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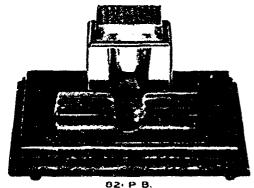
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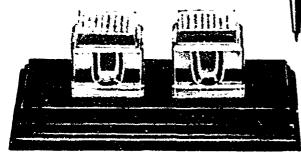
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Bookseller and Stationer

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vol. XXI.

MONTREAL AND TORONTO, CANADA, JULY, 1905.

No. 7.

FROM THE EDITOR'S SANCTUM

A UGUST 9 will be a red-letter day in the history of Bookseller and Stationer, for on that day this trade newspaper will have completed twenty-one years of existence and will signalize the event by publishing a Birthday Number. The most interesting feature of this issue will be the portraits-of the leading men in the book and-stationery trade, which will be reproduced in the best manner possible. Then, too, there will be historical sketches of the leading wholesale and retail firms of the Dominion. The story of the life of Bookseller and Stationer, the organ of the trade, will prove of considerable interest, for it will-include much matter of a reminiscent nature, which will-call up-half-forgotten-memories. There will be an appropriate cover, specially designed for the occasion.

In a few days more, the circulation manager of Bookseller and Stationer will be figuring out the "run" for the August Birthday Number. The order will be taken to the supply department and stock for the issue will be prepared. After that it will be impossible to increase the number of copies of the August Number. There will just be enough printed to cover requirements nicely, and if any of our readers find that about August 15, no more copies are procurable, they can understand that it is their own fault. Now is the time to send in word about the number of extra copies you will require. A post-card to the circulation manager will accomplish the purpose, and you will thus be guaranteed the extra number that you desire.

Since the June issue we have received several letters from-Canadian-hooksellers-and-stationers, expressing their willingness to accept our offer to illustrate their stores in Bookseller and Stationer. This is very gratifying and demonstrates the interest which is being shown in our series of "Leading Canadian Stores." In case readers may not have noted what was said in the last issue in this-connection, we-repeat our offer here: Any-dealer who can show a clean, bright, creditable store is eligible to enter the series and is at perfect liberty to-communicate with the editor and have his store illustrated and described in the series. This is a splendid opportunity and we hope many will take advantage of it. The wide circulation of Bookseller and Stationer in Britain, the United States, the West Indies, Australia, etc., affords a world-wide publicity.

During the past month it has happened that several Canadian booksellers have directed our attention to agrievance-under which the retail trade-suffers at the hands of the publishers. We have this month published one of the letters received and have commented on the difficulty in the editorial columns. It is much to be hoped that the campaign thus opened will bear fruit to the advantage of all concerned. This leads us to the point which we wish to make, viz., that we are anxious to have-our readers make more and more use of our columns to-remedy abuses. Our paper is a medium through which one man's experience may be made known to many and be brought to the attention of the parties interested. It will always be prepared to advocate measures in the best interests of the trade-and to endeavor to suppress grievances.

Another point about this much-talked-of August Number: It is not going to be given up entirely to an illustrated account of the Canadian trade. On the contrary this feature will only form a part of the number. It will prove an important part, we have no-doubt, but then there will be other features worth noting. This August Number will include all those departments which have made the Special Fall Numbers of the Bookseller and Stationer important publications in years gone by. Instead of waiting until September before issuing the 1905 special, as has been the custom in previous years, the special features will be amalgamated with the birthday features in the August Number and a mammoth publication will doubtless be the result.

Here is an editorial confidence, which we whisper in the ears of our readers: Not so long ago-our representatives-used to have their difficulties interesting the jobbers in the paper. They were kept waiting in ante-rooms, were treated with abruptness and were generally made to feel that they were a semi-huisance. To-day there is the greatest imaginable change. The jobbers are most courteous and eager to serve us in any way possible. Is this change due to an altered and reformed character among the jobbers? Not at all. They are the same-keen-business men they were ten years ago, but they see that in the interval Bookseller and Stationer has become a power in the trade and consequently they realize that it is sound business to cultivate its good-graces.

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PUBLISHERS' ANNOUNCEMENTS

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IRST of the Fall announcement lists to be received is that of Dodd, Mead & Co., New York. They present for the approaching season an attractive array of books, which include works by several of the most popular authors of the day. In fiction, they will publish "Norta," by George Barr McCutcheon; "The Resurrection of Miss Cynthia," by Florence Morse Kingsley, "The Man from Red Keg," by Eugene Thwing; "The Mystery of June 13th," by Melvin L. Severy, "Cecilia's Lovers," and "Trinity Bells," by Amelia E. Barr, and a new novel by Jerome K. Jerome. In illustrated gift books, there will be "His Version of it," by Paul Leicester Ford, "My Lady's Slipper," by Cyrus Townsend Brady, "Maud," by Lord Tennyson, "The Beverly Calendar," by Harrison Fisher, "The Nature Calendar," by Hamilton Wright Mabie, etc. The departments of history and biography and miscellanies will be well-filled.

 C. Page & Co., Boston, will bring out in the-early Fall, Robert Neilson Stephens' new romance, "The Elight of Georgiana." The seene is laid-during the Jacobite aprisings in England

A book that does for a Canadian parish what Ian Maclaren did for the sweetness, the heroism and pathos of the Scotch church folk, is going through the press at Revell's. The author, Rev. R. E. Knowles, has long been in Canada as an orator and a man of keen humor and great common sense. His book, "St. Cuthberts," is reported by the critics as making a distinct addition to American literature, and they claim that it has all the marks of a classic description of some phases of life on the North American continent that has often been attempted and with indifferent success.

4. C Page & Co., Boston, announce a new novel by Grace MacGowan Cooke, entitled "The Grapple." This is a story dealing with the question of labor vs. capital. They also announce for publication this month a story of the war between France and England for the possession of Canada, called "Cameron of Lochiel." It is a translation from the French by Charles G. D. Roberts.

The Copp, Clark Co., Limited, are to be the Canadian publishers of Charles G. D. Roberts' new book of animal life, "The Story of Red Fox." It will be issued early in the Fall, and will be uniform with the author's other books, "Kindred of the Wild," and "Watchers of the Trails."

The Musson Book Co. Limited, have just published "Pam," by Bettina von Hutten They are also bringing out shortly a handsome volume of reminiscences by Mrs. Alec. Tweedie, entitled "Behind the Footlights." Another of their publications, which should prove a good seller, is a devotional book called "Daily Strength for Daily Needs" This is issued in a white and gold binding at \$1.25, and in plain-cloth at \$1

Two-exquisite art books, which should prove excellent sellers during the coming Eall, are being issued in Canadian editions by The Copp, Clark Co., Limited. They are "The Gospels in Art" and "Women Painters of the World". The former is the life of Christ as portrayed by the great artists, and the latter a collection of the works of famous women artists. (\$2.50 each).

Morang & Co., Limited, published on July 7th a new and revised edition of Lampman's poems in one volume. This book will sell at \$2.

A paper edition of "A Prisoner of Madamoiselle," by C. G. D. Roberts, has been issued lately by The Copp. Clark Co., Limited. The same firm have also ready a second edition-of "Rose-of the World," by Agnes and Egerton Castle, a book which has gained much popularity.

"The Gamblers" is the title of the forthcoming-novel by Mrs. Katharine Geeil Thurston, author of "The Masquerader." It will be published in Canada by the Fleming II. Revell Co.

This month The Copp, Clark Co, Limited, will publish Ridgwell Cultum's new story, "In the Brooding Wild." The book is illustrated by Charles Livingstone Bull. (Cloth, \$1.50).

July publications of Langton & Hall, himited, include "The Silence of Mrs Harrold," by Samuel M. Gaidenhire (Cloth, \$1:25, paper, 75c.) "The Chronicles of Don Q," by K. and E. Pritchard, (cloth, \$1.50), and "A Woman of the World;" by Ella Wheeler Wilcox (Cloth, \$1.50).

The principal publication of The Copp. Clark Co., Limited, for this month, is the new Crockett book with the pretty title, "Maid Margaret" The heroine is taken from actual history, being none other than the famous "Fair Maid of Galloway." The book has sixteen illustrations by Seymour Lucas, R.A. (Cloth, \$1.50).

Morang & Co., Limited, have recently published-three new novels, one by Foxcroft Davis, "Mrs. Darrell;" another by Elizabeth Robins, "A Dark Lantern," and one by Nancy Huston Banks, "The Little Hills." Elizabeth Robins' novel has gone promptly into the second large edition. Each of these books sell at \$1,50, and any one of them makes an excellent edition to the pleasure of the tourist's holiday.

The Copp. Clark Co., Limited, have now ready "The St. Lawrence Basin and Its Borderlands," by Dr. S. E. Dawson. This is one of the volumes in the "Story of Exploration" series, and it treats of the great system of the St. Lawrence and the Great Lakes. (Cloth, only \$1.35 net).

"The Makers of Canada" series published by Morang & Co., of Toronto, is progressing very rapidly, and has received most complimentary notices not only from Canadian papers, but also-from English and American reviewers. The last volume to be issued is "Wolfe & Montealm," by Henri Raymond Casgrain Three volumes are in preparation and will-be published very shortly. These are "Mackenzie, Selkirk and Simpson," by Dr George Bryce; "John Graves Simeoe," by Duncan Campbell Scott, one of the editors of the series, and "Sir James Douglas," by R. E. Gosnell.

Volumes are constantly being added to the York Library, for which George Bell & Sons, London, are responsible. The latest issues to hand are "Arthur Young's Travels in France" and "The Journal to-Stella" by Jonathan Swift. Both are edited by competent authorities and in their neat binding the books are well worth possessing. (25, net each.)

MONTHLY REPORT FROM BOOK CENTRES

TORONTO.

Office of Bourneller And Stationer 10 Pront Street East, Toronto.

DUSINESS during June and the early part of July has been good. The tourist to make the carry part of July has-been-good. The tourist traffic is-now well-under way and there has been a consequent demand for souvenir goods, such as books of views and picture post canis.

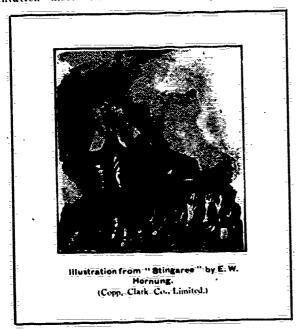
J. P. McKenna is making a specialty of picture post cards at present, and his large show window is a centre of attraction for the passing-crowds on Yonge street. He has it filled with hundreds of cards of every line and every kind of subject.

Among the best trade "The Garden of Allah," by Robert Hichens, has been selling best. The fame of this book has been growing on its merits, "Rose of the World," by Agnes and Egerton Castle, has likewise been increasing in popularity as it becomes better known. There is still a good demand for "The Marriage of William Ashe," and the Labrador books are asked for extensively.

MONTREAL

() Mos of BOOKHELLER AND STATIONER 232 McGill Street, Montreal. July=1,-1906.

OOK sales-during June-continued satisfactory, and at the beginning of July all stores made extra efforts to-catch tourist and traveling trade. Paper fiction was wisely featured and nature books had a large representation also. New fletion was brought to the front



and the combined progressiveness of most stores prompted healthy and active business.

Window displays were brighter and daintier than in many months; even the conservative old-fashioned book stores which still survive did something in this particu-

lar. The St. Catherine street book stores, notably Renouf, Phelan, Foster Brown, Chapman and Drysdale, all had attractive displays, changed regularly. Interior decoration was also attended to and show eards and dis-



play racks were prominent. Judging by the number of customers in legitimate book stores the department stores have not seriously hurt the business.

