methodist Church has



CHARLES FREDERIC GOSS.
Author of "The Redemption of David Corson."



admire Miss Fowler, and her present work has enough of the marks of greatness about it to justify its cordial reception. Here and there the critic has been found who is unable to see why it is that the book is having such a large sale. It has been said that Miss Fowler is not so "deep" as Mrs. Humphrey Ward, and lacks the knowledge of human nature possessed by George Eliot. The fact, no doubt, is that she has a medium of expression and a style entirely her own and there is no need to compare her with other writing people. We are tired of the readiness with which a certain school of writers find parallels and comparisons among the crowd of authors, and the jealousy with which any new departure of originality is received. Of course, Miss Fowler is a Methodist and a very decided person. She is not a milk-and-watery imitation of anybody. She is humorous. She knows the world of society and she has devoted years of sympathetic study to certain types of middle-class life in England. It may be predicted that the Canadian editions of her book will run with very large numbers.

Another story book which Morang & Co. have on their list is Tolstoy's "Resurrection." It was at first thought that this great work would have but a moderate sale in Canada. But already two large editions have been exhausted and a third has had to be prepared. This is one of the books that have more than a temporary vogue, as is evidenced by its history since the first publication in the United States. Dodd, Mead & Co., who control the American publication, were somewhat conservative in their estimate of its probabilities on its first appearance. But recent developments have led to a complete change of view, and they are now preparing for a very large Fall sale. The fact that the author's royalties on this work are to be devoted to the assistance of the Doukhobors who have emigrated to Canada no doubt adds some interest to the Canadian issue.

Morang & Co. are exhibiting a fine collection of their books at the Montreal meeting of the American Library Association June 6 to 12, where they also show the splendid series of original paintings for the illustrations of Louis Frechette's "Christmas

so much influence and so many adherents. There is not a city, a small town nor a village that has not its circle of those who

in French Canada." Of this popular work, by the way, they have a second large edition in the press, and they will also produce a French edition in the Fall, which, no doubt, will be welcomed by French scholars throughout Canada, where an appreciation of the better class of French literature seems to be on the up-grade. The bringing out of a French edition of a book in Toronto is decidedly enterprising, and it should receive the encouragement it deserves.

THE GAGE CO.'S NEW BOOKS. Messrs. Gage are issuing two books of unusual interest,

"Deacon Bradbury," and "A Gentleman in Khaki." The title of the former indicates the character of the book that bears it. It is a profound study of a man of iron will and inflexible integrity, living in a village where religion is a vital factor in the life of the community. The story is told with simplicity, earnestness, and force, yet the photographic picture it presents of New England village life of to-day is relieved by humorous interludes that throw its salient features into high relief. The thousands who have enjoyed that clever character sketch "David Harum" will welcome this book, when such a prominent paper as The Boston Budget, says: "The book has touches of the 'David Harum' manner, but is really far better constructed and much more thoroughly developed."

Although just published it has already passed through three editions in the United States. As the Canadian edition is published in a most attractive binding, at a much lower price, we predict a phenomenal sale for the book.

"A Gentleman in Khaki" will prove of special interest to the progressive bookseller who understands the enormous demand for books on the South-African War, in which our Canadian volunteers figure so prominently. He can sell this attractive book at the remarkably low price of 30c. It is an intensely interesting story, combining those ever-popular features, stirring adventure and romance so blended that, while the reader gets a vivid description of the present campaign, the story loses none of its charm. The author describes both the British and Boer camps and their famous leaders. He contrasts the characters of the two peoples, and throws light on many curious phases of Boer life. Published in an attractive paper edition with a striking two-color design, it will, no doubt, have an enormous sale among Canadian readers who take such a keen interest in the war.

Two books in their third edition which have earned deserving popularity are: "The Lunatic at Large" and "Houses of

Canadian Copyright Edition

THE FARRINGTONS

Ellen Thorneycroft Fowler's GREATEST BOOK.

Cloth, \$1.50. - - Paper, 75c.

"It strikes a deeper note than either of its predecessors from her pen."---The Bookbuyer.

"This is the best of Miss Fowler's books. She has terrible eyes, and can see the comic side of everything."---The Bookman

GEORGE N. MORANG & CO., Limited

90 Wellington Street West, Toronto.

Glass." Of the former The Globe says: "It is laid on lines of the purest comedy, and is the most mirth provoking that has appeared in many a day. Writing columns, however, would not do as much justice to the book as listening to the laughter of one reading it." Although this is high praise, its popularity has amply justified it—over 1,000 copies being sold in Montreal in one week.

"Houses of Glass" by Dr. Jas. Algie, a Canadian author, is a philosophical romance. It has won unstinted praise from both the Canadian and American press, a few of which we quote:

"It is a character study of profound interest."—Albany Times-Union.

"'Houses of Glass' will be read through by all who take hold of the book."—Toronto Mail and Empire.

"A remarkably vivid and powerful picture of American village life."—The Herald.

Both books are issued in very attractive editions at the popular price of 50c. and should be found on every bookseller's counter.

The Toronto Globe says: "'A Pauper Millionaire' is a capital story, which once begun will be finished at a sitting." Know-

BOOKS AND PERIODICALS—Continued.

ing the popularity of this clever and amusing book, the publishers have issued a handsome edition in a striking cover specially designed for the book. As will be seen by the accompanying cut, the artist illustrates the story very effectively. The irony of situation is strikingly enforced. A millionaire stranded in London, without money or identification papers, is forced by the extremity of his position to the last resort, the poorhouse, where he breaks stones for his living.

The interest is sustained throughout, and issued in this attractive edition, with a cover design in two colors, it will doubtless prove a leader for Summer reading.

A NEW CORELLI BOOK.

In announcing a new novel by this popular author, the publishers have pleasure in ad-

is not a creature of the imagination who overcomes all difficulties, but is, indeed, most natural, and, therefore, interesting, from his babyhood days, when, amazed at his drunken father staggering and swearing, he lisped "Poo Sing," to his death on the field of Colenso. The reader will follow with absorbing interest the life, not alone of the Boy, but also of his friends who tried to rescue him from the debasing home influence of a drunken father and sloven mother.

W. J. Gage & Co. will publish "Boy" this month, and, as it is a handsome volume of 352 pages, it will, doubtless, have a ready sale among the author's many admirers.

THE COPP,
CLARK CO.'S
NEW BOOKS.

"London to Ladysmith via Pretoria," by Lieut. Winston L. Spencer Churchill, published by The Copp, Clark Co., Limited, is having big sales.

The book promises to be the most interesting one. Paper, 75c.; cloth, \$1.50.

Mrs. C. N. Williamson, author of "The Barn Stormers," has just written a thrilling romance of the present South-African War. The title, "Ordered South," is a taking one, and may have been suggested by that line in "The Absent-Minded Beggar," "A gentleman in khaki ordered south." Lady Kathryn Catling is the most conspicuous character in the book. A recent critic has compared her to Lady Macbeth, and she is certainly a fiend in woman's dress, her plots and diabolical schemes keeping the reader at a high pitch of excitement throughout. There are other people in the book, however, who are very charming, and seem all the more so by contrast.

The Copp, Clark Co., Limited, are also the publishers of several recent books, which are admirably adapted for Summer reading. For example, there is the humorous work of Jerome K. Jerome, "Three Men on Wheels," which is full of mirth-provoking scenes likely to prove entertaining in these bicycling days.

"The Master of Craft," by Mr. Jacobs, is another work which is decidedly amusing, and is emphatically a Summer book in this sense. The latest book by Stanley Weyman, "Sophia," is one of the best historical romances which have come from the press in recent years, and there can be very little doubt but that it will please all the admirers of Mr. Weyman, who were delighted with his previous series. In the same category of Summer novels should be mentioned "Feo," which is already selling splendidly, and will certainly do well all Summer. It is a love story with a large element of dramatic interest running through it, and cannot fail to go well in the paper edition.

Mention should also be made of "The Garden of Eden," by Blanche Willis Howard, which is one of the most charming American books which have recently been published, and which is well calculated to please Canadian readers.

It is seldom that a Canadian novel of a distinctive Canadian type meets with any actual success on the open

market of its own country. The demand for a national literature is too frequently limited by a marked hesitancy on the part of the public to buy, or the dealer to advertise, any book that deals with scenes and characters side by side with the realities of everyday life. The recent story by Mr. A. R. Carman, of Montreal, "The Preparation of Ryerson Embury" has, however, surmounted the obstacles that oppose a "home tale" and has met in Canada, as well as in England, with instant



From "The Biography of a Grizzly."

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WAHS YULLED AND JERKED BACK.

vising the trade that this new long story is the most important volume by Marie Corelli published for some years, and the first issued since the author's serious illness.

It is entitled "Boy," and the author dedicates it to her dearest friend, Bertha Vyver.

This versatile author is so well and favorably known that the announcement of her new book is of special interest to the trade. As the title indicates, the book is a departure from the lines of her previous works. She has studied "Boy's" career from babyhood to manhood, and, in describing the results of his environment, discusses the problem of present-day civilization—responsibility of parents to their children. "Boy"

James Lane Allen, author of "The Choir Invisible," is soon to bring out another book, "The Reign of Law." Those who have been charmed with Mr. Allen's genius for Southern stories, will be delighted to hear that his new book tells a tale of Kentucky, and at the close of the Civil War. (Paper, 75c.; cloth, \$1.25. The Copp, Clark Co., Limited.)

From the same publishing house comes "Princess Xenia," by H. B. Marriott-Watson, being the story of an imaginary German State, in which an Englishman of immense wealth endeavors to play the part of Providence. His interference with State affairs makes an exciting plot, which thickens until a grand climax is reached.

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and gratifying success. The Publishers' Syndicate, of Toronto, has disposed of two complete editions in a very short while, and the third is already more than half sold out. The story well merits its popularity, which is apparently not yet nearly exhausted.

"Arden Massiter," the Italian story by Dr. Barry, author of "The New Antigone" is another novel that has recently sprung into prominence. Dr. Barry certainly has created a vivid and powerful plot, while his descriptive passages and his delineation of character are of very high quality. "Arden Massiter" is a story that is far too good to miss.

William Alden White did a great thing when he wrote "The Court of Boyville," which is published by The Publishers' Syndicate, of Toronto. It is, without doubt, one of the most delightful boys' stories ever written, and reaches the heart by its simplicity and truth. It is full of memories to the man who has long left boyhood amid the shadows of the past.

Mr. George Iles, who wrote "Flame, Electricity and the Camera," has become almost famous by his work. It has become intensely popular in the United States, while in Canada the critics have given it unstinted praise. It is a book for the amateur, not the scientist, though even to the latter it is

of much value, for its statements are careful and accurate, and based on the most modern scientific data. It is published in Canada by The Publishers' Syndicate, Toronto.

Messrs. T. & T. Clark, Edinburgh, have issued through their Canadian agents, The Publishers' Syndicate, Toronto, the first three volumes of their important series of "World's Epoch Makers." The subjects dealt with are, "Cranmer," "Wesley," and "Luther," and the works so far issued are a sufficient indication of the great value which will attach to the series as a whole.

The Publishers' Syndicate, Toronto, has issued three new books on Nature, which have a special appropriateness at this time of the year, and which are advertised in this issue. One is a fine new edition, with colored plates, of Mrs. Wm. Starr Dana's "How to Know the Wild Flowers"; another is "Bird Homes," by A. Radclyffe Dugmore, and the third is Harriet L. Keeler's delightful work on "Our Native Trees." No three more charming and timely books than these have ever been issued to the Canadian trade.

A. T. Chapman, 2407 St. BAEDERER'S GUIDE BOOKS. Catherine street, Montreal, has been appointed exclusive Canadian agent for Baedeker's Guide

Books. Mr. Chapman, in a circular to the trade, says. "Our stock is now complete with the latest editions. Canada, 1900 edition, is certainly the most complete, accurate and up-to-date guide to Canada ever published, and will sell equally well to tourists as a guide book and to Canadians as a handy book of reference. You would do well to order a good supply now so as to be ready for the tourist trade. Discount, 25 per cent. off list prices, net 30 days."

The Canadian edition of "A WIL BRIGGS' NEW BOOKS. Kent Squire," both in the paper and cloth, is a very attractive book, and is taking well with the trade. It is undoubtedly one of the strong books of the year, remarkable even in the number of specially strong historical stories that have recently been placed on the market.

