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# BOOKSELLER AND STATIONER

APRIL 27

Vol. XX, No. 4a.

Price, \$2.00 per year.



THE RUINS OF THE BROWN BROS. LIMITED ON THE MORNING OF APRIL 27th, 1901.

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

BOOKS  
STATIONERY

FANCY  
GOODS ETC

# Notice

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To Our Many Patrons :

We take this opportunity to express our sincere gratitude to the many members of the Stationery trade throughout Canada who have favored us with a share of their valued patronage during the fifty-six years our house has been catering to their requirements.

We regret it will be impossible for us to supply anything in the way of Stationery for a short time, but we are quickly preparing to manufacture all our Standard lines with increased facilities and in the meantime our travellers will continue booking orders for Import Fancy Goods.

We will also shortly have the complete range of Art Calendars, Booklets, Cards, Novelties, etc., published by Raphael Tuck & Sons in the hands of our travellers, and we are pleased to assure the trade that these branches of our business will go on uninterrupted.

Yours truly,

**Warwick Bros. & Rutter**

Temporary Offices: 26 Victoria St.

Wholesale  
Manufacturing Stationers

**TORONTO**

# THE COPP, CLARK CO., Limited

are located since the fire at their **Factory Offices, 67, 69, 71 and 83 Colborne Street.** Fortunately the factory was in a different part of the city and so entirely escaped the fire. We are now employing over 250 hands, running night and day in the hope of being able in a short time to supply all wants in manufactured **Stationery, School Books, School Supplies, Etc.** Lists of goods now in stock, with prices, supplied on application.

Temporary Offices, 83 Colborne Street.  
Telephone, Main 4146.

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## THE COPP, CLARK CO.

LIMITED.

.83 Colborne Street.

## TORONTO.

# Still Doing Business.

Not exactly filling orders yet, but working as hard as we can in our temporary warehouse, the Victoria Rink, Huron Street, so that **we can ship orders** in about a week or ten days.

## Travellers will begin Their Journeys Early in May

carrying a complete line of samples of the newest and best goods that can be had in New York and other American cities. Four men are away buying for us, and we are having everything rushed forward with the least possible delay.

**School Blanks** (new designs), **Writing Tablets** (new designs), **Papeteries** (new designs), **Envelopes**, **Memo. Books**, **Pencils** and **Penholders**, and the many other articles that go together to make a Stationery Stock complete will be found in our

## New Line of Goods.

New machinery of the most approved kind has been ordered and is being hurried along, and we hope in a very short time to be able to offer our customers a more complete line than we have ever before carried in stock.

We also take this opportunity of thanking our friends for the many kind expressions of sympathy that have been received by us since the fire, and assure them that we will do all in our power to fill any orders already placed with us.

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

Temporary Office and Warehouse:  
Victoria Rink, Huron St.

Tel. No. North 3268

# THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XX.

MONTREAL AND TORONTO, CANADA, APRIL 27, 1904.

No. 4a.

## CURRENT TOPICS

CALAMITOUS in many respects was the great fire which swept to utter destruction so many of Toronto's largest warehouses on the night of April 19. Businesses, which have been built up by the arduous labors of half a century and more, have been completely wiped out. Buildings, but lately erected and the pride of their owners, have fallen a prey to the fire fiend and now lie a desolate mass of charred ruins. Merchandise, the product of the brains and hands of workmen all over the world, has vanished to nothingness. Millions of dollars worth of property have been wiped out never to be replaced.

From the sentimental standpoint, the fire is viewed with varied feelings. Especially do we think of the older warehouses which have seen the faces and heard the footsteps of many of Toronto's oldest and most honored merchants. Each corner of the old buildings has its associations, dear to the heart of those whose daily round of duty called them there. And to the merchants and ex-merchants throughout Canada, who have done business in the burnt district, the loss will occasion deep feelings of regret.

Sympathy with those who have lost their business homes is everywhere expressed and is genuine. Even among their keenest rivals a feeling for the suffering firms has been evinced, which would never have been manifested twenty years ago. Not one firm can be pointed at which can be said to have taken an unfair advantage of the misfortunes of a rival. And the sympathy has not been entirely a sympathy of words. It has been a sympathy of deeds as well. Rival firms have come forward voluntarily to the assistance of the sufferers, with offers of accommodation and supplies. This kindness and consideration in a time of loss is and will be appreciated.

One cannot help referring to the character of the firms who have been thus visited with destruction. They are one and all upright, worthy companies. Their principals are numbered among Toronto's most honorable citizens. The firms who lost most heavily have been long established in the city and have attained a world-wide reputation for reliability and stability. Their loss is doubly deplorable under these circumstances.

In the stationery trade, the blow has been especially heavy. Other trades have suffered and some, like the fancy goods trade, very heavily, but the stationery trade has suffered most of all. At least six important manufacturing stationery firms have been destroyed and scarcely a survivor exists to carry on the work. These firms were all housed in substantial, modern warehouses and factory

buildings, in which were installed the most modern of machinery. Their stocks were large and varied and of proportions sufficient to supply nearly the whole of Canada.

But while there is a dark side to the picture, there is also a bright side. The property destroyed was fairly well insured and none of the firms seem to be financially embarrassed. The work of building new factories and warehouses is already beginning. In the meantime the management of the several concerns have secured temporary offices and are doing all in their power to keep business moving.

It might be noted that the book business and the fancy goods business are in fairly good condition. Two stocks of books were destroyed in the conflagration but the work of replacing them is unattended by any serious difficulties. The fancy goods business lost valuable stocks in one or two warehouses, but a large proportion of the business was untouched.