· . • "The Voyageur" continued prominent. Some of the new books favorably mentioned include the "Task Masters," "The Rebel Wooing," "Lady Penelope," "Pam," and "Baccarat." Libraire Beauchemin-are-doing well with the English translation of "The Canadian West." Some of the new war books in demand are "The Downfall of Russia," "The Japanese Spirit," and "Under the Care of the Japanese War Office." W. W. Jacob's "Dialstone Lane" is highly spoken of.

WINNIPEG.

Office of BOORSELLER AND STATIONER. Room-311-Union Bank Building, Winnipeg, Man

TNE business in Winnipeg book stores was fairly satisfactory, although the continued wet weather hindered the regular Summer trade With waitnet weather people are making their way to Summer resorts and there is a more active-demand for Summer fiction. • • • •

Without doubt, "The Marriage of William Ashe" is still the best selling book, the sales in Winnipeg having been exceptionally large since the book first came out. Dr. Drummond's new collection of French Canadian poems, "The Voyageur," has an assured reception. In the few days that the book has been on sale in Winnipeg a great many copies have been sold. Two new detective stories, "The Mandarin's Fan," by Fergus-Hume, and "The Maratho Mystery," by Burton E Stevenson, have proved very popular. "On the Firing Line," a romance of the Boer War, in which a Canadian trooper is the hero and an English girl the herome, is meeting with some attention locally "Rose of the World," by Agnes and Egerton Castle is repeating in book form its success as a serial in the Saturday Evening Post



BOOKS OF THE



- "Bible Light on Holy Sleepers." London: Charles J. Thyme. is. The design of the writer of this book has been-to-collect such testimony as the Bible affords regarding the condition of the believer in the period intervening between-death and the resurrection, which she regards as being that of unconscious sleep. The book in an attractive binding has reached its second edition, enlarged and revised by the author.
- "Case Against the Proposed Appeal to the First Six Centuries." London: Charles J. Thynne. 6d. This booklet is the outgrowth of a controversy at present going on in the Church of England on the subject of authority m-matters of doctrine and practice. With a view to reconciling differences between the Ritualistic and the Evangelical parties the Dean of Canterbury has advocated an appeal to the general assent and observance of the Church in the first six senturies. The objections to the principle are strongly set forth in the letters and protest which constitute "The Case against the Appeal."
- Flower, Elliott. " Slaves of Success." Boston L. C. \$1.50. This book is hardly a work of Page & Co. fiction, nor is it a romance. It may rather be described as a series of papers more or less connected. in which the crooked and corrupt ways of the modern political boss, the grafter and the heeler are depicted. and with-so much skill that each character is a type The counterparts of Carroll and Wade of his-class. would not be hard to find in any political centre. Sinco-to-expose wrong-doing is a means to-prevent it or to-keep-it in check, this author has done his-share towards effecting a much-needed reform, and he has done-it in a-manner-at-once-striking and-convincing.
- Toronto: The Copp. Clark Co., Limited. Cloth.\$1.25.
 Paper 75-cents. Tragedy, grim and terrible, confronts both the reader and the hero at the opening of this exciting-story; and it is tragedy in high-society, which is hashed up by the Hoine-Office. The hero-sets to work to unravel the mystery, a-step which endangers has life, but finally he is successful, and there is a satisfactory ending.
- London, Jack. "The Game." Toronto: Morang & Co. Gloth, \$1.50. The drama of Mr. London's latest-book is played out in the arena of the prize ring, with its debasing accessories. Joe Fleuing, a picturesone young athlete, is pitted against John Ponta, a professional slueger, with the result that skill, courage and high-resolve yield-to-brute-force, weeking at the same time the hopes and aspirations of the young girl the hero-had-won. A striking-commentary on the cult-of the physical, which forms so large a part of modern social-and-club-life.
- The Copp. Clark Co. Limited. Cloth, \$1:25.: paper. 75 cents. There is a pathetic touch in the narrative that describes how an unhappy maiden is released from a disagreeable gnardian, and takes refuge with three young Bohemians in London. Of how efforts are made to take her from them, and of how she turns-out to be a real live princess, the story goes-on to tell, holding the renders interest till-the-end.
- Roberts, Morley. "Lady Penelope." Boston: L. C. Page & Co. Cloth, \$150. Lady Penelope, a-paragon of beauty, has six lovers, whose portraits are features of this book. She decides that she will reform mar-

ringe, and marries one of the six secretly at a registry office, instead of at church. The question then arises which of the six has she married, and it takes nearly the whole of this delightfully elever book to discover this lucky one. The style is bright and witty.

Rôberts, Theodore. "Brothers-of Peril," Toronto: The Copp. Clark Co. Cloth. \$1.50. A story of adventure on the bleak shores of Newfoundland shortly after its decovery, in the reign of Elizabeth, and when it was still-occupied by the aborigines. A fugitive English nobleman and his daughter, a picture que pirate and a wealthy young Bristol-merchant are the leading characters-in-a book which is informing in its descriptions, thrilling in its incidents, and happy in its conclusion.

Pemberton, Max. "Mid-the Thick Arrows." Toronto: The Copp. Clark Co., Limited. Cloth, \$1,50. The opening chapter, which describes the supposed death of La Belle Esmeralda, the popular variety actress, in Paris, gives the clue to the story. She had been married-some years previously to a young Englishman, who, believing himself free, marries-again. On this groundwork an absorbing tale is worked out in Pemberton's best-style.

GROWTH OF THE TYPEWRITER.

THE remarkable advance the typewriter has made in use for business-and-other correspondence-in the last few years is remarkable, and nowhere more so than in this country. To-day no business -office is complete without its typewriter equipment, and the house that still sticks to the now almost obsolete pen- for correspondence is very generally looked upon as not quite abreast of the times. The typewriter not-only saves time and-effort to the man who uses it, but to the persons who receive the communications.

The New York Times calls attention to an interesting report in the following item:

"According to report, of course veracious, King Edward is about to give his royal sanction to the typewriting machine. At any rate, a particularly-fine specimen of that labor-saving utensil has been or is about to be sent to-him by an enterprising American manufacturer of the same, and, of course, that comes to the same The machine is said to have a mahogany framework-everybody knows that mahogany is of all woods the hest qualified to take the place of steel where strength and rigidity are to be-combined with lightnessand the keys to be pressed by the royal fingers will be made of ivory. But there ! even if one does have some difficulty in believing that the King is going to-do-much typewriting with his own hands, it is entirely probable that with the practical common sense which characterizes him-lie has seen the wisdom of putting the stamp-ofhis personal approvat on an exponent of modernity and progress that has made its way with curious slowness among his cautious subjects. Of course, great numbers of typewriters are already used in England, but it is a fact that they are still under the ban-of-many Britishers, even in the business world, and their employment for anything like personal correspondence is there quite generally considered insulting. Years ago the same notions prevailed here, but they are now quite forgotten in commercial circles, and the typewriter is fast driving the pen from every fastness except the love letter. That is as it should bc."



Ø.

- Brothers of Peril-By Theodore Roberts. A tale of old Newfoundland.....Illustrated. Cloth, only \$1.50 Return-By Alice and Grace MacGowan Cooke. A story of the Sea Islands in 1739.....Illustrated. Cloth, only \$1.50 The Claneman-By Thos. Dixon, jr..... The Master Mummer-By E. Phillips Oppenheim......Paper, 75c.; cloth, \$1.25 Mid the Thick Arrows-By Max Pembertonlllustrated. Paper, 750.; cloth, \$1.50 Stingares-By E. W. Horning......Illustrated. Paper, 75c.; cloth, \$1.50 Rose of the World-By Agnes and Egertonllustrated. Paper, 75c.; cloth \$1.50
- The Winged Helmet-By Harold Steele Mackaye...Hlustrated. Paper, 75c.; cloth, \$1.50

PAPER EDITIONS READY

- The Brethren-By H. Rider Haggard.......lllustrated. Paper, 75c.; cloth. \$1.50
- The Hound from the North-By Ridgewell Cullum......Paper, 750.; clotb, \$1.50

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TORONTO - - PUBLISHERS



THE MAGAZINE COUNTER



Appleton's Booklovers' Magazine (July). The first number of tihs publication, which continues the Booklovers' Magazine, exhibits a few changes. There is no longer the elaborate color-printing, but this is compensated for by the excellence of the contents. A serial story of Robert W. Chambers begins. There are illustrated articles on "The Block Museum." "English Ameestral Homes of American Women, "" English Ameestral Homes of American Women, "" of The Personal Appearance of John Paul Jones," etc.

Arena (July). This number opens volume thirty-four, It will-contain "The Divorce-Legislation-of-Switzerland." "The Charm of Emerson," "Municipal Black Plague," "Homer Davenport." "The Identity of Socialism and Christianity."

Atlantic Monthly (August). A fine group of stories will be found in this number, as well as a number of readable articles with such titles as "The Romance of the Milky Way," An Apology for the Country," "In Swimming," etc.

Book Morthly (June) contains an interesting paper on Tennyson's poem, "Crossing the Bar," "A Soul in a Shop—some leaves from the dairy of an asistant bookseller," "Writers of English," by Sir Gilbert Parker and Mr. G. H. Putnam.

Canadian (August) will contain an illustrated article custhe "Life and Works-of J. M. W. Turner, R.A.," "A Day in Malta," "Electoral Management;" "Contario School Life Sixty Years Ago," and stories by several Canadian writers.

Chambers's Journal (July). Among the numerous instructive articles in this number may be mentioned? The Victoria-Balls of the Zambesi." A seconding and Descending Salinon," "Ups and Downs of Wall-street," "Ranching in the Canadian Northwest," etc.

Century (August). This will be a midsummer holiday number, and will have many attractive features;—a set of color-pictures-by Howard-Chandler-Christy of "A Summer Girl," the beginning of a two-part story by Rudyard-Kipling, articles-on-"Automobiling-in-the Alps." "College Rowing in England and America," "The Circus," and a-number-of short-stories.

Critic (July) contains "Henry James as a Lecturer." "Hiawatha played by Real Indians." "The Landscape Background in George Meredith's Writing," "The Modern-German Drama," etc.

Everybody's (July) contains "Making a Vale Athlete," "Frenzied Finance," The Greatest Trust in the World," and stories by Lloyd-Osbourne, Juliet Wilbor Tempkins, and other noted writers. A sel-of-colored portrants of leading players is a feature.

Forum (July). The confents include instructive articles on "The British Invasion of Tibet" and "The Rupture between Norway and Sweden," with the usual departments devoted to politics, finance, science, etc.

Graphic (June 24th) contains many pictures of the

wedding of Princess Margaret of Connaught and Prince Gustavus Adolphus-of Switzerland, besides many other pictures-of interest connected with current-events.

Lippincott's (August). The long story is to be "Her First Elopement," by Glara-Bartrain. It is an enlivening tale, which is calculated to cheer up teh reader even in the most oppressive weather.

McClure's (August). This is the Summer fiction number, and it will be elaborately illustrated. The contributors will include O. Henry, T. Jenkius Hains, Arthur Train, Booth Tarkington, etc.

National Monthly of Canada (June) has an interesting-article-on "The Coming-of the People;" showing how emigrants from the old world enter Canada. There are several interesting portraits in the section devoted to "Prominent Men of the Day:" Stories are numerous and of good-quality.