In "Philip Winwood," Robert Nelson Stephens shows a distinct advance on his previous work. "This new story has its scene in the times of the Revolutionary War. The hero and heroine, although married, take opposite sides in the great conflict, and, separated, partly by events and partly by their own will, pass through a series of stirring adventures to perfect happiness. The brave, impetuous heroine,

BOOKS AND PERIODICALS—Continued.

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The Canadian edition of Joseph Hocking's new story, 'The Purple Robe,' is announced as ready. The Birmingham Gazette, in reviewing the book, says: "It is a grand book, brilliantly clever, absorbingly interesting, and absolutely convincing. Mr. Hocking has written many powerful novels, but 'The Purple Robe' exceeds them all."

Mr. A. W. Marchmont's latest novel, 'Madeline Power,' will add to that writer's reputation. Mr. Marchmont is particularly happy in his delineation of character. This story is one that will hold the attention of the reader from the first to the last. It should be one of the popular Summer novels of the year.

"Enoch Willoughby," by J. A. Wickersham, is another claimant for popular favor. It is a story with an historical background. The human element pervades it with great intensity. The characters are well drawn, and it is full of interesting and exciting incident.

It is some time since Miss Corelli, who, in point of popularity, belongs in the front rank of living writers, has written a long novel. It is, therefore, safe to say that her new story "The Master-Christian," will have an extraordinary sale. This is said to be a serious novel in her earlier manner, and it is predicted by those who are in the author's confidence, that it will be as absorbing and as popular as anything which she has ever written.

Anthony Hope's new story, "Quisante," is not to be published as a serial. The author prefers that it should find its first publication in book form. It will be placed on the market during the coming Autumn. It is said to display the versatility and strength of the author in a decidedly new light.

In "The Isle of Unrest" Mr. H. S. Meriman returns to the more virile strength of "The Sowers," and has given us a thrilling story of life in Corsica and Southern France. It is a particularly picturesque tale of adventure, and is bound to be one of the popular books of the year.

The publisher reports large advance orders for Dr. Bryce's work, "The Remarkable History of The Hudson's Bay Company." The book will be ready early this month. It is a large, handsome volume, demy 8vo,

with 32 full-page illustrations and maps. The cover design is very handsome and appropriate, the British flag in colors, surmounted by the company's arms.

Mr. Fitzpatrick's "The Transvaal From Within" has had, perhaps, the most remarkable sale of any book in recent times. No less than 530,000 copies have been sold. This would be a phenomenal sale for a popular novel, and, when it comes to a book of sober history, it shows that the book is one of exceptional merit and strength. The Canadian publisher has added to his last edition an important prefatory chapter by the author dealing with the immediate causes which led up to the present war.

Not a little interest has been created in the collection of the poems of Alexander McLachlan, published last month. With the exception of Lampman's book, which preceded it by about a week, this was the first complete collection of the poems of any Canadian writer. McLachlan may be called the father of Canadian poetry, as he was one of the earliest and truest of our singers. His book must find its way into every Canadian library, public or private, that is intended to be inclusive of the best of Canadian books. The publisher has done his work well, and has turned out a very attractive volume.

AN OPTIMISTIC NOVEL.

"The Redemption of David Corson," by Charles Frederick Goss, has met with a remarkable reception in the United States. Six editions of the book were printed within two months. The Canadian edition is now ready, and the publisher, William Briggs, reports heavy advance orders from the trade. No book of recent issue has had more flattering notices than this. Rev. Newell Dwight Hillis, of Brooklyn, when he read it, telegraphed his appreciation to Mr. Goss in these words: "Have just finished 'David Corson' with wet eyes and weeping heart. My warmest congratulations." In a further review he writes:

"The historical novels, like 'To Have and To Hold' and 'Richard Carvel,' have their limitations, clear and sharp, and are easily placed. But it is not easy to classify such a story as 'The Redemption of David Corson.' Perhaps we shall understand the scope, the strength, and charm of this book the better if we contrast it with 'David Grieve,' or 'Tess of D'Urbevilles,' or the 'Damnation of Theron Ware.'

"Mrs. Humphrey Ward portrays David Grieve as the child of artless beauty, clothed with fascination. Like David, that other shepherd boy, he marches forward with his flute, singing as he leads his flocks. Then, like David of old, he leaves the sheep cote

and enters that stage named the city. But passion and sin come in to mar his life. Soon, like the singers in Haydn's Symphony, one by one the joys go out, until the last singer drops his harp, the stage is empty, and darkness and desolation reign supreme. 'Tess of Urbevilles' represents life as a comedy, with which Zeus & Co. amuse themselves. Tess, the child of a great family, represents an apple tree that, strangely enough, is found growing in a forest of tangled thorns and briars. Thomas Hardy breaks off one bough of apple blossoms, thrusts it into an oven, and, when the bough is baked and parched, exhibits the result. Therefore, we expect the last word of the book to be the picture of Tess hanging on the scaffold, 'the president of the Immortals having brought to an end his sport with Tess.' Frederick Harold's 'Theron Ware' is a youth carrying a flaming torch, representing the noblest ideals of life and service. But the torch is unfed, uncared for, and burns lower, until it seems like a feeble taper, and at length the flame flickers, trembles a moment, then dies out in the socket forever.

"Now, our age has grown weary of these studies in pessimism and degeneration. Our people want to see the clusters on the tree of life, but our generation wants a David Corson, with the clusters ripening, instead of a Jude the Obscure, with the clusters rotting upon life's bough. At the psychological moment comes 'The Redemption of David Corson.' It strikes a strong, healthy, buoyant note. If there are stormy elements in the scene, there is also a bow of promise in the black cloud. If there is the life-long story of human frailty and trouble, there is also victory over trouble. If this youth and maiden finally eat the fruit of the tree of knowledge of good and evil, and are driven out of the paradise to wander amidst thorns and thickets, they soon revolt from the thorny path, and, leaving the desert, they turn eagerly back towards the lost Eden, and, in the cool of the evening, they find again the old paths that lead to happiness and peace. This Quaker boy enters the scene clothed with the fascination that only the strong possess. He dreams, he sings, he sees visions of the future, he is tempted, he loves, he hesitates, he sins, he falls, he wakes with a shock of horror, he climbs slowly upward upon the rounds down which he descended, he conquers our admiration and our love."

The MacDougall, McKean Co., Limited, has been formed with a capital of \$40,000 to carry on a wholesale and retail business in books, stationery, wall paper and fancy goods in Halifax. The principals of the new concern are A. Roy MacDougall, formerly with J. S. Patillo & Co., Truro; George K. McKean, Windsor; Alexander H. Hatfield, Bedford; Herbert MacDougall, Truro, and A. L. McKean, Windsor. The new firm will open on Barrington street, Halifax, about July 1.

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THE LIBRARIES OF CANADA.

Valuable Paper by Mr. James Bain, Jr., at the Montreal Meeting.

At the meeting of the American Library Association, Mr. James Bain, jr., chief librarian of the Toronto Public Library, read the following interesting and valuable paper on Canadian libraries.

At the meeting of the association held at the Thousand Islands in 1887, I had the honor of reading a paper on past history and present condition of the libraries of Canada. My task, on this occasion, will be to continue that paper, to report upon the progress made since that period and upon the present condition of the libraries throughout the Dominion. I trust that I will not be held presumptuous in pointing out to our American friends that, like the United States, Canada is a federation of self-governing Provinces, to each of whom has been assigned by the central Government certain specified subjects for local administration. Among these is that of education, which, of course, is inclusive of libraries. These Provinces extending from the Atlantic to the Pacific have been settled or partially settled, in different ways and at more or less recent periods. That in which we this year meet, will soon celebrate its 400th anniversary and still preserves the language and customs which it brought from the land of the Fleur de Lis. It will be necessary, therefore, to take each in detail and I propose to commence with the extreme east and pass them in review to the far west.

NOVA SCOTIA.

Nova Scotia is the oldest of the English speaking, and is largely a maritime Province. The population is scattered along the coast and there are to be found few large towns. Halifax, its capital, engrosses most of the libraries. The first and largest of these is the Legislative Library, with which has been united that of the Nova Scotia Historical Society, and numbers in books and pamphlets 32,500. It is specially rich in its early official MS. journals, records and papers relating to the difficulties with the Acadians and the troubles to which the early settlers were exposed. Of these a catalogue was prepared in 1886. Dalhousie University, the largest in the Maritime Provinces, has in its Arts library 11,760, and in the Law 8,000 volumes. The Nova Scotian Institute of Science, which regularly publishes its valuable transactions, has a collection of books, principally on science, amounting to 3,700. Halifax is fortunate in possessing a public library, which is called the Citizens' Free Library,

and which, under the energetic management of Miss Warren, is doing excellent work. It now contains 22,300 volumes, and has recently issued a subject catalogue worthy of the city. There is also a circulating library, which is not free, containing 15,000 volumes, and which is known as the Garrison Library. In Antigonish, the college of St. Francis Xavier has 2,500 volumes, mainly theological, and in Windsor, the venerable King's University, with its numerous gifts from England, has a library, which, though not large in number, contains many treasures. The author subject catalogue, prepared by Mr. Piers in 1893, catalogues 7,500 volumes. In Wolfville, in the Evangeline country, Acadia College has 8,500. Nova Scotia has thus nine libraries with a total of 90,020 volumes.

P. E. ISLAND.

The little island of Prince Edward, lying in the Gulf of St. Lawrence, has only one town of any size—Charlottetown. It contains two libraries, that of the Legislature, which has 4,800 books and pamphlets, and that belonging to the Bar, consisting of 2,700 law books, making a total of 7,500 volumes.

NEW BRUNSWICK

To the west of Nova Scotia lies the Province of New Brunswick, peopled principally by the descendants of the Loyalists. St. John, the chief commercial city, has an active public library containing 12,000 volumes, which is doing good work under Miss Martin's management. The legal profession have accumulated 3,500 volumes. But the principal libraries of the Province are to be found at the capital, Fredericton, the largest of which is the Legislative, amounting to 15,000 volumes, and the next that of the University of New Brunswick, 8,500. The Barristers' Society has also 3,030. In the town of Sackville, Mount Allison College has now 8,500 volumes. The total for the Province is six libraries, containing 50,530 volumes.

QUEBEC

Passing further west, we have the large Province in which we now meet, Quebec, containing within its borders the wealthy and beautiful commercial capital of the Dominion, Montreal, and the picturesque and historic capital of the Province, Quebec. On the library of the richly endowed institution under whose auspices we are gathered and the results of the labors of Mr. Gould, it is not necessary for me to speak—"Si

monumentum requiris circumspecte." A very complete and perfect list of the libraries of the city has been prepared for me by Mr. Gould, which will give one an idea of the facilities for reading enjoyed by the citizens of Montreal. They number 30, and contain 413,025 volumes.

MONTREAL.

Fraser Institute (free public) Established 1870, opened 1885. Has acquired the mercantile library and that of the Institut Canadien, 35,000 volumes and pamphlets.

Chateau de Ramzay does not lend books and has no catalogues; about 600 volumes and pamphlets.

Montreal Free Library (under Jesuit Church). Established 1899, circulating only. Managed as to English part by a committee of their ladies. Small English section, 8,000 volumes; catalogue of English section only; French section, 12,000 volumes, total, 20,000 volumes.

Westmount Free Public Library. Opened 1880. Supported by town of Westmount. Free to all as a reference library, circulating only to citizens of Westmount. Dictionary card catalogue: 2,500 volumes.

Bibliothèque paroissiale de Notre Dame et du cercle Ville Marie. Belongs to Seminary of St. Sulpice. Subscription, 50c. for six months, which entitles to borrow one book at a time on a deposit of 50c. 16,000 volumes.

Mechanics' Institute. Established 1840. Now reclassifying on Cutter's expansion system. Printed catalogue: 14,162 volumes and pamphlets.

Grand Trunk Literary and Scientific Institute, printed catalogue, 7,150 volumes.

Bibliothèque de l'immaculée (Jesuits paroissiale library), 3,000 volumes.

Bishop's College, Medical, 579 volumes.

Ecole Normale Jacques Cartier, 12,500 volumes and pamphlets.

Laval University (branch of Laval at Quebec), established. Has only law and medical books, law, 8,000 volumes, medical, 4,000 volumes.

McGill University, established 1856, author and subject card catalogue, incomplete, class, E.C., 70,042 volumes.