Some speculation is heard as to whether the destruction of the wholesale stationery trade of Toronto will lead to a transfer of the business to Montreal. Prominent business men of Montreal have been interviewed in this connection, and we can but accept as correct their comments on the situation. They admit that for a time the Montreal houses will materially benefit by the burning of the Toronto stocks. But all seem to agree that the benefit will be purely temporary and will only cover sorting orders. The increase in insurance rates will hit the Montreal dealers along with other Canadian interests and, owing to the rapidity with which the Toronto houses are recovering from their losses, there will be but little opportunity for the Montreal dealers to cut into their permanent trade.

A remarkable feature of the case is the energy which has been manifested by the losers in recovering lost ground. Not a moment seems to have been lost and even before their buildings had been quite destroyed, firms were actively engaged in securing new quarters and telegraphing for fresh stocks. Announcements were immediately sent out to the trade by the principal firms, making known their new locations and explaining their prospects.

Bookseller and Stationer can but mute with the trade throughout the whole country in expressing its sincere sympathy for the stricken firms. These firms have been loyal supporters of this paper in the past and we look to see them soon restored to their former successful status in the commercial world.

# Statements of the Firms Who Lost.

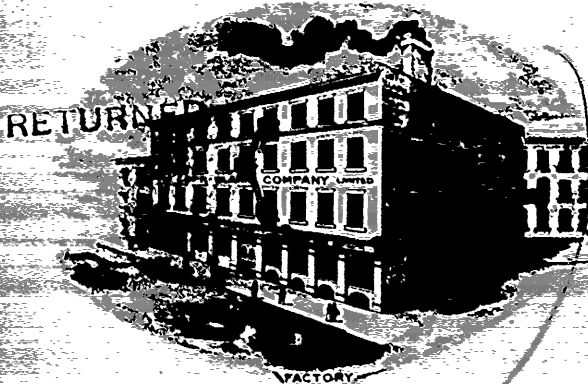
Bulletins issued to the Trade through Bookseller and Stationer by the wholesale stationers of Toronto who suffered in the conflagration of April 19.

REALIZING the importance of keeping the retail trade throughout Canada in touch with the wholesale stationery firms of Toronto, whose warehouses were destroyed in the disastrous fire of April 19, Bookseller and Stationer arranged for the publication of this Special Fire Number immediately after the disaster occurred.

The opportunity of stating their position and prospects to the trade was taken advantage of very generally by those who suffered, and the management of Bookseller and Stationer was commended for its prompt action. In presenting the following bulletins to the trade, the hope is expressed that retailers generally will accord the suffering firms that loyal support which they would expect themselves. The inconvenience will be purely temporary and those who have lost will certainly appreciate any courtesies which may be extended them.

## THE COPP, CLARK CO.

IT was an extremely fortunate circumstance that the Copp, Clark Co. have been for several years conducting their business in two different parts of Toronto. Their factory and supply house has been located on Colborne street, and their office and warehouse on Front



Factory of The Copp, Clark Co.—This building was not destroyed in the great fire.

street. Consequently, when the disastrous fire of last week swept away the firm's handsome office building they had their large factory to fall back upon. The resources thus ready to hand will enable them to recuperate rapidly. A double staff of operatives has been taken on at the factory and the machines are now running constantly day and night. By degrees the large stock of manufactured stationery and books will be replaced.

As regards the company's stock of books, it is pleasant to learn that only a partial supply was stored in the warehouse and that orders can be supplied directly from the factory. In the case of such books as were totally destroyed, the plates are safe and can be used at any time. The standard English and American books will be replaced as soon as orders can be filled in London and New York.

The vault in the burnt warehouse came through the fire unscathed and its contents have been found to be intact. Among them were the manuscripts of authors and the publishers' contracts, a lot of considerable value.

Contracts have already been let for the re-construction of the burnt building. It will be somewhat similar to the former structure and will be built with all the most modern improvements as regards fire protection. In point of size it will be slightly larger.

It is satisfactory to know that while the Copp, Clark Co. were heavy losers, their losses are fully covered by insurance.

## BARBER & ELLIS.

BARBER & ELLIS, wholesale and manufacturing stationers, Bay street, Toronto, had their warehouse and factory completely destroyed in the big fire. Mr. J. F. Ellis estimates his loss at over \$100,000. The present intentions of the firm are indefinite. Already a large stock of material has come to hand, and this will be manufactured into stationery as soon as a building and machinery can be secured. It is understood that it is the intention of the firm to rebuild. The factory will be erected in a separate part of the city from the office, in order to make impossible again any such calamity as has just occurred. Meanwhile temporary offices have been fitted up in the Board of Trade Building, and the Granite Rink is being utilized as a temporary warehouse.

## WARWICK BROS. & RUTTER.

WARWICK BROS. & RUTTER have secured a complete plant, consisting of eight cylinder and six Gordon presses, and are rushing through their general printing business. They have also installed a complete bindery in the same building with the printing plant.

They were fortunate in having all their import samples of fancy goods on the road, while their lines of Raphael Tuck's Christmas cards were uninjured, having come to hand after the fire. Consequently they will be able to handle all their fancy goods business as if nothing had happened.

The loss of their enormous stock of pictorial postcards was keenly felt, but fortunately the record of orders is intact and the work of replacing the cards destroyed is being hurried forward rapidly. Duplicate plates are being made and new stock is en route, so that very little delay will be occasioned.

A new building is to be erected on the site of the old structure. Meanwhile the firm have not made any definite plans.