Nautical Magazine (June). This is an interesting periodical of long standing, published by James Brown & Son, 52-to-56-Darnley street, Pollokshields, Glasgow. It is termed a technical and critical journal for the officers of the mercantile marine. The illustrations are numerous and are reproduced on coated paper inserts. Among the contents are "The Royal Navy and Its Reserves." "The Cyclones of the Far East;" "The Motor as a Marine-Engine;" etc.

Out West (June). To lovers of nature the main beautiful pictures of scenery in this magazine must appeal strongly. The contents include "When Spring comes to the Desert," Mendocino Wilds," The Shalako Dance," etc.

Pall Mall (August) will be largely devoted to fiction, and among the authors contributing will be E. W. Hornung, Arthur Morrison, Jack London, Mrs. Molestworth and H. G. Wells. All these stories will be profusely illustrated.

Political Science Quarterly (June) contains "The Anomaly of our National Convention." "The Rigid Constitution." "The Political Philosophy of John Locke," "The Field of Economic Dynamics," "The Economic Cost of Slave-Holding." "Immigration to the Southern-States," and "The Sewage Farms of Berlin."

Review of Reviews (July). Contents include "Argentina: The Wonderland of South America." "How Niagara is Harnessed;" "Why Norway has Separated from Sweden:" "Freight Rates that were made by the Railroads," "Street Railway Fares in Large Cities;" etc.

Scribner's (August). In the August fiction number will be found-eight exceptionally clever short stories by such well-known writers as James B. Connolly, E. W. Townsend, Carter Gooloe, Nelson Lloyd, etc. Richard Harding-Davis-will-contribute-an-account-of "The Passing of San Juan-Hill."

Windsor (July) contains "Games one can Practise in a Room," "The Art of G. D. Leslie, R.A.," "Railway Towns," and a number of excellent stories,

World To-day (July) contains "The Soldier-Policemanof the Plains," "Menier's Experiment," "The Battle of Mukden," "The Woman's Side of Mormonism," "War Balloons of To-day," "The Future Republic of Poland," etc.

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IGNORING THE BOOKSELLER.

Montreal, June 10, 1905.

The Editor, Bookseller and Stationer:

Toronto.

I enclose a recent-ad, from Montreal Star, and imagine the public in-reading this would think that the books there advertised were only obtainable direct from the publishers.

It is a small matter, but feel sure it would benefit the trade very much if publishers in advertising their books would, in-addition to-stating their own-name, etc., add "and at all book stores."

A MONTREAL BOOKSELLER.

A VISITOR FROM SCOTLAND.

THE Toronto office of Bookseller and Stationer was visited on June 21 by Mr. J. S. Ferrier, of the English publishing house of Oliphant, Anderson & Ferrier, Edinburgh and London. Mr. Ferrier spent about a month in America, and at the time was on his way home. It is ten years since last he visited this continent, and friends here remark how little the ten years have changed his appearance. Though no longer a young man, he-has still all the buoyancy of youth, and looks on the world with an optimistic eye.

Mr. Ferrier is strongly of the opinion that too-many books are being published for the good of the trade. He also-notes that there is a great change in the character of the books in demand for Sunday school-libraries. Of Canadian-stores he had little to say, but was inclined to think they were holding their own.

The most important work his firm have done of late is the completion of the Famous Scots Series, in fortytwo volumes, of which series Andrew Carnegie's volume on James Watt is the last.

ANONYMOUS BOOKS.

The number of writers who have published books anonymously during the last 18 months has been somewhat-unusual. One-of the most favorably known-of-these anonymous books is "Sturmsee: Man and Man," by the author of "Calinire." The latter book provoked a great deal-of-discussion-at the time-of-its publication and was received by the critics with a great deal of favorable comment. The last volume, "Sturmsee," more than upholds the reputation of the author and is an unusual novel, combining a great deal of philosophy with an exceedingly interesting story. The price of this novel is \$1.50. A new edition of "Calmire" at the same price is also-being produced-with the first-edition of "Sturmsee." (Morang & Co.)

THE

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Published-prompity-on-the second-Wednesday: of every-month.

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JUEY, 1905

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AN INJUSTICE TO RETAILERS.

T is not very often that it becomes our duty to call the publishers up on the carpet and give them a lecture. On the whole they are a pretty decent class, and they generally act with farmess. They also appear to us to be ever ready to remedy faults and to desire to live on good terms with the booksellers.

Our attention has been drawn of late to an injustice of which several Canadian publishers are guilty, which, we hope, needs only to be pointed out to be remedied. It is the persistent ignoring of the existence of booksellers whenever the publishers advertise to the consumer. A great deal of printed matter is sent out by publishers to boom their books, and necessarily so From this advertising publisher and bookseller should both profit. But there is rarely any indication that the publisher recognizes the co-existence of the bookseller. He is content to announce that he is the publisher and leave it at that

If the publisher carries a retail department, it is obvious that there may be a motive in suppressing the brokseller. He may hope that orders will-come in-direct from the consumer, and thus give him not only his own but the middleman's profit.

Among the publishers who are doing the fair thing to the booksellers, let us name one firm, which, being out of Canada, need not raise any questionings here. It is the Eredenck A. Stokes Co., of New York. On a pamphlet which they have just got out to send to consumers on books of outdoor life, they place the words prominently, "When possible order directly from your bookseller." We understand that whenever possible this firm makes it a point to direct purchasers first to the bookseller.

Cannot all our Canadian publishers follow this excellent example and give the retail trade-fair play?

No-progressive dealer should be without Bookseller and Stationer. It is an essential to success

A LOSING VENTURE.

because of a lack of capital, it is also true that there have been cases where failure has been encountered even with plenty of capital. If we are to believe the stories told by W. T. Stead's venture in daily journalism, the Daily Paper, this was such a case.

It would seem that never before was such a gigantic enterprise in journalism attempted nor were plans so elaborately made. The best journalistic talent was secured, the eleverest advertising solicitors were secured, and the paper was heralded throughout the two hemispheres. Arrangements were made for the carriage of the paper with despatch to every quarter. Everything appeared to-have-been-done to-make the Daily Paper a huge success. On the first day of publication there was hardly a person to be found in England who was not eager to see the new venture.

But just at one vital point there was a weakness. It was not because the paper was not admirably conceived and ably edited, for it was both. It was not because it lacked advertising patronage, for of this it had a full portion. The difficulty was in the realm of the mechanical. The capacity of the presses was not sufficient to cover the needs of the occasion. There were breakdowns, and the first issue of the new paper could not be sent out to meet requirements. Contracts were accordingly broken, and the Daily Paper never recovered from this initial set-back.

In August-we purpose publishing our "coming-of-age"

REPUTATION.

GOOD reputation is a splendid asset for any business man. It wasts little to procure; it is worth much to retain. Any merchant can gain it, if he starts soonenough. All that is necessary is persistence. Once the standard of excellence is set, a continuous adherence to it inevitably brings a good reputation sooner or later.

Take a list of the stores in any town-and it will-be found that the places of business of which the towns-people are proud, are the stores with good reputations. Why is it that in the larger-cities there are a few stores left, which have not succumbed to the the inroads of the

department stores? It is because they have been sustained by their good reputations.

It is true that human nature likes variety. This is the reason for the restless rushing from store to store. Still it will be found that this frenzied rush is merely for novelties. The staple necessities of life are usually procured from one or other store of repute. The house-wife comes to realize that she can rely on a certain merchant for her supply of a certain line of goods, and she sticks to him through thick and thin. If he prove unreliable the connection breaks. The continuance of the relationship depends on the maintenance of a good reputation on the merchant's part.

When writing to advertisers, do us a good turn by mentioning Bookseller and Stationer.

THE AVERAGE FIELD.

Is it true that some parts of Canada are over-served in the matter of newspapers? For instance, have British Columbia, with its population of 200,000, and Manitoba with its population of 350,000, got too many newspapers? In the former there is a newspaper for every 2,888 people, and in the latter one for every 3,333 people.

When we consider the number of children and illiterate persons who never read newspapers, and the number of poor people who never buy them, it is apparent that the average newspaper has but a small field in which to circulate.

Eigures for Ontatio are almost as low as for Manitoba, being one paper for every 3,729 persons. The Territories have one paper for every 4,515 inhabitants; Nova Scotia one for every 5,679; Prince Edward Island one for every 6,476 persons; New Brunswick-one for every 6,320, and Quebec one for every 12,938.

Persuade-yourself of the merits-of-your-goods-first It will be easy then to persuade others.

THE FISH POND.

NE of the novel, yet effective, innovations noticed in a Montreal stationery store this month, to push the sale of the numerous accessories in the stationery line, is in the form-of-an-elaborate-display stand, distinguished by the alluring Summer title "The Eish Pond." The stand is about three feet high and ten feet long, closely resembling the dry goods notion counter affair. It contains four graduated rows of hins, each row having ten receptacles. In these, pens, pencils, rubbers, etc., are separately arranged, each bin containing a line at one price. The range of prices varies from it. to 40c., and the price is plainly marked at the back.

Pilfering is avoided by an attendant salesperson, and sales are said to have been effected which ordinarily would not occur. Showing the goods is nowadays an accepted modern business policy. The idea might well be utilized in a modified form by even improvising a home-

made stand approximating this form in an acceptable size.

He who paddles his own canoe is independent of the "-pull" friends misy extend him

QUEBEC'S COMMERCIAL TAX.

[UCH misunderstanding and unfavorable comment is resulting from the recently adopted law assessing travelers-of foreign houses doing business in the Province of Quebec the sum of \$300 annually. A large number of Canadian manufacturers and wholesalers are according to Mr. J. F. Stewart, of the Manufacturers' Association, still under the impression that the tax applies to them. A strict reading of the wording of the Act would consider residents of other provinces in Canada to be foreigners in Quebec, but the Quebec law-makers are not interpretating the Act so closely, and Canadians are, therefore, not liable to the tax as it is being at present enforced. In this respect, Quebec is more friendly to her sister provinces than British Columbia, whose tax of \$50 semi-annually is imposed on Canadians as well as "foreigners."

In the United States the impression also seems to be held by many that the new law is a piece of Dominion legislation. An item emanating from the Boston News Bureau, headed "Canada's New Business Tax," is being copied extensively throughout the cast. It reads as follows:

"Boston commercial travelers en toute from Toronto to Montreal were surprised to learn that if they went farther east they would be subject to a new tax of \$300-as representatives of commercial houses having no place of business in Canada,

"The law became effective Wednesday last and the penalty is very severe; ranging from \$500-to \$1,000. The Boston men immediately returned home after notifying their customers in the Province-of-Quebec that they must send-their orders direct to the home office or arrange a meeting at Toronto or elsewhere in Ontario."

The feeling of American commercial men on the subject can be judged by an extract from a letter sent by a large association of manufacturers in the United States to the Canadian Manufacturers' Association, as follows

"This would appear to be a matter for Dominion legislation, and not for that of a province, seeing that it is to-some extent an-interference with-international-trade. It is conseivable that if it is-constitutionally correct for one province to pass legislation of this kind, others-could do the same, and might perhaps place the hiense at so high a figure as to absolutely prevent any traveler from Europe or the States soliciting business in Canada, if that should be the object."

Eittle has been heard from Great Britain as yet, but it is ecertain that the commercial press there will strongly condemn Quebec's action as tending to destroy imperialistic sentiment and as being altogether out of harmony with the friendly commercial feeling between Canada and the Mother Country, which has been developed during the past few years. OAPITAL PAID UP. -RESERVE FUND. - \$1,000,000. 1,000,000.