McGill University Affiliated Colleges.—Presbyterian College. MS. catalogue, 16,000 volumes. Congregational College, no catalogue, book class I. C., 3,500 volumes. Montreal Diocesan College (now includes Synod library.) Dictionary card catalogue, class E.C., 4,700 volumes. Wesleyan College, 3,000 volumes.

Montreal College, established 1800, proprietor of the Seminaire de Notre Dame, 45,000 volumes.

St. Mary's College (Jesuits), general library, 20,000 volumes, reference library, 5,000. Students' library, 7,000 volumes.

Seminary of St. Sulpice, with valuable archives, 50,000 volumes.

Seminary St. Sulpice, Library of the Seminary of Philosophy, 20,000 volumes.

Architectural Association of the Province of Quebec (card dictionary catalogue, class E.C.), 250 volumes.

Art Association, of Montreal, 650 volumes.

Canadian Society of Civil Engineers, no catalogue nor classification; 1,750 volumes.

Natural History Society, incorporated 1827, no catalogue nor classification, about 6,000 volumes.

Provincial Board of Health, printed catalogue, 1,500 volumes.

Y. M. C. Association, founded 1854, printed subject and author catalogue, 3,800 volumes.

Y. M. C. Association, reorganized 1899, dictionary card catalogue, class E.C., 632 volumes.

Advocates' Library, established March 27, 1828, incorporated, 1849, 17,010 volumes.

New York Life Law Library, established 1889, for use of tenants only, 6,500 volumes.

The largest university library in the Dominion is that of Laval at Quebec, unrivaled for its collection of early Canadian material. Vicar General Hamel has charge of its 110,000 volumes. The Legislative Library for the Province, which is in the

Parliament Buildings, Quebec, has about 50,000 volumes; the Department of Public Instruction, 11,000. The Legal Library of the members of the bar, 13,000, and the Literary and Historical Society, 19,000 volumes. In 1890 a free workman's library was opened at St. Rochs, one of the divisions of Quebec, which received a subvention from the city, and now contains 4,000 volumes. In addition to these libraries in the cities of Quebec and Montreal, are to be found a town library in Sherbrooke containing 5,000 volumes, and college libraries in St. Hyacinthe, Sainte Anne de la Pocatiere and Three Rivers, respectively, 25 000, 13 000, 7,000. The Province has, therefore, 40 libraries containing 670,025 volumes.

ONTARIO.

The wealthier and more homogenous Province of Ontario has had for the past 18 years a Free Library Act among its statutes. Under this Act six cities and towns, with 65,367 volumes, had (when I reported in 1887) availed themselves of its permissive powers, which number has now been increased to 120. There were also at that time

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BOOKS AND PERIODICALS—Continued.

125 Mechanics' Institutes, containing 206,146 volumes, scattered throughout the Province. These were supported partly by Government grant and partly by private annual subscriptions, but, in 1895, the Legislature passed an Act converting them into public libraries. Permission was given to any municipal council to appoint a board of management, who were authorized to take over the Mechanics' Institute Library of the town or village, and to carry it on as a free public library, the funds being provided by the Government and the municipality. When the municipality did not take over the library, power of incorporation was given to not less than 10 persons to form a body for the purpose of providing a public library, financial assistance being given by the Government. Thus the policy of the Administration of Ontario has been steadily directed to the municipal ownership of libraries and the putting them on a more permanent basis than can exist under associations of private individuals. As a consequence of this policy, there are now in the Province 406 public libraries, 120 of which are free and 286 partially so, these latter being almost entirely in smaller towns and villages. The largest of these, Toronto, contains 110,000 volumes, and the smallest about 250. Their united incomes for 1899 amounted to \$193,421; their assets were valued at \$235,976. They contained 862,037 volumes, and their issue of books for the year was 2,547,131.

The library which is maintained by the Legislature for its own use has grown rapidly during the last few years under the management of Mr. Avern Pardoe, and now contains 70,000 volumes, and the educational library in the Department of the Minister of Education, which is freely opened to all students, has 19,690.

From the number of higher educational institutions in the Province, we might freely anticipate a proportionate number of libraries. The largest of these, the University of Toronto, numbers 60,000; Queen's University, Kingston, has 36,000, and Ottawa University, 35,000. The total number of books reported from these 16 universities and colleges is 230,300.

The Law Society of Ontario is a corporation composed of the legal profession of the Province, which, among other duties, provides for the training and examination of students at law, and has its library in Osgoode Hall, Toronto, numbering 29,894 volumes. It also aids in the formation and maintenance of local law libraries in each county town. These number 24, and these libraries contain from a few hundred to 4,000 volumes each. They are estimated to contain a total of 50,000, which gives, as

the number of law books in Ontario libraries, 79,894. There are also 11 scientific and other societies whose collections of books number 25,736.

Summarizing these, we find this Province contains 439 libraries, which are more or less open for public use, and which have on their shelves 1,287,667 volumes.

MANITOBA AND TERRITORIES.

Proceeding west we have the Province of Manitoba on the great prairie land in the centre of the continent. Winnipeg almost entirely engrosses what libraries it has, and the largest of these is the Legislative, which inherited whatever small collection of books were in the Red River before the formation of the Province. It now contains 17,435 volumes, and is rich in papers and documents pertaining to the early days. The Literary and Historical Society have arranged with the city authorities to maintain a free library, and have thrown open for reference their own library which now numbers about 15,000. The University of Manitoba with its affiliated colleges has about 8,000, and the Law Society of the Law Society 6,000. These four libraries contain 46,435 volumes.

The Northwest Territories, whose chief town is Regina, has a library in connection with its Legislature which contains about 3,500 volumes.

BRITISH COLUMBIA.

Finally facing the Pacific, we have the Province of British Columbia, which, though limited in population, in library matters is one of the progressive Provinces of the Dominion. Two years ago finding that many mining camps and isolated agricultural districts were without means of instruction, they organized a series of traveling libraries. During the past year 24 of 100 volumes each were circulating through the Province, and it is believed were productive of much good. The Legislative Library, housed in their beautiful building at Victoria, contains nearly 6,000 volumes, and the law library, in the same place, about 2,000. In addition, Victoria contains a public library with 5,000 volumes. The towns of Westminster and Vancouver have also free public libraries the former containing 1,500 volumes, and the latter about 1,000. Efforts are being made by the Legislative Librarian, Mr. Scholfield, to organize a Provincial association which will do much to extend the library system within their borders. British Columbia has, therefore, five libraries, containing 14,500 volumes, and 2,400 in its traveling libraries.

OTTAWA.

I have not included in my estimate the libraries under the control of the central Government at Ottawa. First among these is the principal library of the Dominion,

the library of Parliament, which now contains by estimate 200,000 volumes. Every one who has seen the beautiful building in which this collection is housed will regret that more space was not provided for accessions, and the problem of how to increase the available space without injury to the architectural effect is one which will soon have to be faced. The library of the geological and natural history survey is attached to the museum and contains 16,000 books and pamphlets. The library of the Supreme Court consists of 19,500 law books. The work of the Archivist of the Dominion, Dr. Douglas Brymner, is so well known that it is barely necessary to call attention to the remarkable collection of documents, original and copied, over which he exercises supervision. The library which is attached contains about 10,000 volumes, principally referring to Canadian history and topography. At the Meteorological Office at Toronto, the collection of books principally on meteorology and magnetism number 5,000 volumes. These five Government libraries contain a total of 250,000 volumes.

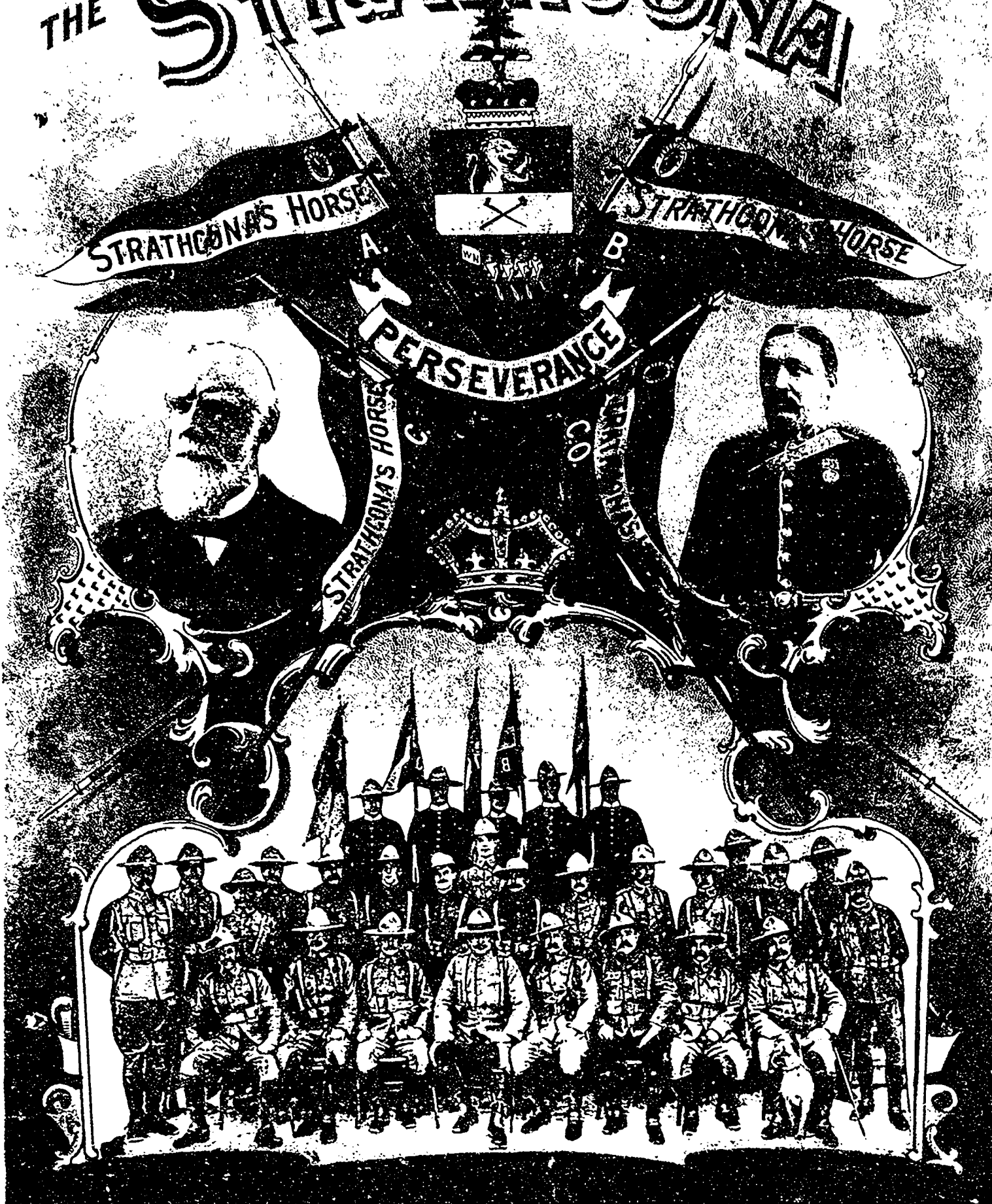
It is a matter of regret that the free library system has not yet made greater progress within the Dominion, and that the only Provinces which have adopted it are those of Ontario and British Columbia. The prospects are, however, encouraging. The fact that the cities of Halifax, St. John, Quebec and Winnipeg have established libraries as a part of their municipal organization and that in Montreal, the suburb of Westmount has made a commencement, shows that the necessity for them is being felt and that the next stage of extending them throughout their respective Provinces will follow in due course. In the meanwhile it will be seen from the figures given that the number of volumes within the Dominion has risen from 1,103,000 to 1,319,577, and that special libraries are abundant; the larger cities being fully up to the average of American cities. The large number of universities and colleges throughout the older parts of the Dominion are turning out a body of graduates who must ultimately mould the taste and guide their fellow-citizens into reading habits—and the meeting of the American Library Association in the principal commercial city of the Dominion will form no small factor in this educational work, emphasizing as it does the influence and extent of the work on this continent and the professional requirements of those to whom it is committed.

SUMMARY.