## W. J. GAGE & COMPANY.

IMMEDIATELY after the destruction of their warehouse and factory, this company took steps to secure temporary accommodation in one of the Toronto rinks. They were fortunate in securing the Victoria rink on Huron street, where they have established their offices. The work of installing a printing, binding and stationery plant in this building is now in progress.

Mr. W. J. Gage, president of the company, has participated actively in the work of re-establishing the business and has been tireless in his efforts to retrieve the losses suffered. Mr. W. P. Gundy, one of the directors, is in London, England, where he is attending personally to the purchase of a new stock. Two buyers are also in

New York, making the necessary purchases in that market.

Plans and specifications have already been prepared for a new, more commodious and modern warehouse on the site of the building destroyed and the work of construction will be hurried forward. After the fire Mr. Gage was interviewed in his temporary office at the Victoria rink.

While regretting the disastrous fire and the way that business in general throughout the country would be affected, he felt that the employes had worked hard and had done all in their power to save the warehouses, and he had nothing but the very highest words of praise for them.

Shortly after the fire started it leaped across to Brown Bros.' building, and as their warehouse is directly back of the W. J. Gage Co.'s it was soon seen that the Gage warehouse was in great danger. Nearly every employe was down town and saw that something had to be

patched to New York to purchase a new stock of wholesale stationery lines. Already a good portion of these goods have been received. The stock on hand now includes book papers, cover papers, writing papers, surface papers, envelopes, etepe tissue papers in several colors, sealing wax, pens, peneils, ink, paste, erasers, rubber bands, twine, blotters and cheap blank books.

The leather goods department is housed on Adelaide street east, and work has been started to replace the leather goods destroyed.

The offices of Brown Brothers, Limited, are at the rear of the Bam Book and Stationery Co's store on Yonge street.

THE COMPANIES WHICH LOST.

Warwick Bros & Rutter.—Printers, bookbinders, manufacturing stationers, dealers in import fancy goods and pictorial postcards. Loss, \$200,000.

Brown Brothers, Limited.—Binders, manufacturing stationers, dealers in office stationery, office supplies,



Ruins of Warwick Bros. & Rutter and The Copp, Clark Co.

done to save their place of business, and they soon had the different lines of private hose playing on every flat in the house and also on the roof. Those that were not attending hose were carrying pails of water from barrels that were placed in different parts of the building and succeeded in keeping the fire from gaining an entrance, while warehouses to the west of them, which were not nearly as close to Brown Bros., were now nothing but a mass of flames.

BROWN BROS., LIMITED.

BROWN BROTHERS, Limited, announce that they have secured the Queen City rink building at the corner of Church and Hayden streets, which they are rapidly fitting up into a temporary warehouse and factory. A portion of their bindery is now in operation and additional machines are on the way

Immediately after the fire two of the firm's departmental managers, Messrs. Roden and Camp, were des-

general stationery, fancy goods, leather goods, etc. Loss, \$235,000.

Copp, Clark Co., Limited.—Publishers, manufacturing stationers, dealers in fancy goods, art goods and stationers' supplies of all sorts. Loss, \$175,000.

W. J. Gage & Co., Limited.—Publishers, manufacturing stationers and dealers in stationers' supplies, paper etc. Loss, \$250,000.

Davis & Henderson.—Printers, manufacturing stationers, lithographers, binders. Loss, \$30,000.

Barber & Ellis.—Manufacturing stationers, makers of paper boxes, dealers in paper, cardboard, etc. Loss, \$100,000.

Buntin, Reid & Co.—Manufacturing stationers, dealers in paper and supplies. Loss, \$110,000.

Canada Paper Co.—Dealers in paper and cardboard

The Book Supply Co.—Publishers. Loss, \$27,000

Carter, Crume Co.—Manufacturing stationers

Ritche & Ramsay.—Dealers in paper. Loss, \$25,000

Kneilth Paper Co.—Dealers in paper.

Kilgour Brothers.—Paper products. Loss, \$85,000



## History of Toronto's Wholesale Stationers.

WITH the total destruction of the properties of the wholesale stationers of Toronto, some of the oldest and most honored business houses in the city have suffered irreparable loss. The longest established of these is the firm of Brown Brothers, Limited, founded in 1816 by the father of the present Mr. Richard Brown. Prior to his arrival in Canada Mr. Brown, Sr., had been a member of the Stationers' Guild in Newcastle-on-Tyne, England, to which honorable body he had been admitted in 1813. His three sons—Thomas, Richard and John—succeeded to the Toronto business in 1856, and formed the firm of Brown Brothers. Thomas Brown died in 1867 and John Brown passed away in 1882, leaving Richard Brown as head of the company, a position which he still holds. In 1893 the business was turned into a joint stock company, and in 1900 a removal was effected from the old premises on King street east to the splendid building on Wellington west, the destruction of which has been one of the saddest losses in the fire.

The present firm of Warwick Bros. & Rutter was established in Toronto in 1869 by the late William Warwick, who moved to the city from Woodstock and set up a plant on Wellington street east. In 1879 he secured the contract for binding all the Ontario Government papers, a contract which the firm has ever since held and to which it added the Government printing in 1886. In 1880 William Warwick died and until 1893 the business was conducted by his sons, George and Charles. In that year Mr. A. F. Rutter was taken into partnership and the firm became known as Warwick Bros. & Rutter. The large building just destroyed was erected in 1887.