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FINANCE



RATERNAL life insurance companies have been coming in for much severe criticism recently at the hands of financial journals and experts. The rates which have been in force in most cases have been entirely madequate. Actuaries were apparently neglected in striking a rate which would be sufficient to meet the death claims as they fell due. Sane life insurance is based on pay for other men's mistakes, practically no one would come in at what was then an exorbitant rate. As a matter of fact, most of the fraternal companies have not raised their rates to meet the requirements, but have gone on blindly trusting to pay the claims out of the fees from new members. At best, this device can only stand off the enevitable a short time. When the mass of men who entered the company some years ago as young men teach the age where life is insecure, and begin dropping off in increasing numbers, the sinking funds will disappear with disastrous rapidity. An authoritative English financial paper recently reckoned that one Canadian fraternal society, which had a surplus of about six million dollars, in reality should have shown a rest fund of over tifty million dollars to secure its liabilities. The prospect is ominous when these liabilities shall become pressing.

The increase in investment is the most remarkable feature of the report. It far exceeds that of the United States when account is taken of the difference in populationtion. At the present rate of development it will not be many years till the whole country is honeycombed with steel rails. The Grand Trunk Pacific is one of the greatest enterprises ever undertaken on the continent. A line is being pushed up towards James Bay, to connect with that great waterway. In the far west the whole development of the mineral resources is waiting on an increase of railway facilities. To meet this the C.P.R. and the Great Northern are vieing with each other to see one absolute principle, that the average man shall pay in enough to cover his claim, with an additional percentage for expenses, etc. This is the only common-sense theory of insurance. If this has not been done, arguments based on the number of members and the increase of business There is no strength in numbers where are decentive each member is a losing proposition. If the rates have been fixed so low that the average man in his lifetime does not pay as much as his beneficiaries will receive, then the more the members, the bigger will be the crash.

•

Changes consequent upon the death of Geo. Gooderham have taken place in the Canada Permanent Mortgage Corporation. W. H. Beatty has been elected president; W. G. Gooderham, first vice-president, and W. D. Matthews, second vice-president. Mr. J. Herbert Mason, managing director, has retired from the general management, and was appointed chairman of the board of directors, in which position he will still have a general supervision of the affairs of the corporation. Mr. Mason, in his connection with the Canada Permanent has become widely known in the commercial life of the country. He has been with the present company now from its inception, fifty years ago. He has also been connected with the Canada Land Law Amendment Association, and the Ontario Land Mortgage Companies Association.

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LEADING CANADIAN STORES



CLOKE & SON, HAMILTON.

T is just a year ago this month since Cloke & Son moved into the splendid large store now occupied by them at 16 King street west, Hamilton. There are few stores in Canada in the book and stationery trade that are as large and as well equipped as this Hamilton store. Both exterior and interior present pictures of stability and worth that give the store a reputation for high-class trade.

As may be gathered from the accompanying illustration of the exterior, the building consists of four stories and basement, all of which are occupied by the firm. The cover novels in cheap editions and picture post eards in large variety attest the up-to-dateness of the firm.

On the first floor is located the wall paper department in charge of Mi. Macpherson. A large stock of high-grade papers is carried here, and there are excellent arrangements for showing the goods. The lighting is excellent. Towards the rear of this floor, Cloke & Son have located a long glass-govered wall showcase, in which are stocked lines of small leather goods, such as purses, hand bags, etc. Reflecting electric lights in the case set these goods off to excellent advantage. On this floor there is also a department devoted to books smtable for Sun-



Main Floor of Cloke & Son's Store at Hamilton.

building has a frontage of 24 feet and extends back 86 feet. It is built of stone, is provided with ample lighting facilities in the way of prism glass, both front and reat, and is fitted with hardwood floors throughout. A passenger elevator near the reat gives access to the various floors.

The ground floor, of which an illustration is supplied, contains the general book and stationery stock. There are counters on both sides and display stands and tables at convenient intervals. A specialty is made of bibles, hymn and prayer books and standard works in leather bindings. These are carefully displayed in glass-covered shelves. Shifting shelves in the fixtures afford a convenience to the shopper which few stores can offer. Paper

day school libraries. The purchasing committee can here make their selection in comfort. At the rear is the private office of Mr/J/G. Cloke

On the second floor is to be found the department devoted to the bulkier lines of leather goods and trunks. An excellent business in these lines has been built up in the past year. The third floor is filled with general surplus stock. In the basement is to be found the stock of slates, tinks, crayons, wrapping papers and other heavy stationery.

The firm of Cloke & Son is composed of Mr. J. G. Cloke and Mr. Fred Cloke. Mr. Cloke, sr., has been in the trade in Hamilton from hoyhood. He originally began business, with Eastwood & Co., and after a time was

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THE BELL TELEPHONE COMPANY OF CANADA

taken into partnership. On the death of Mr. Eastwood and the consequent dissolution of the firm, he started into business on his own account, leasing a store on James street, south of king street. At the time this was considered a dangerous move, because no retail store had ever been opened so far south. But time showed the wisdom of Mr. Cloke's choice, and the business grew to such an extent that the store was found inadequate to accommodate the holiday trade of 1903. This led to the leasing of the present commodious building on King street.

Mt Fred Cloke has been his father's right-hand man for several years and on the occasion of the move last year, he was admitted to partnership.

During the year business has been highly satisfactory.



Exterior of the Stori

Only the best trade is catered to and Mr. Cloke makes it a point to handle only high-grade goods. A glance over his bookshelves and at his stationery, leather goods and wall paper stocks demonstrates this clearly.

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M ARK TWAIN was one of the early users of the typewriter. Few who have emoyed "The Adventures of Tom Sawyer" know that it was the first book for which the manuscript was typewritten. This was in 1871. In those days the typewriter was a curiosity and so was its owner—so much so that Mr. Clements, in a letter written to the Remingtons in 1875, called the machine "this curiosity breeding little joker." Nowadays, says Mark Twain, it's the other way about—the people who haven't one are the curiosities. This list is for the purpose of placing retailers, manufacturers' fobbers and other readers in beach with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

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LEGAL CARDS.

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This since 830 per year

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Don't order until you see our line. Something-new and novel.

Order your fall School Supplies now.

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ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333 Business, 048, 14, 130. Broad Points, 312, 313, 314. Turned-up Points, 477, 531, 1876.

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The IDEAL WATERWELL JAR are the best for office use. The wall of the waterwell is comparatively thin (though strong), lenving a much larger net capacity for the paste.

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Summer Correspondence

on

LINGERIE NOTE

A linen-finished paper, delightful to write on and easy to sell. Made in two sizes: Salisbury, 51, x612; Regina, 414 x 575. Colors: White, Light Blue, Dark Blue, Grey, Heliotrope. Envelopes to match. Have you a supply for summer trade?

Toronto

Illustrated Post Card Co.

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ALWAYS NOVELTIES IN ABUNDANCE

A FEW OF OUR LINES:

Leather (Handburned) \$5.00 per hundred;

Leather Soles \$5.50;

Comics 75c. up;

Views from coast to coast \$7.50 per thousand; Bromos, Chromos, Love Series, Elements, Valentines, D. and S. Series and hundred other lines; also

Special Views in black and colors at lowest prices.

NO COMPETITION

Stock for the Coming School Season

Water Color Crayons



MI'd by THE AMERICAN CRAYON CO-

Now being much used and have been adopted for use in Toronto wheats

Radi colors and may be used wet or dra, producing other colors by mixing

There had to so use the trade in

ALL WHOLESALE HOUSES CAN SUPPLY.

Maker a representative

A J McCRAE Towards



HERE AND THERE AMONG THE JOBBERS

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



A MONG the new goods now in stock at Warwick Bros. & Rutter, Limited, may be mentioned a mucilage pot, the "Ideal," with nickel top, to retail at 25c., board clips with nickel clamps, note, letter and foolscap sizes to retail at 25 and 35c., the Weber noiseless and dustless erasers, which are said never to wear out, and the Perfection erasers, the Queen board office file, similar to the Shannon file with arch, index and cover, to retail at 50c. An extensive selection of new glasses in stock.

The Copp, Clark Co., Limited, are hard at work keeping up with the demand for scribblers and exercise books. Besides their regular lines, such as Dominion, Britannia. Birchbark and Mapleleaf, they are bringing out a number of new effects. Hawthorn, Hollyhock, North Star, Moss Rose, and Long Service, are all-appropriately designed in fancy colors. MSS, is a plain effect; Carbon a white effect on carbon paper, and Scotch Grey a mottled-effect on Scotch grey paper.

A few years ago there was only a very small demand for Duplex or opaque envelopes. It has been growing rapidly since then, however, and W. J. Gage & Co. report an ever increasing sale for them. They have just added to their envelope list two new numbers of Duplex in-a medium and-heavy weight, which excel in value anything they have manufactured as yet.

Amongst the new lines on the sample-counter at the Brown Bros., Limited, are some lines of inkstands-which should receive the attention-of buyers-of stationery. They are made of solid oak and are of golden antique, and wax finish. The ink holders are of solid cut glass, the pin tray and pen brush holder of black-composition, and the handles of solid brass. The stands are made in various sizes.

Warwick Bros. & Rutter, Limited, have been doing up-visiting cards in a neat way lately. The cards are enclosed in a green leatherette box, stamped in gold, and inside the cover they have printed the name of the dealer to whom the cards have been consigned. They follow this plan of printing dealers' names on goods in many cases, much to the satisfaction of retailers.

At present The Copp, Clark Co., Limited, are giving a good deal of attention to papeteries. Among the new-tines to be ready for Fall trade are Yuletide and Norwood, two very tasty designs. The first, of course, has a Christmas effect, and the second is patterned after the style of Beaumaries, one of the company's other papeteries.

A popular-priced box calender of grained oak design is being offered-by the Brown-Bros., Limited

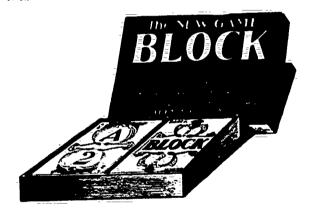
The Victorian carbon paper which Warwick Bros. & Rutter, Limited, show, packed in attractive boxes, is a

high grade paper at a medium price. There are a dozen sheets enclosed in each oiled safety envelope, and the colors are blue, black and purple.

In writing pads The Copp, Clark Co., Eimited, are centering their attention on Onion Skin and Eine Linen Lawn pads. I was shown samples of both of these. Onion Skin is put up in 8vo. and 1to sizes. Fine Linen Lawn is put up in Salisbury size with the flyleaf as a feature. Both pads have ornamental covers.

A new scribbler design that promises to be very popular this season is the "Air Ship," a line gotten out by Buntin, Gillies-& Co., Limited. They report the sale of this one line as being exceedingly large.

"Block" is the latest game. It is a bright, fascinating game of extraordinary merit, and requiring skill in



playing. It is carried in stock by W. J. Gage & Co., in two styles. The plain retails at 50c., and the club-edition at 75c. The trade should be prepared for the demand, as it will be largely advertised.

A carload of Arnold's inks is just to hand at the warehouse of Warwick Bros. & Rutter, Limited, Totonto. The shipment includes writing, copying and ledger red inks in four sizes. The corks are made on a new plan, ensuring an airtight covering and easy emptying. A novelty is the traveler's fountain pen filler, which is ink bottle and glass-filler combined, encased-in-a-yellow wooden box, fitted with a tight-fitting cover.

Office diaries for 1996 are now being stocked at the warehouse of The Copp. Clark Co., Limited, as fast as they come from the factory.