	Libraries.	Volumes.
Nova Scotia	9	97,020
Prince Edward Island	2	7,500
New Brunswick	6	50,530
Quebec	40	670,025
Ontario	439	1,287,667
Manitoba	4	46,435
Northwest Territories	1	3,500
British Columbia	5	16,900
General Government	5	250,000
Total in 1900	511	2,422,577
In 1877		1,103,000
Increase		1,319,577

This is a Specimen of one of our 25 New Cover Designs.

THE STRATHCONA



W. J. GAGE & CO. LIMITED. • TORONTO.

W. J. GAGE & CO.
TORONTO, CAN.
LIMITED

Leaders in—
Business-Bringing
School Supplies.

Every Stationer and Bookseller Interested.

In one sense there is no difference in a SCRIBBLER OR EXERCISE BOOK. Each is intended for the one purpose at school—a book in which the student may record his lessons and exercises.

But wide awake dealers do not need to be told that there may be a great difference in the selling quality of these goods. Their experience has proven this. None are quicker than school children to appreciate the attractive features of school necessities—and this especially in the case of an article like a Scribbler.

We are placing before the trade for the new school season a line of

PATRIOTIC SCRIBBLERS AND EXERCISE BOOKS



that will, beyond any question, stand peer of anything on the market. We may put the statement so broadly as to say that there is nothing on the continent that will compare in variety and attractiveness with our line.

This is Canada's year. The air is full of patriotism. It has permeated our schools from the highest division down to the kindergarten. It is well that it has done so, though the price of it has been the blood of our own sons on the South African battle-field.

A military, patriotic and Canadian spirit is the feature of our new series of Scribblers and Exercise Books, embracing twenty five entirely new lines, and along with these the best of our very popular lines of the past season.

On the first and fourth pages of this announcement we have reproduced covers of two of the leading lines, and on the opposite page to this we give some particulars of the many different lines that we have prepared for the trade.

Samples are now ready and in travellers' hands on the road. As an item of plainest self-interest every one who sells school supplies will exercise wisdom in holding off their orders until they see our samples. They will carry the sweep of victory in next season's school term as surely as Lord Roberts has carried victory over the veldt and kopjes of South Africa.

W. J. GAGE & CO. LIMITED.

54, 56, 58 FRONT ST. WEST,
1, 3, 5 PIPER STREET.

+

+

TORONTO, ONT.

- Canadian
- Military
- Patriotic.

SCHOOL BLANKS.

- Absolutely
- Alone and
- Distinctive.

An Unrivalled Series of Business-Bringing Books.

Though we use four pages of the BOOKSELLER AND STATIONER to make the announcement of our new series of Scribblers and Exercise Books, yet within this space the story cannot be half told. A brief description of some of the leading ones will, however, suggest, in part, wherein the series stands out beyond all competition.

In Beauty of Design and Real Artistic Merit the Cover Designs Have no Rival.

All the Leading Events of the South African War are Made to do Service as Cover Subjects.

We have Secured Sole Permission to Put on the Back of the Covers the Most Popular Patriotic Songs of the Day "When Johnny Canuck Comes Home," and others.

Some details of the series which include twenty five entirely new designs, and along with these the best of our series of other years.

ROYAL OCTAVO SCRIBBLERS.

- The Dainty Dame.
- A Daughter of the Empire.
- The Lancer.
- The Young Hero.

On the back of "The Young Hero" is a half-tone photograph of Bugler Dunne, and a fac-simile of his autograph.

- The Courier.
- The Reconnoitre.

CROWN QUARTO SCRIBBLERS.

- The Man Behind the Guns.
Copyright song "The Man Behind the Guns" on back cover.
- "Our Bobs."
Lord Roberts' arrival at Modder River. Biography of Lord Roberts on back cover, with cut of Lord Roberts' son, Lieut. H. C. Roberts, V.C., who fell mortally wounded at Tugela River, Dec. 15, 1899.
- Rallying Round the Flag.
Copyright song "Rallying Round the Flag" on back cover.
- Sons of the Empire.
Copyright song "Sons of the Empire" on back cover.
- Soldiers of the Queen.
Copyright song "Soldiers of the Queen" on back cover.

LARGE QUARTO SCRIBBLERS.

- The Stratheona.
Pictures of Col. Steele and Officers of Stratheona's Horse on front cover. Back cover will have exact reproduction of the Sudbury flag presented to Stratheona's Horse, and a short biographical sketch of Lord Stratheona.
- When Johnny Canuck Comes Home.
Copyright song "When Johnny Canuck Comes Home" on back cover.

CROWN QUARTO EXERCISE BOOKS

- Soldiers of the Queen.
With copyright song "Soldiers of the Queen" on back cover.
- For Queen and Country.
With pictures of English Generals.
- Erin-go-Bragh.
With pictures of Irish Generals.
On the back of the above books is the song "Red, White and Blue."
- The Maple Leaf Forever.
With pictures of Canadian Officers.
- Under the Old Flag.
Union Jack design, with photographs of Canadian Officers.
- Our Heroes.
Union Jack design with groups of Canadian soldiers. Copyright song on back of the above three lines, "Johnny Canuck's the Lad," and also copyright song "Soldiers of Canada."

LARGE POST 4to. EXERCISE BOOKS.

- Kimberley.
Pictures of the defenders and chief officers of relieving army on front cover. Story of siege and relief on back cover.
- Ladysmith.
Pictures of defenders and chief officers of relieving army on front cover. Story of siege and relief on back cover.
- The Hero of Mafeking.
Life-like picture of Major-General Baden-Powell on front cover. Story of siege and relief of Mafeking, and sketch of Baden-Powell on back cover.
- Britons All.
Copyright song "We're Britons None the Less, Sir" on back cover.
- The British Lion.
Song "The British Lion" on back cover.
- Canada Was There.
On front cover, charge of Canadians at Sunny-side, from actual photograph. Copyright song "Young Canada Was There" on back cover.

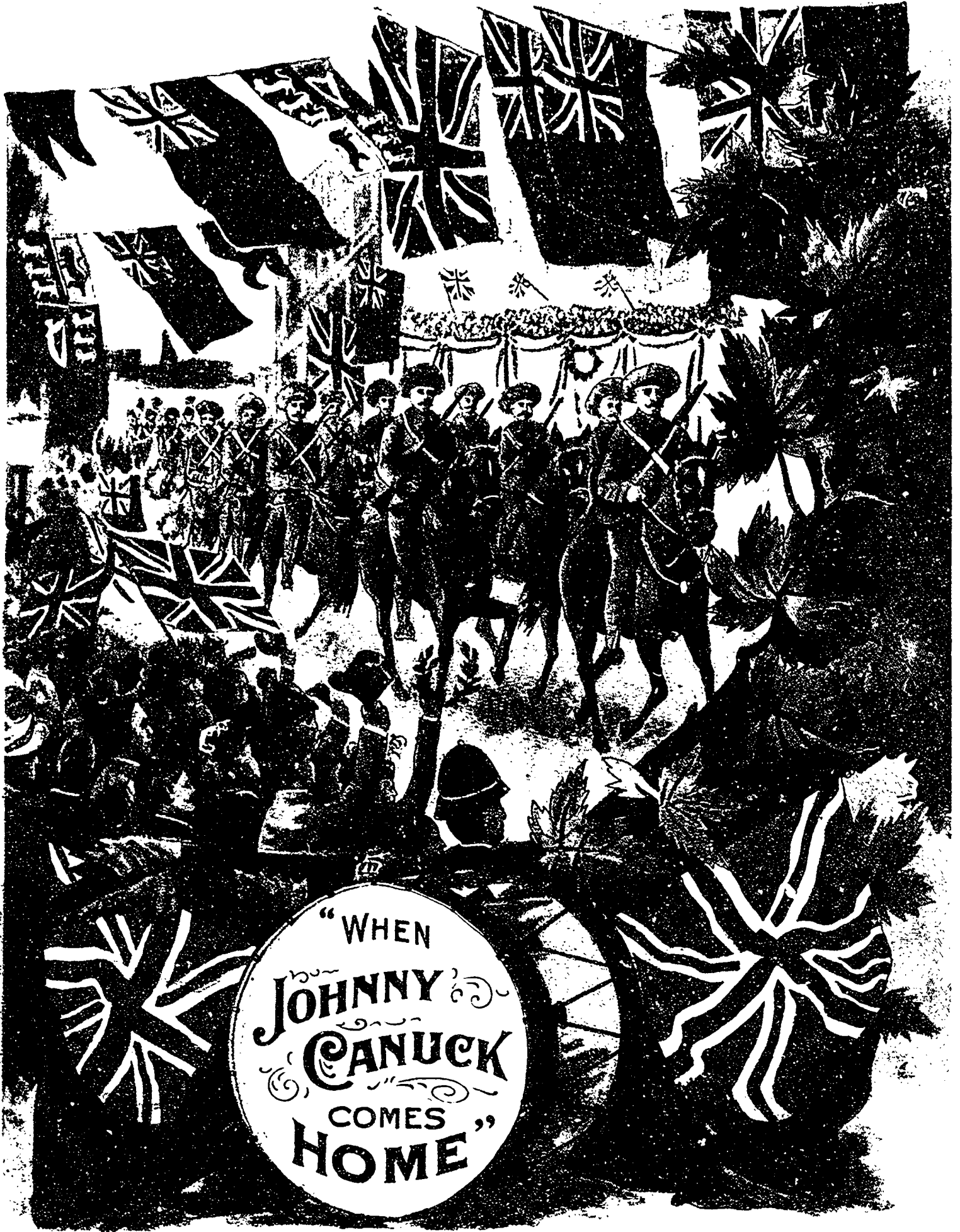
The bookseller and stationer who stocks himself up with our range of Scribblers and Exercise Books, making an attractive window and counter display, on the eve of the opening of school in the fall, will capture the school trade of his town just as surely as Lord Roberts captured Cronje and his 4000 men, Johannesburg and Pretoria. They are invincible. They are victors—every one of them. They will give a splendid start to your Fall business of 1900.

W. J. GAGE & CO. Limited

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

+ + TORONTO, CAN.

This is a Specimen of one of our 25 New Cover Designs.



W. J. GAGE & CO. LIMITED,

TORONTO.

FANCY GOODS AND STATIONERY.

PRESENT TRADE.

Travelers for the wholesale houses are starting out again to visit dealers with samples, among other things, of the new scribblers and exercise books. The chief features of the Canadian books in this line this season run to patriotic designs. We have seen a number of these designs by different publishers, and some of them are described in this issue, and we must say that they are a very creditable exhibit, worthy of any country in the world, both for appearance and value. The colors and the designs are so striking that the dealer will be able, when he gets stock, to make some very attractive windows, drawing the attention, not only of the children, but of the people at large. Reports as to paper prices are not very definite, although from New York the report comes that prices will not fall back, but rather tend to increase as stocks are getting low and dealers have held off the manufacturers by reason of their having ample supplies.

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THE FLAG BUSINESS.

One Canadian house reports being entirely out of flags and unable to supply present orders. The sales have been enormous, and more dealers than stationers have gone into the business, even dry goods, confectionery and other dealers having taken up the line. But there is plenty of trade for all. The coming Summer will probably witness a big demand for this class of stuff. The approaching celebrations of school closings, of Dominion Day, Civic Holiday, and, later on, the return of the troops, will call for the display of much bunting and many flags. So too, with fireworks, which are in great demand. Very large sums have been spent this year in connection with the patriotic celebrations, and it is the dealer's own fault if he is not getting a good share of it.

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WINDOW DISPLAYS.

Some dealers do their duty in the matter of getting up nice windows, but others are apathetic. Dry goods and other merchants seem to pay more attention to this branch

of advertising. But the stationer has ample materials for making good displays. A cheap and attractive display can be made with a little of the new tissue paper, white flags, fireworks and photographs and other emblems can be used to advantage. Some dealers put in displays which show up well at night, and, after their shops are closed, hang one or two Chinese lanterns for a couple of hours during the evening.

Another hint, which we fear stationery dealers do not take much to heart, is the necessity of putting price cards alongside their goods. Few lines of trade lend themselves more appropriately to ticketing than fancy goods and stationery do. The dealer will often make a sale by showing prices on any special lines that he knows are in demand.

City dealers say that the khaki newspaper is selling very well. That with the red edges sells even better than the plain, but both are good, and quite a demand for red ink to go with it has sprung up.