The Copp, Clark Co. were originally engaged in the retail trade, their business having been founded by Mr. Chewett. In 1873 the firm entered the wholesale trade with W. Copp, H. J. Clark and a Mr. Fuller as partners. It was one of the first firms in Toronto to instal printing presses, ruling machines and binding machines in one building. All the old members of the firm have passed away, Mr. Clark in 1892 and Mr. Fuller and Mr. Copp in 1894. The chief officers of the company are now H. L. Thompson, A. W. Thomas and W. Copp. The company's offices and warerooms, which were destroyed, were contained in one of the handsomest buildings in Toronto only just erected a few years ago.

The firm of Buntin, Reid & Co., was early established in Toronto by the late James Buntin, who died in 1861. After his death the business was managed by his brother, Alexander Buntin, and John Y. Reid and George Boyd, and the firm name was Buntin Bros. & Co. Later the name of Mr. Reid was added. Mr. Buntin died in 1893 and Mr. Reid in 1899, leaving the management in the hands of Alexander Buntin, Jr.

The W. J. Gage Company, whose premises were also totally destroyed, succeeded to the business which was run by Adam Miller, in 1874, and have been highly successful ever since. The firm became a joint-stock company in 1893, with Mr. W. J. Gage as president and Mr. W. P. Gundy vice-president. Mr. Gundy is now general manager of the firm, which up to the time of the fire was one of the largest manufacturers of envelopes and stationery in Canada.

Davis & Henderson started business in 1877, succeeding Mr. Dredge who moved to New York. By degrees a large manufacturing stationery and printing business was worked up and at the time of the fire enlargements were in contemplation.

Though the firm of Rolph, Smith & Co. is better known as an engraving and printing concern, it is still to a certain extent engaged in the stationery business. The business was founded in 1812. To-day the partners are J. T. Rolph, David Smith, Frank Rolph and Frank A. Rolph.

The Canada Paper Company, whose premises were totally destroyed, formerly carried a large stationery stock. Their Toronto office was opened in 1879 with Mr. William McFarlane, now president of the company, as manager. In 1881 Mr. F. J. Campbell, now general manager, succeeded him and to-day Mr. H. B. Donovan is local manager. The company built their own warehouse on Front street in 1886.

### RIIS ON ROOSEVELT.

THIS book is a biographical and autobiographical appreciation, the tribute of admiration and affection of one sanguine, zealous, active man for another whom the author describes with all the frank devotion of the hero worshipper for qualities that are common to both men, with almost identical ideals, with like conceptions of public responsibility and duty, and with similar convictions about the importance of promptly "doing things" that ought, in their judgment, to be done.

The author was drawn to Mr. Roosevelt because he appreciated and helped on the work of humanity in which Mr. Riis is engaged. Mr. Roosevelt's heritage of wealth did not tempt him to paths of indolent ease, and in college he took his punishment in fisticuff bouts with composure if he was worsted in fair play. And he has always "played fair," says the author, whether at Albany, when he first ventured to denounce his own party for lacking courage and strict rectitude; in practical politics, where he put himself "in the way of things happening," in the "Fair Play Department," as Mr. Riis calls the Civil Service Commission; in Mulberry street, as police commissioner, trying to realize his ideals concerning the policing of the city; at Washington and as Assistant Secretary of the Navy preparing the service for war as if war was at hand; as the head of the Rough Riders in that war which he had helped to prepare for and which demanded his participation with an irresistible call; at Albany, again, as Governor, beset by political opponents who cared not for his exhortations to live by the Ten Commandments and who were glad to thrust him into the vice presidency which he did not want, and, at length, in the presidency, where he may be the despair of politicians, but where the devotion to right and justice that converted police headquarters during his service there, into a temple of refuge for the distressed and uninfluential, sustain and amply justify him in his effort to live up to the responsibilities he assumed upon the death of McKinley.—Toronto: Molang & Co., Limited.

### DOUBLING THEIR OUTPUT.

IN order to meet the heavy demands which are falling on them, owing to the destruction of the stationery business in Toronto, Buntin, Gillies & Co., of Hamilton and Montreal, have rented a large three-storey building immediately to the rear of their Hamilton offices, and have engaged an extra staff of clerks and operatives. With a good stock in Montreal to draw from, and the extra effort in Hamilton, this firm should be able to keep the retail trade supplied with necessities until the Toronto houses are in operation once more.

## News From Book Centres.

### LONDON BOOK NOTES.

A NEW monthly magazine has appeared, called the Realm. It is sold for three pence, and compares very favorably with the other cheap magazines. It remains to be seen if it can be profitably published at a three pence rate. Both the Pearson and the Harnsworth houses tried the experiment of a three penny magazine, but were compelled to increase the price, and what those two great houses could not do can hardly be done by any other house. Still, what was true of the publishing world two or three years ago may not be true now. The tendency of the day is obviously toward lowering the price of all publications. The six penny novels have been a financial success, and there is a very readable little magazine called "T. A. T." which is sold at a penny, and evidently thrives at that price. Then two of the great dailies have reduced their price from a penny to half penny and the publisher of the new English Tauchnitz edition believes that there is a wide field for good shilling novels printed on good paper and good type. So, after all, a three penny magazine may succeed to-day although it could not succeed a few years ago.

The new Rapid Review has been extremely successful. Even Mr. Stead in his Review of Reviews has given it a generous notice, although it is a formidable rival to his own publication. The Rapid Review has now reached its second number, and of its kind it has never been excelled. The proprietors have had the wisdom to print it on excellent paper and to crowd its pages with illustrations. There is no doubt that it must seriously injure the Review of Reviews, and it will probably have the effect of making the latter more and more the literary incarnation of Mr. Stead.