W. J. Gage & Co., Toronto, have added another line to their Holland linen series of stationery, viz., two sizes of ladies' tablets, No. 321 octavo size, and No. 323 Oxford size. Both of these are made with the sheet opened out flat, which permits them to be written on in

several ways, and they retail at the popular price of 25c. They are a timely addition to this most popular line of correspondence stationery.

Buntin, Gillies & Co., Immited, Hamilton, have lately begin putting up some of their note papers, such as butch, Fabrik, etc., in paper wrappers, as well as in boxes, thereby saving the retail dealer considerable on the cost of each ream. This, however, can not be done on orders of less than ten reams of paper of one-kind and color. This way of packing has proven very popular with those that have tried it, and intending buyers should write regarding this.

Now is the time when pocket magnifying glasses:come in handy for botanical and other researches. Warwick-Bros & Rutter, Limited, have a good supply.

School supplies are going out rapidly. The Copp, Clark Co., Izimited, have some novelties in imported-lines of pencil boxes, crayons, paints, and school bags, that are worth consideration

Buntin, Gillies & Co., Limited, Hamilton, have just issued a small catalogue of school supplies that will be found very useful to buvers when placing orders.

A line which will appeal to all stationers having a connection with husiness houses is the Dupligraph, a machine for reproducing copies from type or pen-written originals. The process consists of writing on ordinary paper and reverting the original on a secret-composition,



no stencil, wax paper, toller, etc., is needed. The machine is the invention of a Canadian and is being manufactured by Penman & Sprang. Youge street Arcade, Toronto, who will be glad to furnish particulars to any readers of Bookseller and Stationer.

The brochure issued by C. F. Rumpp & Sons, Philadelphia, is a beautiful piece of work. It is gotten up-in tolder style, imitation leather cover, the letterpress being printed in brown on a super-calendered stock. Some excellent half-tones are used, but the most striking parts are the two centre pages. These pages illustrate the company's art leather goods, tastily arranged, and-printed in three colors. This brochure is worth keeping as a souventr

"Ocean to-Ocean" playing cards should sell now that the Summer season is here in earnest. Tourists at summering places: have a great liking for these souvenirs, fluntin, Gillies & Co., Limited, have a good stock on hand

COMPREHENSIVE CATALOGUE.

PAPER covered books are great money-bringers. They sell all the year round, while there is a certain-class of people who never purchase any other kind of book. In railway trains, or on steamboats, they are always more convenient to carry about than-cloth-books, which belong more properly to the library or the home.

For the convenience of deglets who handle paper coved-books, W. E. Price, 24-26-East 21st street, New York, has issued a catalogue in which are listed all paper covered books now in print in the United States. There are nearly 300 pages in the book, which is a half-leather

bound octavo volume, and sells-at \$5-net. The publishers claim that no other catalogue, or combination of catalogues, covers the field so thoroughly.

STATIONERY FOR SUMMER HOUSES.

THE newest and smartest stationery for country houses this season, says a writer in Geyer's Stationer, has-a-pictorial-decoration which-a-year or so ago would have been thought astonishingly bad taste, At least, this is the conclusion of the society editor of the Evening Telegram. That much of polite form in fashion is really prejudice seems to be proven in this instance by the fact that the new designs for writing paper are as attractive as-can-be, and-do-not seem cutre even at first glance, notwithstanding the fact that in the right-hand corner is engraved, the name of the country house, and in the left-hand corner are to be seen a tiny railway locomotive and train of cars. Underneath this are the tops of several telegraph poles with their crossed wires, and below these again, a tiny telephone receiver. Next to the railroad train is engraved in very small letters the name of the local station, next the telegraph wires-one -reads the name of the place where dispatches must be received, next to the tiny telephone is engraved its call number. Each sheet of notepaper is thus really a guide 10-communication with-one's-out-of-town friends.

One some of the country stationery a few wee engraved envelopes to represent letters take the place of the pictured delegraph wires, and beside them is indicated the name of the rural post office.

Each-of these tiny gravures is so-carefully reproduced that the effect is quite charming, besides being a distinct novelty. The designs are made by one of the smartest stationers in town.

Some new letter paper for town houses has the address-at the middle-of the top-and-beneath that the tele-phone number, as follows:

Forty-one East Ninetieth Street Telephone, six hundred Plaza

There is no punctuation at the end of either line, and the second line is in smaller letters. Monograms and crests are now placed directly in the centre, near the top-cf the sheet.

The custom, once popular, of stamping on the back of the letter paper, no longer is in vogue.

Cipher inonograms have changed but little. There are fewer empire wreaths and festoon effects, for these were copied too generally to please the smart stationers. Some of the new dies are square with a tiny beveled edge, the cipher and edge being in gilt or silver and the open space of the square illumined by hand in blue or yellow, scarlet or green, as one pleases.

The pictorial dies which are made for the country houses are very expensive, costing from filteen to twenty dollars. Some of the town folk, too, have adopted the little-engraved telephone receiver as an embellishment to their note-paper, and where it is used one-finds at at the left-hand corner with the number under it or next to-it, the words, "telephone" and "number," by the way, being then-omitted. For instance, the little telephone figure as shown, and beneath it is engraved:

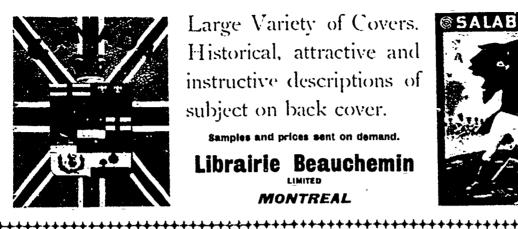
Four-Thirty Gramercy.

On the right-hand upper side one will find the house address, written out similarly.

Figures are not used in house addresses, unless the space must actually be economized the number is spelled out in letters.

When the telephone die is used in the left-hand corner, the right-hand space is given up to the address, which is lettered in full, no figures being employed and no punctuation.

SCRIBBLERS AND EXERCISE BOOKS



Large Variety of Covers. Historical, attractive and instructive descriptions of subject on back cover.

Samples and prices sent on demand.

Librairie Beauchemin

MONTREAL

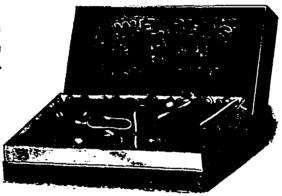


A.W. FABER'S

In ____

Assortments Gross

Packages



PURE RUBBER

BANDS

or by the Pound

FOR SALE BY ALL STATIONERS -

Co.'s - Limited C. Brandauer &



CIRCULAR POINTED PENS

SEVEN PRIZE MEDALS.

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

London Warehouse:

use: 124, NEWGATE STREET, E. C. c. B. & Co. would be glad to appoint wholesale agents for Canada.

WALL PAPER

AMPLES of wall paper lines for 1906 are now before the trade, and in beauty of design and fineness of coloring they far excel anything which has been attempted before by Canadian manufacturers. A mere glance at some of the large variety shows conclusively that the wall papers which are now being offered to the public by Canadian manufacturers are fully up to the standard of the best product of the American-mills The local wall paper manufacturers have been gradually crowding out the American papers, and it would seem that this year, with a large and better display of patterns and mereased facilities for making prompt deliveries, importations of foreign papers would reach a minimum. In 1903 the total imports were \$217,731. In 1904 these were reduced to \$188,330. On the other hand, our exports-of wall-papers: have steadily increased, having tisen from \$26,769, in 1902, to \$49,862, in 1904. Considering the large bulk of the paper-hanging business, its transerence to Canadian hands is a matter of congratulation. At no time have the local mills been able to furn out such varied and high-grade papers as now, and manufacturers' assortment Besides the reds and pinks which enter into the floral patterns, and there will always be an abundance of these, there are many artistic patterns in green. For dining-room decoration, too, the rich reds are shown, and will undoubtedly have a strong season again. Warm colors are particularly desirable for living rooms, and no treatment has been found so cheerful and homelike as schemes into which red enters as an important part. In choosing wall paper consideration has to be given to the purpose to which the room is to be put. The decoration of a dining-room is not similar to that of a drawing-room.

Silk Stripes.

Prominent among the leatures of the new-samples are the silk stripes, which have been greatly improved and developed over previous efforts. This class of treatment gives an unusual richness to the paper, particularly in the embossed work. The attistic effect of the upper third treatment can be accomplished admirably with this paper.



No. 551 - Landscape: Frieze The-Watson, Foster-Co., Limitel.

1-very beautiful and realistic effect in scenic decoration, matches all ingrainishades, a variety of stope-papers, and, instact, may be used in anything of self-or match coloring.

with these advantages the progress of the business should be assured

The New Designs.

A striking feature of the new samples is the return to the simpler, more delicate colorings and patterns. When the richness and wealth or flowers and foliage which characterized the papers of the present year, the change is decidedly agreeable. The whole display is marked by pleasing and artistic effects, and the demand for the better grade wall papers should be proportionated a discreased.

Brown is the color which is most shown. The fashion for this color has been running inrough the whole field of dress and art and its adoption in decorative wall coverings is only the natural outcome of this condition. The designs which have been worked out in different tones of this color show the atmost originality of conception and beauty of development. They lend themselves readily to artistic schemes of decoration, being especially effective in silk stripes and heraldic designs.

Not that it is going to be an exclusive hown season, on the contrary, there is a great variety of colors in the

Never before has such a strong effort been made to make artistic decoration possible. Matching all the patterns, plain papers may be had to use on the upper third. The superiority of this as a treatment for wall coverings is now recognized among-experts—on art decoration. The recognition of this principle by the manufacturers will aid in the sale of good paper. The object of manufacturer and dealer alike, should be the cultivation of the public to the use—of a-higher class of wall paper. The only way to—do this—is by suggesting lines of-decoration—People are quick to adopt anything which will improve the appearance of their rooms, and it should—be the work of the dealers to develop this decorative and artistic feeling in the public.

Heraldic Designs.

Heraldic designs will play a prominent part in the wall paper business of the next year. There is a distinctiveness about the patterns which appeals to-a larger class of buyers. The designs are worked out in brown, gold and silver, and make a striking and attractive wall covering. With these, teo, are supplied plain papers to complete the upper third of the room.

WALL PAPERS

OUR SALESMEN ARE OUT

We are so confident that the STAUNTON line of Wall Papers for 1906 is the best you will see that we covet for it comparison with as many lines as you please to look at.

We can afford to trust that your good judgment will give STAUNTONS the order.

The goods merit it. See our salesman.

STAUNTONS LIMITED

MANUFACTURERS

TORONTO

TWO POINTS ON THE POINTER



THE POINTER ON THE TRINER SCALE STARTS AT THE BOTTOM BECAUSE IT IS IN THE NATURAL RANGE OF VISION, AND WHEN 1 HE ARTICLE TO BE WEIGHED EXTENDS OVER THE PLATFORM NO STOOPING IS REQUIRED TO SEE THE WEIGHT RECORDED.

THE POINTER ON TRINER SCALES IS A PART OF THE STEEL RECORDING BAR TAPERED DOWN TO A FINE POINT. IT IS STRONG AND CANNOT BE BROKEN OFF IN SHIPMENT OR THE ROUGH HANDLING OF EVERYDAY USE. A SCALE, LIKE EVERYTHING ELSE, IS ONLY AS STRONG AS ITS WEAKEST POINT.

ABSOLUTELY ACCURATE THE BEST MADE ORDER-THROUGH YOUR JOBBER

CATATOLICE ON REGISTAL

THE TRINER SCALE AND MFG. CO.
128-130 S. Clinton St., CHICAGO

WHAT ARE YOU

in business for ?
To make money like the rest of us?