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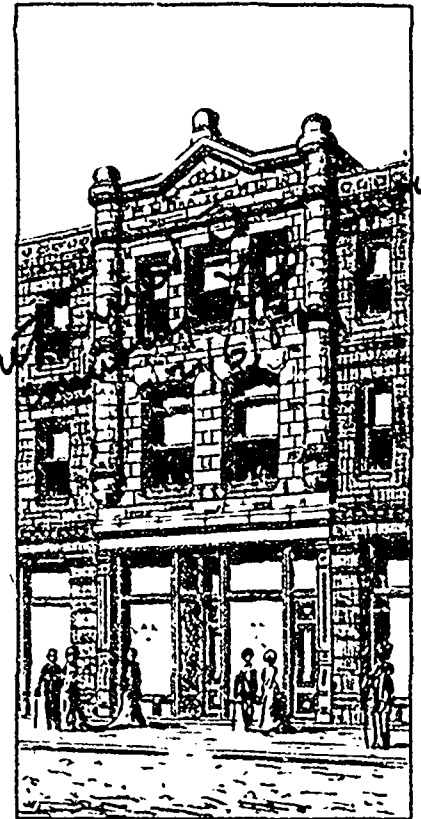
A HALIFAX VISITOR.

Mr. Andrew MacKinlay, of Messrs. A. & W. MacKinlay, publishers and wholesale stationers, Halifax, N.S., spent several days in Toronto about the middle of May, and received a cordial welcome from the trade and his friends generally. Mr. MacKinlay was on his way to New York, and from there home. The firm of which he and his brother are the members is one of the oldest stationery houses on this continent. It was probably founded in the early years of the present century, because an advertisement of "A. MacKinlay" is found in the Halifax newspapers of 1826, and the probability is that the house dates back further than that. The present owners, therefore, are the third generation, and they have been in their present premises since 1860. Mr. MacKinlay is well satisfied with the volume of business during the last year, which was the best in the history of the firm, and during the last three years he reports a good steady increase. The firm are noted for their publication of educational works, and are at

work upon a new edition of the famous general geography of Mr. Calkin, which is known in the schools all over the Dominion. A series of readers for the Nova Scotian schools is also being published, the first having already appeared. Messrs. A. & W. MacKinlay are noted for the excellent work they do in the publishing line.

NEW STATIONERY BUSINESS.

I. L. Connolly and L. Clyde Davidson have purchased the book, stationery and printing establishment of Lane & Co., and will continue the business on a much more extensive scale, in the new three-storey freestone building, 125 and 127 Barrington street, Halifax. Mr. Connolly has been in



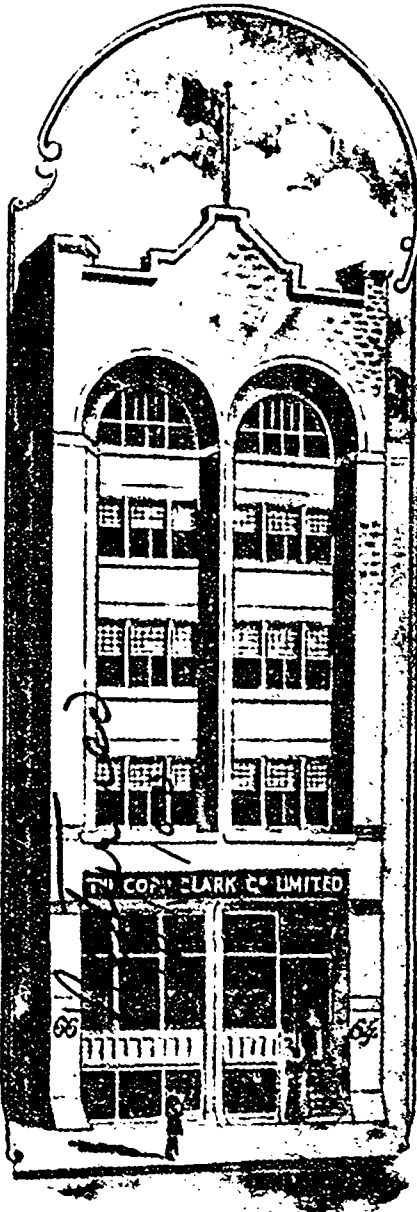
GRANITE AND MARBLE BLOCK FOR A. & W. MAC KINLAY, 125 & 127 BARRINGTON STREET, HALIFAX, N.S. ARCHITECT

the stationery trade all his life, and for the past few years was business manager for Lane & Co. Consequently he is thoroughly familiar with the trade in every detail, more especially the retail branch. Mr. Davidson has for a number of years been employed at the well-known wholesale and retail house of A. & W. MacKinlay, and in recent years diligently represented his firm on the road. His retiring to enter into business for himself was with the hearty acquiescence and good wishes of the firm. With Mr. Davidson's complete knowledge of the wholesale

FANCY GOODS AND STATIONERY—continued
 trade, his popularity as a traveler and his genial disposition behind the counter, he will at once become a factor in the successful management of the new firm. Lane & Co. will continue in the wholesale and retail stationery and printing line, and will do copper-plate and letter-press work and embossing, their printing office being in the upper part of the building. They will make a specialty of society and commercial stationery.

A FINE NEW WAREHOUSE

It speaks well for the growth of business with The Copp, Clark Co., Limited, that this fact has led to the erection of their new



warehouse on Front street west, Toronto. An illustration of the new building is given herewith, and this will afford to customers of the house an idea of the spacious and modern premises about to be occupied by

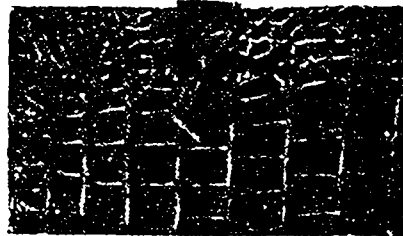
the various wholesale departments of their book, stationery and fancy goods business. The warehouse is five storeys high and basement, and is to be equipped in the best style. The front is an imposing and handsome one, and the site convenient for shipping and other purposes.

PATRIOTIC DESIGNS

Warwick Bros. & Rutter have added a number of patriotic designs to their range of scribblers and exercise books and have taken advantage of the present popularity for this class of design to embody some new ideas. The "Khaki" is the figure of a rifleman in the regulation color, and the background a South-African landscape. The "Victory," another design, shows Britannia driving her chariot harnessed to four prancing steeds, while she displays aloft her flag. Needless to say, the four steeds are, Canada, Australia, India and South Africa. Another design, "The Strathcona," embodies a stirring scene of a North-West Mounted Policeman in the act of shooting while riding at full speed. Another design, the "Little Bobs," shows Lord Roberts on horseback. "The Empire" is another patriotic design showing Miss Canada with the British lion and the flag with a spray of maple leaves. The "Big Chief" is an excellent head of an Indian wearing a decorated head-dress. The reverse sides of these patriotic covers will be taken up with interesting and valuable reading matter relating to the several subjects treated. The line offers a wide range of designs and will surely be appreciated by the trade.

FANCY LEATHER GOODS.

The Brown Bros., Limited, are showing some very fine designs in fancy leather



goods. As they make a specialty of these goods, it can be readily understood that their leather goods department will receive the benefit from their increased facilities in the manufacturing department. All the newest leathers are used, and the best workmanship is put on their goods, and the trade may rely on the output of the Brown Bros.' leather goods factory being first-class in every respect.

Their assortment of ladies' finger purses is having quite a good run just now, and every up-to-date dealer should have a few

to be in line. Initial letters for these purses are supplied at a very moderate charge.

Another line they are showing is a great range of men's pocket coin purses in all leathers, especially English pig-skin. These goods are carded very neat, and not only do they add to the general appearance of a dealer's stock, but, by being so well displayed, they sell themselves.



Their display of ladies' purses, men's letter cases and bill wallets, writing portfolios, playing card cases are very complete, indeed. Their ladies' reticules are a very salable line just now, and are in keeping with this firm's high-class manufacture. Any dealer contemplating laying in his stock of fancy leather goods would do well to write The Brown Bros., Limited, for prices before ordering.

Now, that the awful war in South Africa is nearly over, and our gallant boys will be



coming home very soon, every stationer in Canada should have a large stock of material for decoration purposes. The Brown Bros., Limited, of Toronto, have a very large supply of crepe tissue flags streamers, etc., and there is nothing nicer for decorating, if we can judge by the dis-

play shown in Toronto on the celebration of the relief of Pretoria. "Khaki" notepaper and envelopes are all the rage now. The Brown Bros. Limited, have a large stock of both notepaper and envelopes.

The Brown Bros., Limited, have arriving every day office supplies of all descriptions. Their stock is very complete now, and visitors to 51 and 53 Wellington street W., Toronto, will find in their fine new warehouse everything necessary to furnish offices and libraries. Among goods already arrived are wash and desk baskets, wire card racks, inkstands, cabinets, files of every description, etc. Fountain pens are also to be had in great variety.

NEW SCRIBBLERS

The Copp, Clark Co. Limited's scribblers and exercise books, to which reference was made last month, are now being got ready, and samples will shortly be shown the trade. We have seen the completed books in several of the new designs, and they are both original and attractive. The first is the "Khaki," which is adorned with two medallion portraits of Roberts and Kitchener, and which is remarkable for the attractive tone which has been given to the popular color. The corners of the front cover show the material turned down with the colors of the four branches of the service set off against the khaki. The facing of these four corners with the weapons of the various services is also an artistic idea. The whole design is registered, as it well may be. On the reverse side is a map of Cape Colony in colors. No. 2 is "Bobs," the front cover representing the victorious

general on horseback with his bugler, and a crowd cheering. The reverse side is equally attractive, showing the British flag and a design exhibiting the coats of arms of the two defeated republics. Another of the patriotic covers is the "Victorian Era," which is a group photograph of the four generations of the Royalty done on a background of the Royal Standard. The reverse is a picture of Windsor Castle, and in the corner a group of English writers and the verse, "Peace hath her victories no less renowned than war." These and other new designs will be shown both in scribblers and exercise books. It is the intention of the publishers also to produce their flag covers in the scribblers, having last season confined them to the exercise books. The historical series will also be shown in scribblers.

The Copp, Clark Co., Limited, are showing some picnic cups which are very seasonable goods. They are of two kinds, the collapsible, and fancy decorated aluminum. There are three kinds of aluminum, to retail at 15, 20 and 25c., and two lines of collapsible at 10 and 25c. The same house is also showing a line of four draw telescopes, which are exceedingly cheap and sightly goods. They are well got up in a cloth case and may be had at as low as \$1.75. The telescope has been tested and found to be of excellent magnifying power. A line of mariners compasses can be had to retail at 15, 20, 40 and 60c. In tape measures, there are some good linen lines for 25c. retailing, and some of the best steel to retail at 40 and 75c. A good range of silica slates to retail at 5c. is being shown. An idea which

THE BROWN BROS. LIMITED

WHOLESALE STATIONERS, PAPER DEALERS.

MANUFACTURERS OF

Account Books, Leather Goods, Stationery, etc.

Our Paper Department is unexcelled for quantity, quality and styles. Our special makes and watermarks are.

- Fairfield Ledger—Azure and White Wove.
- Wellington Ledger—Azure and White Wove
- B B Linen Ledger—Azure Laid
- B B Linen Record.

BONDS AND LINENS.

- Astoria Bond—White and Toned.
- Contract Bond— " "
- Alberta Bond— " "
- Acadia Linen—Cream Laid.
- B.B. Linen— " "

WRITING PAPER, FLAT.

- Scotia—White Wove.
 - Pearl— " "
 - Maplehurst—White Wove.
 - Algonquin—Cream Laid.
 - Iroquois— " "
- Full lines of every make of paper. Specialty in Cover Papers.

Our stock of

STATIONERY and OFFICE SUPPLIES

complete in every particular.

New Supplies of Crepe and Decorative Tissue Paper.

"Up-to-Date" Stationery House

51-53 Wellington St., W., TORONTO.

**TRUER
BETTER
CHEAPER**

It Has Often Struck You

That it pays to be business leaders. This is particularly true of the Stationery trade. The best people buy only up-to-date goods. This is why our

Original English Wedgwood

has become so popular. It is truer to color, better in finish, and cheaper in price than any heretofore offered to the trade. You should stock it at once. It is a business bringer.

**All Other Up-to-Date Lines.
Several Special Trade Winners.**

LET US QUOTE YOU PRICES.

THE Barber & Ellis Co. LIMITED.
TORONTO.