Anthony Trollope's books are said to be coming in favor again, and to meet the revival of interest Messrs. Routledge are arranging to bring out a new library edition.

Mr. Frank Bullen is introducing the young Canadian author, Mr. Norman Duncan, to the English reading public. He says that he is "absolutely certain that with the exception of Mr. Joseph Conrad and Mr. Rudyard Kipling, no writer about the sea has ever probed so deeply and faithfully into its mysteries as Mr. Duncan's book has done." Mr. Bullen, of course, refers to "The Way of the Sea."

Mr. W. L. Alden proclaims Sara Jeannette Duncan's new book, "The Imperialist," to be well worth reading.

The Bookman reports good sales for the following books in England: "Rebecca of Sunnybrook Farm," by Kate Douglas Wiggin; "Red Morn," by Max Pemberton; "The Magnetic North," by Elizabeth Robins; "Strong Mac," by S. R. Crockett; "The Land of Silence," by G. B. Burgin; "The Cardinal's Pawn," by K. L. Montgomery; "Life in a Garrison Town," by Lieutenant Bilsé; "Through Sorrow's Gates," by Halliwell Sutcliffe; "My Friend Prospero," by Henry Harland; and "Stella Fregeius," by H. Rider Haggard.

Mr. Rudyard Kipling is expected back in England from the Cape early in May.

Mr. Henry Frowde is about to publish, under the auspices of the Royal Society of Literature, "Queen Elizabeth and the Levant Company," which sets out the details of a curious diplomatic and literary incident in the establishing of our trading relations with Constantinople.

On April 16 Dr. Samuel Smiles, the author of "Self Help" and other works, passed away in London. Dr.

Smiles was born at Haddington, in Scotland, on December 23, 1812. He first practised medicine and later became editor of the Leeds Times. Afterwards he engaged in railroading. His later years were spent quietly in Kensington, London.

### NEW YORK NEWS.

D. Appleton & Company published the long-awaited autobiography of Herbert Spencer on April 22. The work appeared in two volumes.

The title of the new volume by Neith Boyce has been changed by the author and her publishers, Fox, Dulheld & Co., to "The Folly of Others." A sentence from Pliny, adorning the fly-leaf of the volume, explains this piquant phrase. "The best plan is, as the common proverb has it, to profit by the folly of others."

Mrs. Humphry Ward's new novel, the serial publication of which begins in the June number of Harper's Magazine, has been named "The Marriage of William Ashe." The story belongs to a period earlier than that assigned to the recent "Lady Rose's Daughter."

Mr. Maurice Hewlett's new novel, "The Queen's Quair," is announced for publication by the Macmillan Company on the 20th of May. This novel, which has been in great part rewritten since it appeared serially in the magazines, gives for the first time a picture of Mary Queen of Scots and her times from the human standpoint. It is described as a fascinating historical study of the times and the people, combined into a novel of first-rate power and interest.

Mr. George P. Brett, the president of the Macmillan Company, who has just returned to New York from a business trip to London, made arrangements while abroad for the establishment of an Australian agency for the company. The Australian house is to be opened and run in connection with the Messrs. Macmillan of London. Hereafter all books published by the Macmillan Company will appear simultaneously in New York, London, Canada and Australasia, as well as in India, where the house now has branches.

### WOLSELEY'S AUTOBIOGRAPHY.

FIELD-MARSHAL VISCOUNT WOLSELEY has called his autobiography very appropriately "The Story of a Soldier's Life," and he has dedicated it with equal appropriateness to the Right Honorable Lord Mountstephen. To a soldier the book is of intense interest, for he finds in it the tale of a kindred spirit, stirred with the same ambitions. To the civilian it proves of no less interest, for in its pages may be traced the moulding of an empire. The life of Lord Wolseley has extended over a considerable term of years and has comprehended in its span a considerable number of epoch-making events. Moreover his station in life has enabled him to move from one portion of the globe to another as the centre of interest shifted. He has thus passed through the Crimean Campaign against Russia, the Indian Mutiny, numerous campaigns in India and the Far East, the Civil War in the United States, the Fenian Invasion of Canada, the Red River Expedition, the Ashantee War, and several others. The perusal of chapter after chapter of his fascinating narrative of these events quite delights the reader. The style is simple and direct, as a soldier's story should be. (2 vols. Book Supply Co., Toronto, \$5.)

**STILL MAKING LEATHER GOODS.**

Notwithstanding the big fire the Brown Brothers, Limited, who were burnt out completely have made arrangements to complete all orders placed with them. Their leather goods factory is in active operation again and all orders placed with this firm will be attended to promptly.

A few of the seasonable lines shown by this firm are illustrated here. The "Peggy From Paris" is a splendid seller and an up-to-date novelty.

The automobile bags manufactured by this firm are equal to any imported line shown in Canada. They are made of first-class stock and fitted with card case, purse and perfume bottle. They are made in all sizes—7 in. to 10 in. frames, and come in full range of prices.

The showing of belts made by this firm is very creditable. The crushed belts, trimmed or plain, are very popular, selling retail from 25 cents up.