WELL,

you can make more money selling



BRAND

WRITING INKS and MUCILAGE

than any other high-class brand Write us and we'll show you.

MADÊ IN CANADA.

THE COLONIAL INK CO.

PETERBOROUGH, CANADA."

Scenic Borders.

For borders some fine scenic effects are worked out. Woodland scenes combine the simplicity, which is desirable, with a wealth and variety of detail. Patterns somewhat similar in idea were seen this year, but the development of this conception in the papers for next year excels in fineness of coloring and design even the best efforts of last year.

1906 WALL PAPERS.

PROGRESS in wall paper manufacturing is shown in some notable instances this year. The lines which the Watson, Foster Co. are offering for the 1966 season show great advances in the character of design-of



No. MS.—Fruit-Tapestry. The Watson Poster-Co., Limited.
A fine example of its class treated mabioliticly correct coloring. It is a very special and artistic decoration and is a negotivelegment on this country.

the better goods. They say the time has come to-cater to the pronounced deinand for really artistic and progressive pattern effects of the Kensington, London studio and German styles. These, produced in correct color contrasts, it is believed will go far to displace much of similar imported papers. Tapestries, also, are a very

special feature. Experts who have already seen-the-fruit tapestry, No. 553 (illustrated in this issue), admit that no German colorings yet imported are superior, if even equal. A woodland pattern also shown is good, the frieze-and hanging-can-be-separately used-in various ways with pronounced effect. But though the better end is specially good, the low and medium grades are none the less attractive in their way. Every possible kind of demand has been-catered to, and those dealers who know the profitable value of bright, clean, dainty chamber patterns, minute floral and herring-bone stripes with garland friezes, and for heavier work, rich self-colored patterns on velours and pulps, with small design fillers to match, will find much to interest them commercially and artistically. The line contains about twenty more patterns than before.

A CANADIAN WALL PAPER LINE.

A REVIEW of the samples of the Staunton line of new wall papers for the season of 1905-'06 proved quite a treat, and Bookseller and Stationer was much pleased with the general excellence of the collection, which is comprehensive, attractive and artistic. The low priced styles are pleasing in design, bright and snappy in coloring, and show careful attention to an endeavor to make them acceptable and serviceable. For kitchen is shown a good granite in several natural-colorings, and a tile pattern that will make a record in selling qualities, as the design and the superior colorings are very good.

For bedrooms are shown a number of very pretty styles, really remarkably attractive goods for the price, while in the next better grade is shown a number of extremely bright florals in natural colors. Several patterns deserve special mention. One, a design showing-abunch of violets arranged in graceful freedom over a lace stripe, with a two-band border showing a festoon-of violets on a drapery of lace. Another is a dainty floral in a stripe treatment, with a border so designed that it can be cut out or scalloped, which adds much to the beauty of the decoration. Another decorative paper shows-sweetpea blossoms carelessly yet artistically arranged; the colorings are particularly effective and enhanced by a water silk background. Each of these-patterns is offered in several bright, cheerful colorings, every treatment being equally good, and in a variety to suit all tastes,

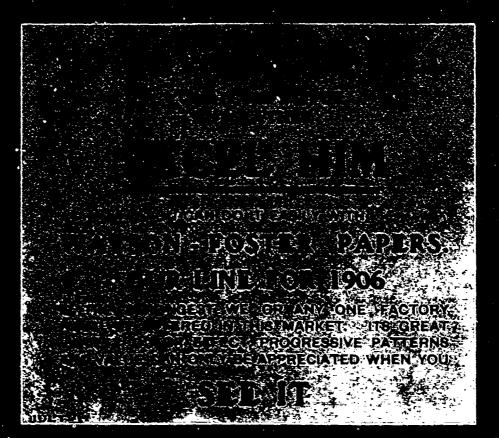
Halls and sitting-rooms are well provided for, even in the low priced goods, and the dealer certainly has a remarkably strong range of well-proportioned hall-designs with two-hand borders in tapestry and textile effects to choose from, while for the sitting-room there is shown-a collection of floral, classic or ornamental, patterns that are very complete. Many of the blanks are shown only in that grade, and the dealer can easily complete his general selection in better goods from-exclusive patterns which are not repeated in the cheaper grades. Careful attention has apparently been given to make the offering of moderate priced papers adequate in variety and pattern, while the colorings include many of the novel treatments in background effects that heretofore have been brought out in high-class goods. The decorative value of a wall-paper should determine its retail value, not the wholesale cost, and the showing of medium priced goods is really a leading leature.

A novelty in frieze decoration is a graceful floral festion so drawn that it may be scalloped, which adds materially to-its-effectiveness when used with plain stripe and steneil-hangings. This frieze has a special silk more ceiling, and is also produced in a range of colorings to match silks, velours and ingrains.

WATSON-FOSTER WALL PAPERS

AR ISTICAND PROFITABLE





THE WATSON FOSTER CO. LIMITED MONTREAL

CANADA

PICTURE POST CARDS

•

EXTENSIVE CANADIAN LINE.

O. MACFARLANE, 72 Bay street, Toronto, has increased his line of souvenir books and picture post-cards extensively this year. His book of "Canada from Ocean to Ocean" continues to have a large sale. His souvenir books of Halifax, Montreal, Quebec, Toronto, Hamilton, and other cities are very popular. He has ready a handsome new edition of Winnipeg to retail at 25c., 50c and \$1. The views were made from the very latest photographs, illustrating the new buildings in Winnipeg

Many new subjects have been added to his line of post cards in colors and embossed. His Canadian line now numbers five or six hundred interesting subjects. These are carried in stock all the time. Mr. Little is covering the west for Mr. MacKarlane with souvenir books, picture post cards, import fancy and comic post cards, burnt leather novelties, post card albums, Christimas cards, etc., and is writing large orders.

Mr MacEarlane has recently opened a branch office in the Coal and Iron Exchange Building, Buffalo, N.Y. Mr. R. F. Stetson is in charge of this office and is taking care of American orders.

READY FOR TOURIST TRADE.

Summer months conduce to active retailing, as every town has its quota of tourists anxious to drop a card to their friends. The Illustrated Post Card Co., 185 St. James street, Montreal, are fully aware of retailers' increased needs and their stock is complete in every detail. Numerous novelties have lately been added. Prices are characterized as unapproachable, and a trial order is earnestly solicited. Hand-burned leather cards, so much in demand, contain many new effects, and are offered at \$5 per hundred. Complete scenic lines typical of Canada can be had at \$7.50 per 1,000. In fact, everything in the picture post card line is included in their stock and prices are guaranteed right.

NOTES.

The Copp. Clark Co. Limited, have a full stock of the Davidson line of post cards, which includes an extensive variety of scenic and-comic subjects. They have also comic Christmas cards done up in sets of one hundred assorted.

The series of souvenit books, now in the press at Warwick Bros & Rutter, Limited, are the most pretentious effort in this line yet seen. The books are in three colors with attractive borders, and many Canadian-cities and towns are covered

Warwick Bros. & Rutter, Limited, have a night shift at work in their factory to hurry on the printing of their numerous lines of picture post cards and souvenir books. Nearly every one of their series of presses is engaged on this work at present and every effort is being made to amply the wants of the trade with expedition.

WINDOW DISPLAY LESSONS.

ONE of the immediate effects of the establishment of the L. E. Waterman Co., of Canada, Limited, in Montreal, is the high standard set in their unique and effective window displays from which retailers cangain many valuable suggestions, even if their windows do not afford the same chance for effective work. It is universally recognized now that buying any class of stationery is only one half of the transaction; the selling is the other half. And, in order to sell, the goods must be effectively and attractively displayed. The store-must be attractive without and within, and store fixtures and equipment are not now regarded as an expense but as an investment.

In co-operation with Mr. H. VanDyne, Canadian manager for the Dennison Mfg. Co., Waterman's, 136 St. James street, Montreal, have during the past month by their window displays attracted a great deal of attention. The idea sought is to advertise the Ideal and thus benefit the retailer besides affording suggestions for imitation. The bottom of the window is of plain polished oak fronted by bevelled glass. Two of the unique displays stand out prominently. The first one contained as a centre a vase filled with life-like carnations of Dennison manufacture upon a centre-piece of their napkins. Upon the flooring on either side six pens-and pencils were arranged, while suspended at an appropriate height just above-these-was-a-cluster-effect-made-of cardboard-and ribbons-containing 36 pens, one being gold mounted and the other silver. This window was varied by having as the centre stellar attraction roses instead of carnations.

Retailers can always obtain from the Waterman people full particulars regarding window displays, and their co-operation is assured in every case. An education in window possibilities is here apparent.

PERSONAL AND TRADE NOTES.

M1. W. H. Bone, of T. N. Hibben & Go., Vancouver, called recently on the trade in Toronto.

Mr. S. Bradley Gundy, manager of the Oxford Press, Toronto, is rusticating at Georgian Bay.

Recent callers on the Toronto trade were Messrs. Hay, of St. Thomas, and Mallagh, of Brantford.

Mr. S. E. Briggs, New York manager of Fleming H. Revell Co., spent some days in Toronto recently.

Mr. J. E. Robertson, manager of the Westminster Co., leaves shortly for his annual outing at Muskoka.

The Hammond Typewriter Co. have removed from Yonge-street Arcade-to-45 Adelaide-street-east, Toronto.

Mr. William Copp. of The Copp. Clark Co., Limited, Toronto, has left for a three weeks' vacation at Lake Massanoga.

The annual-excursion of the manufactory of The Copp, Clark Co., Limited, was held on July 8. The trip was to Jackson's Point, and there were about 300 excursionists.

Mr. Wm. Foster Brown, the Montreal bookseller, is summering at St. Agathe des Monts. He has never fully recovered from his recent illness, and is taking a much needed rest.

Mr. E. M. Renoul, a prominent Montreal bookseller, Montreal, accompanied the Canadian artillery on their holiday trip the first of the month at Toronto and Niagara Falls.

A circular to the trade issued by the Copeland-Chatterson Co., Limited, Toronto, announces that the firm have dismissed from their employ Messrs. W. E. Trout, F. Harcourt, W. S. Archibald and H. J. King, city travelers.

A caller at the Toronto office of Bookseller and Stationer last month was Mr. George Craven, the hustling representative of the Charles H. Effott Co., Philadelphia. Mr. Craven reports an enormous number of inquiries for his flum's goods in Canada.

Another visitor at the Toronto office of Bookseller and Stationer last month was Mr. J. G. Cloke, of the firm of Cloke & Son, Hamilton. Mr. Cloke has been many years in the book business, and is the proprietor of one of Canada's finest stores in this line.

Business Systems, Limited, have been incorporated by Dominion charter with headquarters at Toronto, to manufacture, buy and sell all kinds of stationery, including bound books, garbon papers and typewriting machines, etc. The capital stock is \$195,000.

J. and J. Sutherland, who opened a store in Woodstock, on April 8th, are delighted with the business there. They report that the Woodstock people are wide-awake and are good buyers with good taste. Trade in wedding stationery during June was excellent.

Ellams Duplicator Co. of Canada, Limited, have been incorporated at Montreal with a capital of \$20,000, to manufacture and deal in carbon and all kinds of duplicating papers, typewriter ribbons, and other typewriting supplies, inks, stationery and office specialties, etc.

A company to be known as the Dominion School Supply Co., Limited, has been incorporated at Toronto, with a capital of forty thousand dollars, to manufacture, buy, sell and deal in school supplies and chemical apparatus. The provisional directors are George Dunham, J. C. Spencer and W. W. Hodgson.