FANCY GOODS AND STATIONERY - Continued ought to be popular is a line of fancy note-books to retail at 3 and 5c. each. The covers are decorated and the book is a durable and nice little pocket gift. A line of patriotic hats in paper, in the fore and aft and peak cap shapes, is being shown in assorted colors well adapted for the present celebrations.

The travelers for Warwick Bros. & Rutter, who are out with Tuck's goods, have done exceedingly well and the orders received are ahead of anything done in previous seasons. There are many cards this year which are as cheap as job cards and the inclusion of patriotic designs and of bright cards adds to the popularity of the line.

This firm will shortly show a fine line of The Eagle Co.'s jewelled pencils, an article which has been steadily becoming more popular during the past few months, and is now about to be shown with handsome birthday stones taking the place of the rubber tips. The travelers in the fancy goods have just completed their trips, and orders are 25 to 50 per cent. greater this year owing to the magnificent line shown by the firm. The new patriotic tablet called "The Empire," each leaf engraved with a patriotic design in crossed flags in the corner, has just been published to retail at 15c. It is having a great sale.

Mr. W. C. Cunningham, representing Buntin, Gillies & Co., Hamilton, is on his way to the Pacific Coast, and reports business in Manitoba and the Territories as extremely satisfactory.

The "Khaki" notepaper offered by Buntin, Gillies & Co., Hamilton, has had a good sale, which will, no doubt, keep up until after the return of the troops from South Africa.

Buntin, Gillies & Co., Hamilton, claim to be giving great value in good grades of envelopes. They offer to send samples of these to all applicants. Their No. 7's in all high grades are of the extra size. A new line called "Balmoral," in white and cream, for ladies' use, is said to be of great value.

Every care is taken that the Barber & Ellis goods shall be strictly up to date. Their wedding cards and stationery are well known to be as fashionable as the imported, yet, of course, they can be retailed at a much lower price.

High-grade correspondence pays. That's sufficient reason for using it. If it didn't, the satisfaction you experience in its dignified elegance, which proclaims the user to be a person of up-to-date ideas, is worth its

small cost. "Earncliffe" linen bond and Rolland's superfine linen record are two lines of Canadian made paper equal to the best imported goods. Barber & Ellis are the selling agents.

The secret of success in the stationery trade lies in carrying just the class of goods that will draw trade and hold it. Stationers who carry The Barber & Ellis' goods are already in possession of this secret. This old-established firm always have in stock the finest and best selling lines ever offered in commercial and social papers, envelopes, paper boxes, etc. Samples are sent to the trade.

Conspicuous among social notepapers are The Barber & Ellis creations, "Portia," "English Wedgewood," "Oxford Vellum," "Original Parchment Vellum," etc. The great demand for high grade, home-manufactured paper and wedding goods caused The Barber & Ellis Co. to spare no expense in laying them before the public at popular prices.

A FINE BOOK ON BIRDS.

One of the most richly embellished and interesting works on a subject connected with natural history is the new book by Mr. A. R. Dugmore, entitled "Bird Homes," which The Publishers' Syndicate, Toronto, have just issued in Canada. In the first place, the book is for popular reading, that is to say, it is comprehensible by every person, young and old, who has the least interest in the habits of birds, and it contains all the necessary technical knowledge couched in accurate terms, but which at the same time do not puzzle or weary the average reader. There are nearly 200 pages in this large quarto volume of information about the birds of this continent, the Canadian birds being all specially named and distinguished, so that we have here a book just as well adapted for Canada as for the foreign reader.

In the second place, the work is most beautifully illustrated. It contains about 16 colored photographs of birds in the nest, or nests themselves, and of specimens of eggs. These plates are exceedingly attractive. Then, in addition, there are dozens and dozens of full page and smaller illustrations illustrating every imaginable feature of bird life, so that the reader who has any imagination at all could not fail to have his knowledge of birds stimulated by looking at the pictures even if he did not read the text. The book is very prettily bound in cloth and gold with a colored picture on the front cover. It is one of the most magnificent gift books ever produced in Canada.

The contract for supplying blank books for the city of Halifax has been awarded to T. C. Allen & Co.

WINNIPEG TRADE NEWS.

From our Special Correspondent.

THE unprecedentedly warm weather for the season has had its effect upon the book trade, as everyone is glad to get out after the Winter, and wheeling and boating have been more popular than books for the past month. In spite of this, however, "To Have and To Hold," "Joan of the Sword Hand," "The Farringdons," "Prisoners of Hope," "The Transient from Within," and "The Biography of a Grizzly" find ready sale.

With the brilliant campaign of "Little Bobs" in Africa has come an increased demand for "40 Years in India." African War literature has fallen a little behind this month, but all stationery stores have done a splendid business in medallion portraits of war heroes, flags, khaki letter paper, and the like.

The wholesale book and stationery trade complain much of the slowness of collections, and no immediate prospect of improvement is given.

The strike of the painters and decorators is having its effect on the wall paper trade. It is anticipated that the strike will be of short duration.

Winnipeg, May, 1900.

E. C. H.

A BOOK ON CANADA.

Mr. E. R. Peacock, M.A., of Upper Canada College, has written, and Warwick Bros. & Rutter, Toronto, have published, one of the most unique little achievements dealing with Canada which we remember to have seen. It is entitled "Canada: A Descriptive Text Book." It is profusely illustrated with small half-tone cuts, and it consists of about 100 pages of description of the various features of the Dominion. Mr. Peacock has written graphically upon various aspects of life in this country, and has summarized the historical records of the country with surprising brevity. There is a crispness and pointedness about his various chapters on lumbering, fishing, farming, mining and other occupations of our people which would interest the outsider to a very considerable extent. No doubt the book is intended for English readers, boys and girls most likely. But it can be put into the hands of persons of any age, and we could well understand its being sold in Canada to tourists and travelers as a sort of intelligent vade mecum of the country.

PRIVATE POST CARDS.

The W. J. Gage & Co. have reason to be satisfied with their series of patriotic private post cards. They are put up in packets of 10 assorted, each card having a portrait of one of the following officers now in service in South Africa: Col. Otter, Major Denison, Col. Steele, Col. Drury, C. J. Buchan, Capt. Nelles, Col. Evans, C. J. Herchmer, Col. Lessard, Col. Pelletier. The packet can be retailed at 5c.; the closest wholesale price is 40c. per dozen packets. They can be had either in white cards or in khaki colored cards at the same price. Orders should be sent immediately, as they are having an immense sale.

“BOBS”



dressed in

“KHAKI”

Exclaims: May the

“VICTORIAN
ERA”

be everlasting!

The patriotic names of our new Exercise Books and Scribblers appear above.

School work made agreeable to the children by attractive covers on their books, and seeds of patriotism planted in the young minds by appropriate designs.

If our representatives fail, through press of business, to call upon you, kindly drop us a line and we will arrange to have your wants attended to.

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

MAKING OF SCHOOL BLANKS.

The New Line of W. J. Gage & Co., Limited.—A Splendid Contribution to the Patriotic Spirit of the Day. Beautiful Colored Covers, Sketching South-African Heroes and Battlefields.—Publication of Canadian Patriotic Songs.

UNLESS one has made an investigation of the subject it is doubtful if the average bookseller and stationer has any very clear idea of the proportions which the manufacture of scribblers and exercise books has reached in Canada. The total easily goes into the millions, and one single line—notwithstanding the large variety from which to select—will run off times from one-quarter to one-half million in the school year.



These are those that were impressed on a representative of THE BOOKSELLER AND STATIONER a few days since as he made an examination of the new line of scribblers and exercise books

that has been made up by W. J. Gage & Co., Limited, Toronto, for the coming season's school business.

"In our line for this year's trade," said Mr. George Spence, vice president of the company, "we have full 25 entirely new designs. We have entered sympathetically into the spirit of the year by giving large attention to military, patriotic and Canadian subjects."

Spread before us were specimen books of the series, and as we inspected the lot we must admit to have taken in a strong draught of Canadian patriotism, and renewed pride in the success of British arms and our Canadian boys in the front

We embellish the letterpress of this page with a few reproductions of the series, though these can give but a faint idea of the real beauty of the books. We may say that all are printed in colors suited to the military character of the subjects, and represent a high degree of art in colored work.



Two prominent ideas have been carried out by Gage & Co. in the production of their series of school blanks, one in the handsome colored front cover illustrating some well-known military scene or

military hero, and another in the publication of copyright patriotic songs on the back of the cover. Included in these are "Soldiers of the Queen," "When Johnny Canuck Comes Home," and many others that are familiar to everyone and especially to school children.

Some of the more popular covers, such as "Soldiers of the Queen," "Our Bobs," and "Sons of the Empire," are used in both scribblers and exercise books. The subjects in all cases are of a representative character and will impress on the pupil's mind, in an educational sense, an important point or piece of information in the history of the South-African trouble.



Another happy idea of Gage & Co. is seen in "Our Heroes" series, in which the cover illustration is made local to different Provinces. We have, in one line, "The Pick of British Columbia," showing a group of Pacific Coast men, another of Northwest men, all of whom stand over six feet high, and another is an illustration of Lieut.-Col. Steele and the officers of the Strathcona Horse. Then we have Lieut.-Col. Herchmer, and so with others. These will possess a general interest everywhere in the Dominion, and be good sellers on this account, while they will doubtless have a very large run in the particular section of the Dominion where local interest more specially centres.

"It will be no exaggeration," said Mr. Spence, "for us to say that our series of blanks are not equalled by any house in the world for variety, beauty and value. I have seen the whole line published by the biggest New York concerns, and they admit that we outdo them."



Another series that is well deserving of mention, because of their educational character, as well as beauty, is that in

which we have the siege of Kimberley, the siege of Ladysmith, and Mafeking with Baden-Powell's picture on the front cover, and on the back cover a quite complete and tersely written

account of these different sieges, and in the case of Mafeking a concise and biographical sketch of Baden-Powell, who played such an important part in the defending of Mafeking



garrison. We all know to what extent the popular song takes hold of the public mind. And with school children this is so to a large degree. When the songs are of a healthy character it is difficult to estimate the full force of their educational influence. On the back covers of the Gage & Co. scribblers and exercise books there are published altogether 17 patriotic songs, 15 of which are copyright, and permission to use in this way has been secured by Gage & Co.

Among the songs may be named "Soldiers of the Queen," "The Man Behind the Gun," "Johnny Canuck's the Lad," "Canada was there," "When Johnny Canuck Comes Home," "Rallying round the Flag," and not forgetting the "Maple Leaf Forever," "Rule Britannia," and "Red, White and Blue." Some of these songs are being taught the children in the public schools, and it will be quite an advantage that they will be able to secure the words for them in this manner. We have little doubt that the publication of these patriotic songs on the scribblers and exercise books of Gage & Co. will add largely to their popularity.



W. J. Gage & Co., viewing the entire series from varying standpoints, have, undoubtedly, made a splendid hit in their preparation; and the care and thought that has been given to them furnishes fresh evidence of



the enterprise of this large and successful firm of publishers and manufacturers of school supplies. We predict a very large sale for the Gage & Co. school blanks, and have not any doubt but that they will be eagerly sought for by the trade of the Dominion from ocean to ocean.

BEST SELLING BOOKS IN MAY.

MONTREAL.

1. "The Farringdons."
2. "To Have and To Hold."
3. "Three Men on Wheels."
4. "Red Pottage."

TORONTO

1. "Toward Pretoria" (Ralph)
2. "Sophia."
3. "The Farringdons"
4. "The Natal Campaign" (Burleigh).
5. "Feo."
6. "Prisoners of Hope."
7. "Three Men on Wheels."
8. "Joan of the Sword Hand."

KINGSTON

1. "To Have and To Hold"
2. "The Farringdons."
3. "Sophia"
4. "Ione March."
5. "The Green Flag"
6. "Prisoners of Hope"

OTTAWA.

1. "To Have and To Hold."
2. "The Farringdons."
3. "Prisoners of Hope."
4. "The English in Africa" (Mills)
5. "Three Men on Wheels."
6. "Joan of the Sword Hand."

QUEBEC.

1. "The Red Rat's Daughter."
2. "Red Pottage"
3. "The Transvaal from Within."
4. "When Knighthood was in Flower."

ST. JOHN, N.B.

1. "To Have and To Hold"
2. "Prisoners of Hope"
3. "Janice Meredith."
4. "Joan of the Sword Hand."
5. "Sophia"
6. "Richard Carvel."