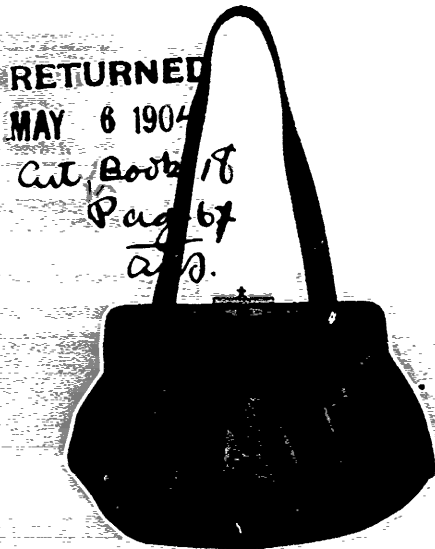
The Maple Leaf belt, as shown in cut, is trimmed with silver grey or gold oxidized trimmings, and is a splendid belt for souvenir trade, and has proved a ready seller.

The "Trellis" belts as shown here are a decidedly new line created by the Brown Brothers, Limited. These belts are made of leather, metal trimmed, as shown.

were selling millinery to ladies, and vice versa. If you were calling on a farmer, or on a retail merchant in a small town, it would always be right and proper to shake hands with your customer and greet him in a very friendly manner. On the other hand, if you were approaching a buyer for a big New York department store, both his time and yours would be too valuable to lose any of it in handshaking. Then, again, if you were greeting an old time customer, it would be perfectly correct for you to show by your manner of speech a certain familiarity, which would be entirely out of place if you were standing behind a counter and your customer was a lady whom you had never met before.

The matter of dress being provided for in accordance with your line and customer, your manner of approach, whether on the road or behind the counter, should always indicate that your own mind is thoroughly on your business and that you take it for granted that your prospective customer will be equally interested once he learns what your business is. The old saying that "actions speak louder than words" is one that every salesman should never for a moment forget.

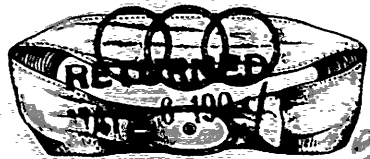
In arousing a customer's interest you have two ways in which to make an appeal, either to his emotions or to



"Peggy from Paris."



Maple Leaf Belt.



Crushed Belt Trimmed.



Trellis Belt.



Automobile Bag.



Trellis Belt.

Trimmings are finished in gold, oxidized or gun metal. All these belts are made 22, 24, 26, 28 in. waist measure, and may be had in all colors, including black.

**SELLING GOODS.**

THE four elementary parts of a sale cannot be impressed too forcibly on the mind of every salesman. These are attention, interest, desire, and conviction.

You must secure your customer's undivided attention before you can hope to interest him and must be sure that he is interested before you undertake to create desire, and you must create desire before he will be convinced that it is time for him to buy.

In the first part of the sale, securing attention, there are three things which will enable the salesman to get his customer's attention. These three things are his personal appearance, manner of approach and power of speech.

In the matter of personal appearance, a salesman must be governed by the line of goods he is selling and the class of trade to whom he hopes to sell. If you were selling farm machinery you would certainly not be expected to dress in the same style and manner as if you

his reason, according to the line of goods you are endeavoring to sell. If you were selling a lady a handsome gown your first appeal would naturally be to her emotions, and having satisfied her of the beauty of the garment, you would next make an appeal to her reason in order to satisfy her that the price was right. On the other hand, if you were selling a retail merchant a line of clothing you would naturally make an appeal at once to his reason, by endeavoring to show him the profit he would make in handling your line.

In your effort to establish desire you will analyse or itemise the various points or merits of your goods in such an enthusiastic way that the fitness of the goods to the customer's requirements, coupled with the high quality and low price (low price is used here comparatively), will bring the customer to believe as you do, that the goods are really what he wants.

Conviction, which is the fourth element of the sale, will follow as a logical consequence. But should you, after securing attention, undertake to create desire without first having thoroughly interested your customer, it would be utterly impossible to bring him to the point of conviction. Again, should you get the customer's attention and get him interested and should overlook the

importance of analysing your goods, you would thereby be omitting the point of desire, and likewise fail in convincing your customer. Therefore in making a sale, let it be what it will, you must always bear in mind that the four elements must be joined together in their regular, consecutive order of attention, interest, desire, and conviction.—Stationery Trades Journal.

**WANTED.**

Bright young man to take charge of sampling and advertising department.

Buntin, Gillies & Co., Limited, Hamilton.

**To the Bookseller and Souvenir Dealer:**

We take this opportunity of advising you that we were fortunate in escaping any loss in the Toronto fire, or curtailment in our facilities for filling orders for SOUVENIR BOOKS OR PICTURE POST CARDS.

We will shortly have a large supply of stock subjects in picture post cards and souvenir books. We are also prepared to turn out contract orders for souvenir books and for editions of picture post cards in black and white, colored and in black and white with embossed crests in colors of your Town, Province, the Dominion, Great Britain, flags, etc.

**W. G. MacFARLANE,**

PUBLISHER

SATURDAY NIGHT BLDG. TORONTO

**UNDERWOOD'S INKS AND MUCILAGE.**

To assist the Wholesale Stationers whose warehouses were destroyed by the recent fire:

If the Retail Stationers will send us their orders for UNDERWOOD'S INKS, Etc., we will make shipment direct and charge to their account with the wholesale stationer.

DO IT NOW.

**JOHN UNDERWOOD & CO.,**

122 Adelaide Street, West,

TORONTO, ONT.

**F. & E. W. KELK**

**Summer Goods**

I. R. BALLS

BASE BALLS

BASEBALL MITTS

BASEBALL GOODS

CROQUET

RETURN BALLS

HAMMOCKS

TENNIS

FISHING TACKLE

BALLOONS

FIREWORKS

FIRE BALLOONS

CHINESE LANTERNS

TISSUE DECORATIONS

SMALLWARES

We are glad to inform our friends that we escaped from the great fire, and are in a position to offer some good values in above lines. Our line of Baseball Goods cannot be beaten. Would be glad to have a call when in the city.