Mr. John N. Marley, representing the L. E. Waterman Co., of Canada, Limited, narrowly escaped severe injury in a runaway while in Victoria, B.C. "John" writes from Revelstoke, B.C., that in his endeavor to hold fast to the reins two of his fingers were seriously wrenched. This was deciphered with much difficulty, as his fingers are not yet in shape.

Chas. F. Dawson, the Montreal stationer, has a unique method of pushing the Clip Cap, a protection to prevent fountain pens from falling out of any pocket. A neat vest, appropriately framed, displayed in the window, contained in an upper pocket fountain pens held by the Clip Cap. This forcibly illustrates the firmness and security of the grip. It is designed by the Waterman people.

The Rolla L. Crain Co., Limited, Ottawa, manufacturers of loose-leaf systems, have been granted supplementary letters patent increasing their capital stock to \$100,000. The firm have found this move absolutely necessary owing to the increased demand for their goods. They have, during the past year, more than doubled their capacity, and now stand out in the forefront of manufacturers in Canada.

On June 10 a sheriff took charge of the business of the Frazer & Geyer Co., manufacturers of fountain pens, at 22 Thomas street, New York. The business was started in 1897 by the firm of Frazer & Geyer, who were succeeded in 1899 by the corporation. In March, 1904, the firm gave two chattel mortgages on its effects for \$30,000, these also covering the assets of A. A. Waterman & Co., the firm's selling agents. The latter firm is now dissolved, but will be reorganized. It has no connection with the L. E. Waterman Co. whatever.

An interesting visitor last week at the Toronto office

of Bookseller and Stationer was Mr. H. W. B. Douglas, head of the Douglas Co., Limited, Edmonton, Alta. Mr. Douglas is visiting Eastern Canada on a combined business and pleasure trip. He has been favorably impressed with the new wholesale houses in Toronto, and thinks the city very attractive. He reports that owing to increased business, his firm will shortly move into enlarged premises. The readers of Bookseller and Stationer will probably see photos of the new store reproduced in the Fall. Business in the west is pronounced to be good.

John Lane Co., The Bodley Head, is the full name of the incorporated publishing house in New York, formerly the American branch of the English house. Mr. Rutger Bleecker Jewett, the vice-president of the new company, is the managing director. Associated with him on the board of directors are. Mr. Spencer Trask, Mr. Robert W. DeForest, and Mr. Acosta Nichols. The new company will follow the general style of publications already associated with the name of the Bodley Head, and plan to extend and broaden the scope of the International Studio, which has already become established as the standard art magazine of the country.

General Leather Goods, Limited, is the name of a firm recently incorporated in Toronto for the manufacture of all kinds of leather goods. The factory of the firm is advantageously situated at 1183 Bathurst street, on the line of the C.P.R. and near the Niagara Power Co.'s lines. The plant of the firm has been running three months and the company has sufficient business on hand to warrant them in making a two-storey addition to their building, operations have already commenced. The firm manufacture ladies' and gentlemen's belts, razor strops, school bags, rug straps, skate straps, harness parts, halters, etc. The managing director is Mr. R. H. Cameron, who has had many years' practical experience in all branches of the business.

The TOPAZ PENCIL

As good as any at any price. Better than any at the same price.

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Indelible Copying.

WRITE FOR SAMPLES TO
Warwick Bros. & Rutter, Limited

Wholesale Stationers, TORONTO.



"ROB ROY" PENS

HINKS. WELLS & CO. beg to draw attention to this new series of

TURNED-UP-POINTED AND OTHER PENS,

made of the same materials, by the same tools, by the same process, and at the same works as the "WAVERLEY" Series of Pens, which HINKS, WELLS & Co. have for 30 years and upwards (prior to September, 1901) manufactured for and supplied to Messrs. Machiven & Cameron, Limited.

18.6d. and Cross Boxes.

Sold by all STATIONERS.

NEW CANADIAN COPYRIGHTS

Registered.at-Ottawa=during-June, 1905.

A Confier of Fortune By Arthur W. Marchmont. (Book) McLeod & Allen, Toronto

Henry Ross. (Book) Henry Ross, Stanbridge East, Que.

Figure 1 - Bank Legal Guide for England, (Hook) Colin C. McPlice, Montreal

Tullaby (Song.) Words by Tennyson. Music by Trence Berge The Rope Dancer For Piano (La Vol-Hgeuse) By Paul Wachs Strong Son of God (Song.) Words by Tennyson Music by Hence Berge. Come O'er The Sea. (Song.) Words by Thomas Moore. Music by Trence Berge The John Church Co., Cincinnati, Ohio

—A. Classified Article List of Industrial Products for Canadian Buyers, 1905-6. (Book.) The Manufacturers' List-Co., Montreal.

Ilandy Information Book. George Borland, Quebec,

The Great Mogul. By Louis Tracy. Illustration by L. Chase. (Book) McLeod & Allen, Toronto.

The Illustrated History of Winnipeg. Published in the Free Press, Winnipeg, Man. (Tempotary Copyright) George Bryce, Winnipeg

Exercises Français: Trofsteine Serie, By H. 41. Curtis and L. F. Lawless (Book.) II 41. Curtis & L. E. Lawless, Montreal.

May, May, May (Song) Words and Music by Wesley Hamilton Will Rossiter, Chicago, Illinois.

A Southern Dream. (Waltzes.) By Harry J. Lincoln. Vandersloot Music Co., Williamsport, Penn

Good Night, My Beautiful Stat. (Song) Words by Charles Jacobs Music by Milton H Kohn Vandershort Music Co., Williamsport, Penn.

The Palm Limited. (March and Two-Step) By Harry J Lincoln V-andershoot Music Co., Williamsport, Denn

Mustrated Lectures by the Detroit Vetermary Dental College. Part II. (Book) The Detroit Vetermary Dental College, Detroit, Michigan.

— The Picket Line (March and Two-Step.) By G. H. Wilder. Idyl. (Endullion.) By W. O. Forsyth. Op. 14, No. 1 Evening Song. For piano. (Abendhed.) By W. O. Forsyth. Op. 14, No. 3 Sunset For piano (Sonnehuntergang.) By W. C. Forsyth. Op. 14, No. 2 The John Church Co., Cincinnati, Ohio.

Sing Joyfully to God. (Medium voice.) Psalm 100. [99.) By Ludwig Bonvin. Op. 72. (Music.) M. M. Leidt. Toronto.

Syllabus of University Extension Lectures, 1905, on The Babylonian Period in Hebrew History By Eber Trummy, B:Sc., D:D.; The Jewish Christian Church, St. Paul, and His Letter to the Galations, by Alex J. Liwin, B.A., B:D. Mediaeval Revivals, and The Sunday School Teacher, by Alfred E. Lavell, B.A. (Book.) Alfred Edward Lavell, Waterloo, Out.

My Baby of the Bungalow (Song I Words by James O'Dea Music by W.C. Powell. Jerome the Bogie Man Words by William Jerome Music by Jean Schwartz. There's Nothing doing in the Old, Old Town Words by William Jerome Music by Jean Schwartz. Pa is Rich, So Ma Don't Care. Words by William Jerome Music by Jean Schwartz. What has the Night Time to do

with the Girl Words by William Jerome. Music by Jean Schwartz. Come and Take a Walk with Me. Words by William Jerome. Music by Jean Schwartz. Dear Old Dixie Land. Words by William Jerome, Music by Jean Schwartz. Albany. Words by William Jerome. Music by Jean Schwartz. Cindy-Kate. Words by William Jerome Music by Jean Schwartz. Texas Dan. Words by William Jerome. Music by Jean Schwartz. In Dear Old Georgia. Words by Harry Williams. Music by Egbert Van Alstyne. Bright Eyes. (Good Bye.) Words by Harry H. Williams. Music by Egbert Van Alstyne. Line It Out McGinnity. Words by William Jerome. Music by Jean Schwartz. Birds of a Feather Flock Together (Song.) Words by Harry H. Williams, Music by Stanley Crawford. Jerome H. Remick & Co., New York, N.Y.

Farewell, My Annabelle March Song. Words and Music by W. R. Williams, Will Rossiter, Chicago.

A Nice Girl Could Do Wonders with Me. (Song.) Words and music by Wesley Hamilton. Will Rossiter, Chicago.

Parlons Francais, Par Joseph Dumais, (Éivre.) Joseph Dumais, Montreal.

A Practical Treatise on the Office and Duties of Coroners in Ontario and the other Provinces, and the Territories, of Canada, and in the Colony of Newfoundland, etc. Fourth Edition. By William Fuller Alves Boys, 45LB. The Carswell Co., Limited, Toronto.

First Meeting in Council of the Bishops of Ecclesiastical Province of Kingston, at Kingston, 25th April, 1905. (Photo.) Rev. Charles A. McWilliams, Kingston.

Sketches of Some Early Shefford Pioneers. (Book.) The Waterloo Public Library, Waterloo.

High School Chemistry Revised Edition, By W. S. Ellis, B A., B=Sc. The Copp. Clark Co., Limited, Totonto.

Crow's Nest Pass Coal Eights. By E. Jacobs. The Hastings (British Columbia) Syndicate, Limited, Nelson, BiC.

Home With the Milk in the Morning, (Song). Words by William Jerome. Music by Jean Schwartz. Jerome 11. Remick & Co., New York,

The Canadian Railway Act, 1903. (Annotated). By Angus MacMurchy and Shirley Denison. R. R. Cromarty, Toronto.

Business Map of Province of Quebec, 1905. By A. de Grandpre. A. de Grandpre, Montreal.

The Making of the Canadian West By Rev. R. G. MacBeth, M.A. (Second Edition). William Briggs, Toronto.

The Canadian Annual Review of Public Affairs, 1964. By J. Castell Hopkins, F.S.S. The Annual Review Publishing Co., Limited, Toronto.

When I Dream of Thee, (Song). Words by William Hauser Music by G H Wilder The John Church Co., Cincinnati

Practical and Theoretical Geometry. Part 1, By A, H. McDougall, B A. (Book.) The Copp. Clark Co., Limited, Toronto

An Act Respecting Pounds. By James Morrison Glenn, K.C., El. B. (Book.) The Municipal World, Limited, St. Thomas.

Bagatelle, Answer To-Night, (Song.) Words and music by J. H. d'Arville, J. H. d'Arville, Hamilton

Take Me to St. Joe, Joe! (Song.) Words and music by Geo. L. Spaulding. Will Rossiter, Chicago.

Trailing the Trail. (A Promenade March.) By Geo L. Spaulding. Souvenir Suc. (A Souvenir Song.) Words by M. Murdoch Lind. Music by Geo, L. Spaulding. He Marched Away in the Gloaming-to the unknown dead of the war. (Song.) Words and music by Edmond Louis de Lestry. A Message of Love. (Waltzes.) By Chas. B. Brown. The Coons' Pavadise. (An African Intermezzo.) By Samuel Hershfield, Policy King. (A Ragology Two-Step.) By Chas. B. Brown. Will Rossiter, Chicago.

My Lady of Kentucky. (Song.) Words by William Jerome. Music by Jean Schwartz. Jerome H. Remick & Co., New York.

Chloroform, Words and music by J. May. The Delmar Music Co., Montreal.

The Story of Colborne Lodge. (Book.) Rytie Brothers. Limited. Toronto.

The Gaffant Black Watch. (A March and Two-Step in Scotch Style.) For band. By Bert L. Billings Whaley, Royce & Co., Limited, Toronto.