HALIFAX, N.S.

1. "To Have and To Hold."
2. "Joan of the Sword Hand."
3. "Prisoners of Hope."
4. "Sophia."
5. "The Green Flag"
6. "A Master of Craft."
7. "Three Men on Wheels."

WINNIPEG

1. "To Have and To Hold."
2. "Joan of the Sword Hand"
3. "The Farringdons."
4. "Prisoners of Hope"
5. "The Transvaal from Within"
6. "The Biography of a Grizzly"

VANCOUVER.

1. "To Have and To Hold."
2. "A Maker of Nations" (Boothby)
3. "Three Men on Wheels"
4. "Joan of the Sword Hand"
5. "The Green Flag"
6. "Sophia."
7. "Savrola."

ENGLAND.

1. "The Transvaal from Within."
2. "From Capetown to Ladysmith"
3. "A History of South Africa" (Dent, 1s.)
4. "The Farringdons"
5. "Joan of the Sword Hand"
6. "Sophia."

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A little book worth its weight in gold. To All who Write Ads, Show Cards, Circulars or other Business literature. The price is 50c, but you can get it by simply filling out one of our blanks, which will be sent you promptly on request. Address The Advertising World, Columbus, Ohio.

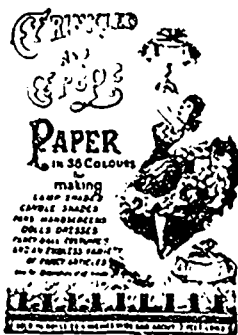
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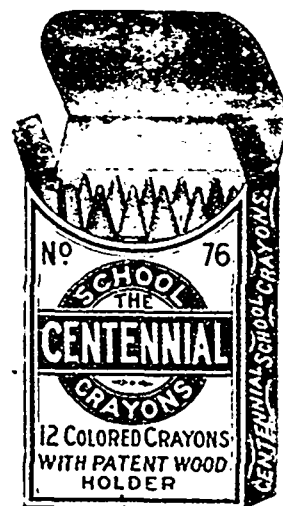
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WALL PAPER AND DECORATIONS.

WALL PAPER TRUST TO DISSOLVE?

It is said that the National Wall Paper Co. of the United States is to be dissolved, and further that with this end in view the directors of the company have had numerous conferences lately in New York to decide upon a plan of dissolution which would be equitable and satisfactory all around. So far no definite plan has been decided upon, but it is asserted that all the factories which several years ago went into the Wall Paper Trust will shortly become independent concerns once more.

Col J. J. Janeway, of New Brunswick, N. J., who is interested to the extent of \$1,000,000 worth of preferred stock in the trust, is credited with being the most energetic mover in the plan of dissolution, and, it is said, is very free and confident in saying that it will be a matter of only a few months before his factory will again be on an independent basis. He has been anxious for this for a long time. He is not the only one in New Brunswick who has regretted going into the trust, for several members of the Janeway family who are still in the wall paper business have often expressed themselves likewise.

It is said that there are due on the preferred stock some five or six quarterly dividends of 2 per cent. The dividend which was due on April 1 was passed this time, although it had been confidently expected. It is now believed, however, instead of paying this cash out at this time, it is the purpose of the trust to reserve all the cash it can for the purpose of paying its obligations when dissolution comes.

This money may not all be paid at once; \$75 per share will be paid down at first and the balance as the company realizes on its assets and accounts receivable. Some even think that the back dividend on the stock will be paid also.

President Henry Burn, of The National Wall Paper Co., when interviewed, said that the stories to the effect that the company was about to dissolve by mutual consent, or any other way, were untrue. Such stories, he said, had been circulated for six years. He said he did not know how they originated.—New York Exchange.

A BIG DEALER SPEAKS.

Mr. Charles C. Holland, of Messrs. G. A. Holland & Sons, St. Catherine street, Montreal, was speaking the other day about the

wall paper business. The growth has been phenomenal of late. Mr. Holland says that there is a great deal to know about the interior decoration of a room. So many people are really unable to properly judge of the finished effect of a design or color in a paper they are choosing that he finds a great part of his work now pertains to the giving of advice and assistance to customers and helping them to a proper selection. Mr. Holland devotes his attention almost exclusively to the wall paper, leaving the decorating to others. This is the practice now coming into general use in the large United States cities. Mr. Holland has made a thorough study of his subject, keeping well informed of all that is written on the topic, and is well qualified to advise.

The large addition to the premises of Messrs. G. A. Holland & Sons, recently completed, has now been got into shape for business. This fine new store is of itself almost as large as the entire original store, and gives the firm the necessary space to fittingly display their magnificent stock of wall papers. Connecting their old store by a large sliding door, it is lighted from above by a skylight, and at the back by windows, the whole width of the store. A most excellent light is thus obtained, which is one of the essentials for the inspection of paper. Round the walls in conveniently arranged partitioned shelves are the many thousands of rolls for wall covering. Few, if any, stores on the continent carry such an assortment. Mr. Charles Holland, in conversation stated that the firm had in stock over 3,000 different patterns. These represent the output of the leading wall paper manufacturers of the world. From Germany come some beautiful effects, representing tapestry made from German flax, resembling the American burlaps, of which also a large line is shown.

From Belgium, exquisite designs have been imported. One line, particularly beautiful, gave the effect of hand painting on a felt ground, in artistic tones. The French goods, as might be expected, are beautiful specimens of mural art, some showing a sort of silk effect, and were extremely delicate in beauty of design. Then, again, Mr. Holland pointed out some samples of American goods, and here, although of quite distinctly different style, the workmanship and artistic designing leave nothing to be desired. Last, but by no means least, he said the Canadian goods are to be found

in surprising wealth of color, beauty and variety. It is now acknowledged that in some ways Canada may lead the world in the wall paper business. The paper used is superior to others, the Canadian pulp being admirably adapted for use in wall paper manufacture. Then, the Canadian factories are attracting the best artists to the designing of patterns, and their coloring is also wonderfully good.

CANADIAN WALL PAPER IN THE U.S.

We notice the following in Wall Paper News, of New York, with regard to a well-known firm: "The Watson, Foster Co., Limited, of Montreal, Canada, had a very successful season; no dried color boxes, no material for which they had not immediate use Meritorious designs, and a straightforward, business-like treatment of its clients have placed the company among the most progressive manufacturers of wall papers, and the line offered last season was phenomenally large, containing 136 new designs, selected and colored with judgment and ability. It was a strong line, full of character and individuality. The equipment of The Watson, Foster Co. is such that an export business is necessary to fully employ it, which is one reason why they are friendly invaders of the American market, where the line has been offered with results that seem to have been satisfactory to the company and their customers this side of the line.

"The management promise a strong line for 1901, and look for larger sales and a higher average. An increase in the staff on this side of the line is in prospect."

STAUNTON'S ARMY MOVES.

On another page M. Staunton & Co. announce the starting away of their travelers with their 1901 line of wall paper samples, and promise the trade a bigger and a better selection of popular quick sellers, in splendid designs and color effects, than they have ever had the pleasure of starting their men out with. They say, "the 1901 line will discount last seasons by long odds." BOOKSELLER AND STATIONER readers to a man will, no doubt, see the Staunton line before placing an order.

Mr. Canniff Haight, the venerable Canadian author, has just celebrated his 75th birthday. He is still engaged in active literary work.

A new book of views of Kingston and the Thousand Islands has just been issued by R. Uglow & Co., booksellers. The souvenir contains 50 pages on toned paper, embracing the finest views on the St. Lawrence. Complete in wrapper for 50c. each.

THE

Watson, Foster Co., Limited

ARE PREPARING FOR 1900-1
THE STRONGEST LINE OF
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OVER ONE HUNDRED
NEW, ORIGINAL AND
EXCLUSIVE DESIGNS

SELECTED WITH JUDGMENT
AND COLORED WITH ARTISTIC
ABILITY OF HIGH ORDER

WHICH WILL NOT ONLY INTEREST
BUT COMMAND ATTENTION
WHEN COMPLETED IN JULY.

MONTREAL, 1 JUNE.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa between April 25 and
May 1, 1922

Compiled for BOOKSELLER AND STATIONER

11304. The Nereid's Lullaby Mezzo Soprano or Baritone. By Clayton Johns. Church Co., Cincinnati.
11305. The Wild Hunt. Mezzo Soprano or Baritone. By Clayton Johns. Church Co., Cincinnati.
11306. The Messiah. Words by Alexander Pope. 1688 1744. Music by Adolph M. Foerster. Church Co., Cincinnati.
1130. Feo. A Romance. By Max Pemberton. Copp, Clark Co., Limited, Toronto.
11308. Wood's Time Sheet and Pay Roll. William Archibald Wood, Montreal.
11309. Canada, the Beautiful. Poem by S. G. Saywell, Toronto.
11310. Educational Review Supplementary Readings, Canadian History, Number Nine, March, 1900. George U. Hay, St. John, N.B.
11311. By the Marshes of Minas. By Charles G. D. Roberts. William Briggs, Toronto.
11312. Practical Statutes. Being a Collection of Statutes of Practical Utility in Force in Ontario, with Notes on the Construction and Operation thereof. By James Bicknell and Arthur James Kappele. James Bicknell, Toronto.
11313. Vie de Mere Gamelin, Fondatrice et Premiere Superieure des Soeurs de la Chante de la Providence. Soeurs de la Charite de la Providence, Montreal.
11314. Volunteer Patriotic Song. Words and Music by Felix McGlennon. Whaley, Royce & Co., Toronto.
11315. Reverie. Paroles de Nap. Legendre. Musique de M. A. Mercille. Madame Albert Mercille, St. Lambert, Que.
11316. Aunt Minervy Ann's. Cake Walk and Characteristic March. By Jos. St. John. Arranged by R. Gruenwald. Joseph St. John, Montreal.
11317. Foster's Cyclists' Road Map of Eastern Ontario. I. G. Foster & Co., Toronto.
11318. The Code of Civil Procedure of the Province of Quebec. By R. Stanley Weir, D. C. I. Camille Theoret, Montreal.
11319. Write a Few Lines to my Mother. Words and music by John A. Birmingham, London, Ont.
11321. The Queen's Brave Canadians. Words and music by Wm M. Wallace. Arranged by Prof. W. E. Rosendale. William M. Wallace, St. John, N.B.
11322. Canadian Volunteers. Words by Herbert L. Manks. Music by R Percy Strand, St. John, N.B.
11323. Twentieth Century Waltz. By E. A. Hunter, Keewatin, Ont.
11324. The Sons of Canada. Words by John Beverly Harris. Music by F. H. Torrington. John Beverly Harris, Toronto.
11325. The Olympian Range, from Esquimalt, B. C. Photo. John Wallace Jones, Esquimalt, B. C.
11326. The Gorge. Photo. John Wallace Jones, Esquimalt, B. C.
11327. Surgical and Medical. By Rudyard Kipling. Story. Temporary Copyright Rudyard Kipling, London, Eng.
11328. The Queen's Volunteers. Words and Music by Malcolm W. Sparrow, Toronto.
11329. One Bad Book. In-Different Verse. By Rex and Two Other Egos. Matie A. Diamond, Vancouver, B.C.
11330. Forms and Blanks of the Postal Advertising Company, Lucan, Ontario. Ernest J. Phillips, Lucan, Ont.
11331. The Dominion Boys in Red. Words and Music by James Fotheringham Dyer, Sarnia, Ont.
11332. The March of the Northern Men. Song. Words and Music by A. Evelyn Gunne, Rat Portage, Ont.
11333. The Farringdons. Book. By Elien Thorneycroft Fowler, Woodthorne, Wolverhampton, Eng.
11334. Three Men on Wheels. By Jerome K. Jerome. With Illustrations by Harrison Fisher. Jerome K. Jerome, London, Eng.
11335. Johnny Canuck's the Lad. Words and Music by H. H. Godfrey, Toronto.
11336. Ottawa and Hull Fire, April 26, 1900. Photo. R. J. Robillard, Ottawa.
11337. A Kent Squire: Being a Record of Certain Adventures of Ambrose Gwynett, Esquire, of Thornhaugh By Frederick W. Hayes. William Briggs, Toronto.
11338. The Colonial Guards. March. By W. E. Cadwallader, Marysville, N.B.
11339. The Everlasting Motto of Our Queen. Words and Music by J. G. Deans. Arranged by H. B. Adshead. John G. Deans, Olds, Alberta, N.W.T.
11340. The Garden of Eden. By Blanche Willis Howard. Book. Scribner's, New York.
11341. The Poetical Works of Alexander McLachlan. Selected and Edited with Introduction, Biographical Sketch, Notes and a Glossary. William Briggs, Toronto.
11352. The Human Side of History. By John Verner McAree. Temporary Copyright John Verner McAree, Toronto.
- 11345 to 11354. Series of Photos of Canadian Military Men now in South Africa. Steele & Co., Winnipeg.
11355. Feuille de Reception du Lait. Livre. J. de Labroquerie Tache, St. Hyacinthe, Que.
11356. Comptabilite des Beurreries et Fromageries; Carnet du Patron. Livre. J de Labroquerie Tache, St. Hyacinthe.
11357. Comptabilite des Beurreries et Fromageries; Comptes de Lait. Livre. J. de Labroquerie Tache, St. Hyacinthe.
11358. Comptabilite des Beurreries et Fromageries; Grand Livre. Livre du Secretaire-Tresorier. J. de Labroquerie Tache, St. Hyacinthe.
11359. Infidelity Disarmed. By E. Stephens Edward Stephens, Molesworth, Ont.
11360. Glimpses of Canada, 1900. Book. Dominion Publishing Co., Toronto.
11361. The British Volunteers. Patriotic Song. Words by F. Mortimer Kelly. Music by Benedict J. Bentley. M. W. Waitt & Co., Victoria, B.C.
11362. Won't You be My Little Sweet-heart Dear. Song. Words by George D. Iverson, jr. Music by Frank Feldman, jr. Canadian American Music Co., Toronto.
11363. The English in Africa. By Hon. David Mills, Q.C. Morang & Co., Toronto.
11364. A Master of Craft. By W. W. Jacobs. Copp, Clark Co., Limited, Toronto.
11365. The Up-to-Date Phrenological Chart. Harry Charles Kemp, Leith, Ont.
11366. Self Knowledge Phrenological Chart. Harry Charles Kemp, Leith, Ont.
11367. Just One Kiss. Words and Music by Chas. K. Harris. Arranged by Jos. Clauder. Charles K. Harris, Milwaukee.
11368. Way Deep in My Heart. Revised by Chas. K. Harris. Arranged by Jos. Clauder. Charles K. Harris, Milwaukee.
11369. Canada's Grand Old Man. A Rousing Song. Words and Music by J. A. H. Cameron, Mabou, Cape Breton, N.S.
11370. Ein Heldenlied. A Hero Song. By Heine. Music. Church Co., Cincinnati.
11371. Ein Liedchen. A Little Song. By Heine. Music. Church Co., Cincinnati.
11372. Calligraphy; or, Shorthand Made Easy. Third Edition. By Anthony Malone, Garden Island, Ont.
11373. The Boys in Khaki. Patriotic Song. Words by A. C. Stewart. Arranged by H. K. J. Canadian American Music Co., Limited, Toronto.
11374. Mildred. Photo. John Ingleby Jefferson, Standard House, Northallerton, England.