**F. & E. W. KELK**

76 York Street

TORONTO

## BOOK BREVITIES.

THE Copp, Clark Co. were fortunate in that no copies of their most important Spring novel, "The Crossing," by Winston Churchill, were destroyed in the great fire. In fact the plates of this book had only just been put on the press at their factory. The printing and binding will be pushed through rapidly and the book will be published early in May.

Morang & Co., Limited, William Briggs and Melcol & Allen, were uninjured by the fire and will continue business as before. They are prepared to fill all orders for their respective publications.

"Strong Mac," by S. R. Crockett, was the last book received by Bookseller and Stationer from the Copp, Clark Co., previous to the fire. In it the noted Scotch novelist reverts to the scene of his earlier triumphs in Galloway, and writes of a period about a century ago. (CLOTH, \$1.50.)

Booksellers throughout the country report excellent sales for "Sir Mortimer" by Mary Johnston. This is one of the books published by the Book Supply Company, whose warehouse was destroyed in the fire of April 19.

The Riverside Bulletin of Outdoor Books, published by Houghton, Mifflin & Co., of Boston, is an extremely attractive little booklet, neatly printed and well illustrated. This firm have acquired a name for the excellence and variety of their nature books.

## TRADE NOTES.

The Robinson, Luce Company, of Boston, have moved to new offices at 209 Washington street.

Hinds & Noble, of New York, have amalgamated with Eldredge and Brother of Philadelphia. The business has been incorporated as Hinds, Noble & Eldredge.

The Consolidated Stationery Co., Limited, of Winnipeg have removed from the old Whittla corner to new premises at the corner of Princess and Bannatyne avenue.

W. G. McFarlane, publisher of picture postcards, Toronto, has been doing a splendid business this Spring. He reports good results from his advertisement in Bookseller and Stationer.

Mr. Young, western traveller for the Copp, Clark Co., has been in Toronto for the past few weeks. He had a narrow escape when the fire caught the Copp, Clark building, being on the top floor at the time.

Menzie & Co., A. O. Hurst and Morang, Limited, all have offices on Wellington street west, Toronto, quite close to the burned area. They are to be congratulated on their good fortune in escaping loss.

John Underwood & Co., Toronto, have won the gratitude of the wholesale stationers, whose warehouses were destroyed last week, by their offer to supply retailers with Underwood's inks direct, and charge to the account of any firm desired. An action like this is much appreciated.

R. A. H. Morrow has issued a useful little pamphlet entitled "A Plea for the Book Agent," in which this much abused and misunderstood individual comes in for some sound criticisms, as well as receiving a good deal of valuable suggestion relative to producing results in his line. All this is embodied in a lively discussion between Farmer Brown and Book Agent Smith. All canvassers should have it. The retail price is 10 cents.

## HOW ABOUT YOUR SUBSCRIPTION?

If you are a subscriber to this paper we are glad of it, doubtless you are, too. If you are not a subscriber, you should be.

No other paper gives the news we do. It keeps you posted on the prices of goods; tells you about the latest styles in stationery; new shades and styles of note paper; new goods on the market; what other retailers are doing; bargains that are offered by wholesalers; latest books and their authors; school supplies; how to decorate the window and store; how to buy and sell, etc., etc.

### YOU SHOULD SEE OUR REGULAR ISSUE!

The May number will be our Special Summer Reading Number, issued about May 12. It is going to be a dandy, and you cannot afford to miss it. If you would like a copy drop us a card, and we will send you a copy gratis, or better still, send us your order for one year. The price is only

### ONE DOLLAR A YEAR

a very small sum, considering the benefits received from reading this paper every month. Be up-to-date and subscribe to an up-to-date and progressive paper. Send to-day, to-morrow you may forget.

**THE BOOKSELLER and STATIONER**

# The Barber & Ellis Co.

LIMITED

Office: 501 Board of Trade.  
Warehouse: Granite Rink, Church St.

**TORONTO**

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We have just received one carload of Envelopes. Another car will be here by May 2nd.

Four carloads of Paper in the city and another on the way.

We will have a very complete stock of Envelopes and Flat Papers, Card Boards, etc., etc., inside of ten days.

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## THE BROWN BROTHERS, LIMITED

Sorry to announce to our friends and customers the serious calamity that has befallen us during the recent TERRIBLE CONFLAGRATION that has caused such fearful havoc to some of the FINEST BUSINESS HOUSES OF TORONTO.

We prided ourselves, and our friends often complimented us, upon having ONE OF THE MOST COMPLETE AND HANDSOME STATIONERY BUSINESS ESTABLISHMENTS on the Continent. Last Tuesday night everything went up in smoke, but we do not intend to give up and we hope in a few days to announce to the Trade and our friends that we will be in a position to continue business as usual.

We have secured the QUEEN CITY CURLING RINK as a warehouse and we have already received large shipments of New Goods—PAPER AND PRINTERS' SUPPLIES of all kinds, Printing, Writing, Bonds, etc.

GENERAL STATIONERY—new fresh stock.

We have also engaged other premises for manufacturing purposes and hope shortly to be able to fill orders. We intend to maintain the position that we have occupied for over HALF A CENTURY.

Our QUEEN CITY WAREHOUSE is well worth a visit. Take Church St cars to Hayden St., near Bloor St. Full line of **SAMPLES** will be shown there.

TEMPORARY OFFICE—96 YONGE ST.