View on Renfrew Street, looking west, Pembroke, (Photo.) Indian River, (Photo.) Convent of Mary Im-

maculate, Pembroke. View on Renfrew Street, Bishop's Palace, Convent and Presbyterian Church (Photo) Methodist Church, Pembroke, (Photo) Lover's Walk, Pembroke. (Photo) View from Corner of Albert and Commercial Streets, Pembroke. (Photo.) M. E. O'Gorman, Pembroke, Ont.

For Piano 1 Cleopatra Finnegan. (A Novellette By Neil Moret - Jerome H. Remick & Co., Detroit

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A NEW FIRM.

N another column appears the announcement of Monterth, Nixon & Co., who have just established a fully-equipped factory at the head of Macdonell avenue, Toronto, for the manufacture of office, warehouse and factory trucks.

Their line includes book and library trucks of every description, as well as a special truck designed for the use of Sunday school libraries, to facilitate the distribution and collection of library books from the various classes and prevent the damage which they sustain by frequent handling. This looks like a new idea which will take well as soon as its advantages become generally

Both members of the firm are energetic and experienced bysiness men and should make the new venture a

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

BELLEVILLE.

- 1. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
 2. "Sandy," by Alice Hegan Rice. Briggs.
 3. "The Man on the Box," by Harold M eGrath. McLeod &
- Allen.
- 4. God's Good Man," by Marie Corelli, Briggs, 5. "The Voyageur," by W. H. Drummond. Putnam, b. "The Prospector," by Ralph Connor. Westminster.

- 1. "The Prospector," by Ralph Connor. Westminster,
 2. "Dr Luke of the Labrador," by Norman Duncan. Revell
 3. "Return," by Alice MacGowan. Copp, Clark,
 4. "Dr. Grenfell's Pari-h," by Norman Duncan. Revell,
 5. "The Lure of the Labrador Wild," by Dilton Wallace. Revell,
 6. "Harvest of the Sea," by Dr. Grenfell. Revell.

HALIFAX.

- 1. "Sandy," by Alice Hegan Rice. Briggs.
 2. "The Garden of Allah," by Robert Hichens. Briggs.
 3. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
 4. "The Lare of the Labrador Wild," by Dillon Wallace. Revell.
 5. "Dr. Grenfell's Parish," by Norman Duncan. Revell.
 6. "The Prospector," by Ralph Connur. Westminster.

HAMILTON.

- 1. "The Plum Tree," by D. G. Phillips. McLeod & Allen.
 2. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
 3. "The Garden of Allah," by Robert Hichens. Briggs.
 4. "The Lure of the Labrador Wi'd," by Dillon Wallace. Revell.
 5. "Rose of the World," by Alice and Egerton Castle. Copp. Clark.
 6. "The Prize of the Hardy," by Alice Wihter. McLeod & Allen

KINGSTON.

- "The Garden of Allah," by Robert Hichens. Briggs.
 "The Marriage of William Ashe," by Mrs. Ward. Briggs.
 "God's Good Man," by Marie Corelli. Briggs.
 "Return of Sherlock Holmes," by A Conan Doyle. Morang.
 "Sandr," by Alice Hegan Rice. Briggs.
 "The Millionaire Baby," by Anna K. Green. McLeod & Allen.

LONDON.

- 1. "Dr. Grenfell's Parish," by Norman Duncan. Revell.
 2 "The Harvest of the Sca," by Dr. Grenfell. Revell.
 3. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
 4. "Rose of the World," by Alice and Egerton Castle. Copp. Clark.
 5. "R-turn" by Alice M. lowan. Copp. Clark.
 6. "The Prospector," by Kalph Connor. Westminster.

MONCTON.

- t. "The Marriage of William Ashe," by Mrs. Waid. Briggs.
 2. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
 3. "Dr. Grenfell's Parish," by Norman Duncan. Revell.
 4. "Sandy," by Al ce Hegan Rice, Briggs.
 5. "The Voyageur," by H. A. Drummond. Putnam.
 6. "The Masquerader," by K. C. Thurston. Harpers.

- "Rose of the World," by Agnes and Egerton Castle, Copp. Clark.
 "The Master Mummer," by E. P. Oppenheim, Copp. Clark.
 "In the Bishop's Carriage," by M. Michelson, McLeod & Allen.
 "The Garden of Allah," by Robert Hichens, Briggs.
 "The Voyageur," by W. H. Drummond, Putnam.
 "The Corner Stone," by David Lyall.

OTTAWA.

- "The Marriage of William Ashe," by Mrs. Ward. Briggs.
 "The Garden of Allah," by Robert Hichens. Briggs.
 "Duncan Polite," by Marian Keith. Wesiminster.
 "Panl," by B. Von Hutten. Langton & Hall.
 "A Rebel's Woolng," by J. J. Steuart. Briggs.
 "The Purple Parasol," by G. B. McCutcheon. Musson.

- TORONTO.

- 1. "The Garden of Allah," by Robert Hichens, Briggs.
 2. "Nancy Stair," by E. M. Lane.
 4. "Rose of the W-rld," by Agnes and Egerton Castle. Copp. Clark.
 4. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
 5. "The Challoners," by E. F. Benson.
 6. "Dr. Grenfell's Parish," by Norman Duncan. Revell.

WINNIPEG.

- winning.

 1. "Roscofthe World," by Agnes and Egerton Castle. Copp. Clark.

 2. "Return," by Alice MacGowan. Copp. Clark.

 3. "The Marriage of William Ashe," by Mrs. Ward. Briggs.

 4. "The Silent Places," by S. E. White. Morang.

 5. "Sandy," by Alice Hegan Rice. Briggs.

 6, "The Garden of Allah," by Robert Hichens. Briggs.

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CLASSIFIED LIST OF ADVERTISEMENTS.

Accountants and Auditors.

Hoskins, David, Toronto. Jenkins & Hardy, Toronto.

Art Signs.

Martell-Stewart Co . Montreal

Barristers, Solicitors, Etc.

Atwater, Duclos & Chauvin, Montreal Beatty. Blackstock, Fasken, Riddell & Mabee, Ioronto.
Irwin & Jones, Toronto.
Louglieed & Bennett, Calgary.
McLean, Win. A., Guelph, Ont.
Mewburn & Ambrose, Hamilton.
Robinson & Green, St. Thomas, Ont.
Tupper, Phippen & Tupper, Winnipeg,
Wilson, W. G., Napanee, Ont.

Books and Albums.

Briggs, William, Foronto. Brown Bros, Co., Toronto. Copp, Clark Co., Toronto. Picture Post Card Co., Ottawa Westminsier Co., Toronto.

Book Cases, Trueks, etc.

Monteith, Nixon & Co., Toronto.

Blank Books.

Copp, Clark Co., Toronto, Brown Bros., Toronto, Buntin, Gillies & Co., Hamilton Warwick Bros. & Rutter, Toronto.

Commercial Works.

Morton, Phillips & Co., Montreal

Crayons and Paints.

The American Crayon Co -A J. McCrae, Toronto.

Crepe Paper.

Brown Bros. Limited, I oronto Copp. Clark Co. Toronto

Fancy Goods.

Copp. Clark Co. Toronto Warwick Bros. & Rutter, Toronto Weese, G. A., & Son, Foronto

Financial Institutions and Insurance.

British American Assurance Co., Toronto, Canadian Bank of Commerce, Loronto Confederation Life Association, Toronto Metropolitan Bank, Toronto Wastern Assurance Co. Foronto

Pountain Pens.

Copp. Clark Co., Toronto. Gage, W. J., Co., Toronto. Warwick Bros. & Rutter, Foronto. Weese, G. A., & Son, Toronto.

Glue, Paste and Mucilage. Carter's Ink Co., Montreal. Colonial Ink Co., Peterborough. Copp, Clark Co., Toronto. Higgins, Chas. M., & Co., Brooklyn.

Hotel Directory,
American House, Hamilton, Bermuda.
Grand Hotel, Galt
Provincial Hotel, Gananoque.
Queen's Park Hotel, Trinidad, B.W.I.
The Argyle, Hamilton, Bermuda.
Tower Hotel, Georgetown, Demerara, British
Guiana.

Guiana.
Victoria Lodge, Hamilton, Bermuda.
Vindsor Hotel, Hamilton, Bermuda.
Woodside Boarding House, Georgetown,
Demarara.

Inks-Indelible.

Brown Bros., Limited, Toronto. Carter Ink Co., Montreal. Colonial Ink Co., Peterborough. Cooper, Dennison & Walkden, London, Eng. Payson's.

Inks-Writing. Brown Bros., Limited, Toronto.

Buntin, Gillies & Co., Hamilton and Montreal.
Carter Ink Co., Montreal.
Colonial Ink Co., Peterborough, Ont.
Cooper, Dennison & Walkden, London Eng. Higgins, Chas. M., & Co., Brooklyn.

Leather Goods

Brown Bros., Limited, Toronto. Rumpp, C. F., & Sons, Philadelphia.

Office Supplies.

Brown Bros., Toronto. Copp, Clark Co., Toronto.

Pens

Brandauer, C., & Co., London, Eng.
Brown Bros., Toronto.
Cooper, Dennison & Walkden, London, Eng.
Coopp, Clark Co., Toronto.
Saterbrook Pen Co., New York.
Faber, A. W., New York.
Heath, John, London, Eng.
Hinks, Wells & Co., Birmingham, Eng.
Macniven & Cameron, Edinburgh and
Birmingham
McFarlane, Son & Hodgson, Moniteal.
Spencerian Pen Co., Birmingham, Eng.
Watwick Bros. & Rutter, Toronto.

Pencils.

Brown Bros., Limited, Toronto. Copp. Clark Co., Toronto. McFarlane, Son & Hodgeon, Montreal, Warwick Bros. & Ruiter, Toronto.

Playing Cards, Ploture Cards, Games, etc. Bustin, Gillies & Co., Hamilton. Copp, Clark Co., Toronto. Union Card & Paper Co., Montreal.

Postal Scales.
Triner Scale & Mfg. Co., Chicago.

Press Clippings.
Canadian Press Clipping Bureau, Toronto.

Printers. Weese, G. A., & Son, Toronto.

Rubber Bands. Faber, A. W., New York.

School Supplies.

Buntin, Gillies & Co., Hamilton, Ont.
Copp. Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Scrap Books. Brown Bros., Toronto.

Sealing Wax.
Cooper, Dennison & Walkden, London, Eng.
Waterston, Geo., & Sons, London, Eng.

Souvenir and Picture Post Cards.

Brown Bros., Toronto.
Copp. Clark Co., Toronto
Gige, W. J., & Co., Toronto.
Illustrated Post Card Co., Montreal.
MacFarlane, W. G., Toronto.
Picture Post Card Co., Ottawa, Ont.
Warwick Bros. & Rutter, Toronto.

Stationery.

Barber & Ellis Co., Toronto.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton and
Montreal.
Copp. Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Labrairie Beauchemin, Montreal.
McFarlane, Son & Hodgson, Montreal,
Waiw.ck Bros. & Rutter, Toronto.
Weese, G. A., & Son, Foronto.
Whiting Paper Co., New York.

Telephones.

Bell Telephone Co. of Canada, Montreal.

Thumb Tacks.
Hawkes-Jackson Co., New York.

Toilet Paper. Weese, G. A., & Son, Toronto.

Typewriter Supplies. Carter Ink Co., Montreal. Colonial Ink Co., Peterborough, Ont, Mittag & Volger, Park Ridge, N.J. United Typewriter Co., Toronto.

Wall Paper. Stauntons Limited, Toronto. Watson-Foster Co., Montreal.

Wholcsale Jobbers.
Woese, G. A., & Son, Toronto.