On the March!

Our army of travellers go into active service again in the course of a week or two, for about the **first of July** they will be on the march—East, West, North and South, on a friendly invasion with our new line for 1901.

W. P. Rutherford
 We are able to speak almost boastfully of the phenomenal success of our last season's line, but promise you that the 1901 line will discount it by long odds, and experience of the trade has proven that a good selection of

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Wall Papers

offers attractions that are pleasing to your customers and profitable to you.

The new season's line has many striking and original features. Every pattern is a good one, and will help to fully maintain the high reputation the house enjoys for making and selling popular, quick-selling lines and that assure you substantial profit.

Be on the lookout for one of our men—wait until he gets to you before you place your order.

M. STAUNTON & CO., MANUFACTURERS, **TORONTO**

11375. *An English Girl in Grecian Dress.* Photo. John Ingleby Jefferson, Standard House, Northallerton, England.

11377. *Membres de la Chambre de Commerce du District de Montreal en 1899.* Photo. Lapres et Lavergne, Montreal.

11378. *The Victorias of Winnipeg: Champions of Manitoba, 1899-1900.—Hockey.* Photo Herbert Weiford, Winnipeg.

11379. *Dearest Heart.* Melody. By Pietro Girompini. Church Co., Cincinnati.

11380. *Doubt. Dubbio.* By Pietro Girompini. Church Co., Cincinnati.

11381. *The Sleeping Beauty.* Nocturne. By Pietro Girompini. Church Co., Cincinnati.

11382. *Happy Moments.* Gavotte. By Pietro Girompini. Church Co., Cincinnati.

11384. *Melodies of Salvation.* A collection of psalms, hymns and spiritual songs. Editors: John R. Sweney, Hugh E. Smith and Frank E. Robinson. William Briggs, Toronto.

11385. *Venerable Mere Marguerite Bourgeoys.* Photo Cadieux et Berome, Montreal.

11386. *The Public School Geography.* The Canada Publishing Co., Limited, Toronto.

11387. *A Manly Boy. A Series of Talks and Tales for Boys.* By Rev. Louis Albert Banks, D.D. William Briggs, Toronto.

11388. *Les Pieux Chants Populaires.* J. A. Langlais, Quebec.

11389. *The Ottawa Fire.* Words by Morris Manley. Arranged by Chas. E. Andrew. The R. S. Williams & Sons Co., Toronto.

11390. *The Royal Canadians.* Song. By Janet Powell Williams, Montreal.

11391. *The Roll Call.* Song. Words by Amelia P. Stroud. Music by R. J. Stroud. Amelia P. Stroud, Milford Bay, Ont.

11392. *To Have and To Hold.* By Mary Johnston. Morang & Co., Toronto.

11394. *Rand and the Micmaes.* By Jeremiah S. Clark, B.A., Charlottetown.

11395. *Florence. Legende Historique, Patriouque et Nationale.* Par Rodolphe Girard, Montreal.

11396. *The Heavenly Inheritance.* By Daniel Stewart, Hensall, Ont.

11397. *Canada A Descriptive Text-Book.* By E. R. Peacock, M.A. With an Introduction by the Very Rev. G. M. Grant, LL.D. Warwick Bro's & Rutter, Toronto.

11398 to 11409. *Leaves from an English Solicitor's Note Book.* (Temporary copyrights.) Robert Baxter Lowndes, Toronto

11410. *Young Canada Was There.* Song. Words and music by Alexander Muir, B.A., Toronto.

11411. *God Save the Dominion.* Words

and music by Elizabeth Rollit Burns, Montreal.

INTERIM COPYRIGHTS.

636. *Song Bird Waltzes.* By Herbert Dore. W. H. McKechnie, Ottawa.

637. *Lovely Jean.* Song. By Herbert Dore. W. H. McKechnie, Ottawa.

638. *Jesus Hath Died.* Song. By Herbert Dore. W. H. McKechnie, Ottawa.

639. *Flowers of Canada.* Pianoforte solo. By Herbert Dore. W. H. McKechnie, Ottawa.

640. *The Charge at Dawn.* By S. D. Schultz. Music. Samuel Davies Schultz, Victoria, B.C.

641. *Forty-Ninth Battalion March.* By Frederick Charles Snider, Trenton, Ont.

642. *Song Bird Waltzes.* By Herbert Dore. R. K. Ferris, Toronto.

643. *Lovely Jean.* Song. By Herbert Dore. R. K. Ferris, Toronto.

644. *Jesus Hath Died.* Song. By Herbert Dore. R. K. Ferris, Toronto.

645. *Flowers of Canada.* Pianoforte solo. By Herbert Dore. R. K. Ferris, Toronto.

646. *The Canadian Roll of Honour.* Chart. Montreal Lithographing Co., Limited, Montreal.

647. *The Patriotic Calendar.* James Morgan, Montreal.

648. *The Lion's Whelps Hath Spoken.* Litho. Edgar George Shane, Ottawa.

649. *Mining Map of Part of Similkameen River, Osoyoos Mining Division, Yale District, British Columbia, 1900.* By Frank Bailey, Fairview, B.C.

A REMODELLED STORE.

A Fine Establishment at Peterboro'

THE Peterboro' Bookstore (A. H. Stratton & Co.) has now been completely transformed, and challenges comparison with any book, stationery, and fancy goods establishment between Montreal and Toronto. The front is now of enameled white, and presents a striking appearance, which is further increased by the beauty and effectiveness of the manner in which the windows have been arranged. The new V-shaped mirrors are utilized in the decorations, and the back and sides are also of mirrors, whilst mirror reflectors are used in the top to further increase the attractiveness of the window display. The woodwork is all of oak.

All the former fixtures inside have been removed and replaced by handsome shelving and showcases of oak, modelled according to the most modern and up to date ideas of interior decoration.

HANDSOME FIXTURES.

Two lines of shelving stretch away on either side of the store for a distance of 62 feet. For relief purposes oak pillars have been placed at intervals of six feet apart, and these support a cornice above the shelves. This cornice is a work of art in itself, and displays the most exquisite taste in all its details. The panels are hand-carved in oak and are surmounted by grill work. On the south side the shelving is broken by the insertion of two very handsome wall cases, with mirrored backs and plate glass doors.

The grill work, which is used liberally in the further ornamentation of the store, is greatly admired. Two scrolls cross the windows and a magnificent one crosses the store in the centre, dividing the front portion from the wall paper department. Large oak pillars are used in the construction of the latter.

The new office of plain panelled oak, situated just beneath this scroll work, is fitted with the latest modern conveniences, including the Lampson cash carrier, with three stations placed in convenient positions in the store.

PLENTY OF LIGHT.

Dainty electric light fixtures of brass add a general brightness to the interior and the graceful spirals, tastily ornamented, seem to curve out of every available spot suitable for the purpose. Mr. Stratton is apparently fully cognizant of the importance of having "plenty of light on the subject," as 3 000 feet of wire have been used in the store in making the various connections for the electric light service. Five 65 candle power lights, in addition to 19 15 candle power lights, make the store the brightest in the whole Midland District.

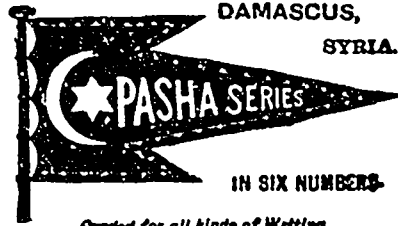
ARRANGEMENT OF STOCK.

In arranging the stock, good judgment and taste are shown. Fine stationery and periodicals are to the front on one side, and on the other cloth bound books. The wall cases which divide up the book shelving show the finer lines of fancy goods. The cases known as "silent salesmen" are used for the display of the latest novelties in fancy goods suitable for wedding presents.

Down the centre of the store run tables with the latest paper-covered fiction from five cents up.

Sporting goods include all supplies of that kind and stocks of office supplies, druggists' sundries and games are carried. Wall paper is shown in good light at the rear of the store and 700 different patterns are to be seen. It will thus be seen how extensive a business Mr. Stratton's is and a credit to the trade generally.

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Capital - - - 1,000,000.00
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Annual Income - 2,290,000.00

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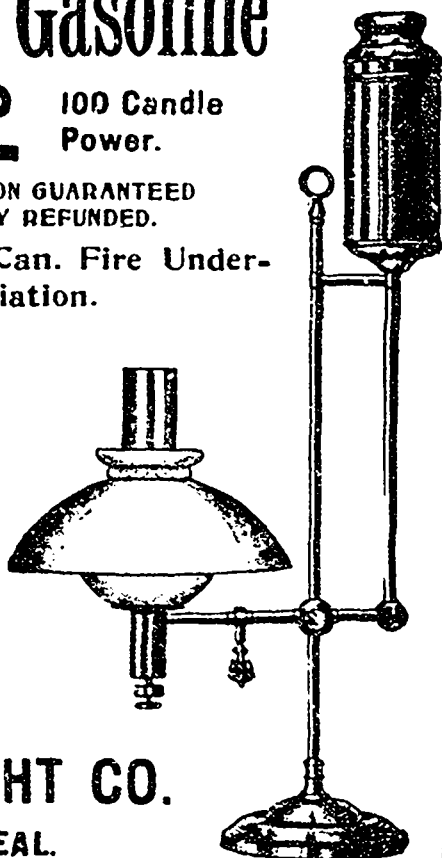
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