It would be almost impossible to answer all the extremely kind and sympathetic letters and telegrams we have received from all parts, and we avail ourselves of this opportunity to tender our hearty thanks for the sympathy shown.

**The BROWN BROTHERS, Limited.** WHOLESALE AND MANUFACTURING STATIONERS. **TORONTO**

## A Complete Stock of Stationery in Toronto

We regret exceedingly the terrible loss to the trade of the Stationery and Notion Houses of Toronto, but rejoice in the fact that although the fire burned all around us it left us untouched. We are left alone to take care of the trade, and we do not wish one of the customers of those burned out to suffer any inconvenience, WE ARE THEREFORE PREPARED TO HANDLE ALL ORDERS PROMPTLY AND AT REGULAR PRICES.

All our lines not manufactured by ourselves are imported, so that we are not dependent upon the paper manufacturers here. New goods are arriving every day, and we have large quantities on order for immediate shipment.

We have in stock a complete line of Stationery, Blank Books, Scribblers, Tablets, Writing Paper, Envelopes, Pencils, Pens, Toilet Paper, School Supplies, etc.

Send in your orders at once.

**G. A. WEESE & SON**  
WHOLESALE JOBBERS  
44 Yonge St., Toronto.



WAREHOUSE ADDITION 1903.

**J. L. MEIKLE & CO.**

PORT ARTHUR, - - CANADA.

Wholesale Jobbers of Stationery, Fancy Goods, China, Toys, Smallwares, and Musical Instruments.

<b>STATIONERY.</b>	<b>SMALLWARES.</b>
PAPERIES.	COMBS.
WRITING TABLETS.	BRUSHES.
ENVELOPES.	HAIR PINS.
SCRIBBLERS.	HAT PINS.
NOTE BOOKS.	THIMBLES.
TIME BOOKS.	NEEDLES.
INKS, PENS.	TAPE MEASURES.
PENCILS.	CURLING IRONS.
SCISSORS AND PENKNIVES.	CROCHET HOOKS, ETC.
COMPLETE LINES OF SPORTING GOODS.	

Orders Promptly Filled. Liberal Terms. Exclusively Wholesale.

**J. L. MEIKLE & CO.**

# SOUVENIR

Photo Views, Cards, Booklets, Thermometers, Etc. Burnt, Carved and Applique Leather, Metal, Glass, Paper, Opal and Wood Novelties, Indian Goods, Raffia Work, Etc., Etc.

## WE ESCAPED THE FIRE.

ALL ORDERS WILL BE FILLED PROMPTLY.

If our travellers have not called on you drop us a card.

Write for Further Particulars.

Descriptive Price List on Application.

# YOUNG BROS.

Manufacturers and Importers of Fancy Goods,

33 Church Street, - - TORONTO.

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APR 29 1904



## Goodall Cards

Look well, wear well,  
sell well, pay well.  
Upwards of **100**  
**designs** to choose  
from—the most beau-  
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ever brought into  
Canada.

Cards which retail  
at from 25c. to 50c.—  
no cards to equal  
them.

Prepare for the  
summer and tourist  
trade.

Buy of your jobber.

**CHAS. GOODALL & SON**

London, England Limited

**A. O. HURST**

84 Wellington St. West, TORONTO

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# The Latest and Best Book on Japan.

## A Handbook of Modern Japan

By ERNEST W. CLEMENT.

"One of the most valued, besides fruitful, members of the Asiatic Society of Japan, and with the advantage of over fifteen years' residence in the provinces and capital of the Mikado's Empire, Professor Clement is probably the best fitted to give us not only a handbook of Japan but THE Handbook. His twenty-one chapters, with appendix and index, abundant bibliography, rich discussion of varied topics, make this the best book- picture of the Japan of 1904. Besides readableness, one has the sense, while enjoying it, to know that it is perfectly trustworthy. A laborious and conscientious student has patiently sifted and tested his facts, and with judicial mind presented them. No subject of importance concerning the Japanese and their country is left without treatment. This is the book for the library and the busy man."—THE OUTLOOK, New York.

With over sixty illustrations from photographs, including portraits of statesmen, views of public buildings, and of various aspects of Japanese life. New maps.

CLOTH, \$1.40 NET.

The attention of the trade is invited to our stock of...

*The Presbyterian Book of Praise,  
Bible and Book of Praise.*

*Hymns Ancient and Modern.*

*Church of England Prayer Books.*

*The New Baptist Hymnal.*

*Bibles.*

*Miscellaneous Books, Twelve mos.*

*Etc.*

SEND FOR LISTS.

**William Briggs,**

PUBLISHER and IMPORTER,

29-33 Richmond St. West, Toronto.

RETURNED  
APR 30 1904





THE CATASTROPHE which has befallen the stationery and paper trade of Canada has naturally thrown on us a very large share of responsibility of supplying the retail trade until the other houses can resume business.

Fortunately we have a large stock in Hamilton and have our Montreal stock to draw from in case of necessity, besides a large stock of paper on hand at mills, held for our shipping instructions. To facilitate the handling of goods, we rented (on Wednesday morning) a large three-storey building immediately in rear of our Hamilton store—we have engaged a large extra staff of clerks—are running our factory with an increased force and hope to be able to supply at least the immediate wants of the trade.

#### TO HELP US

please give best possible description of goods ordered; state if we may substitute when necessary; mention which lines are most urgently needed, and whether we are to ship promptly (without waiting for any lines out of stock) or hold until order is complete.

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# Buntin, Gillies & Co.

Hamilton and Montreal.

LIMITED