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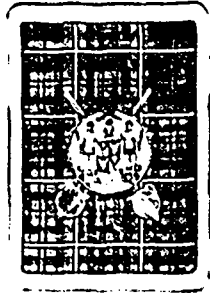
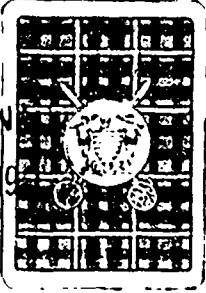
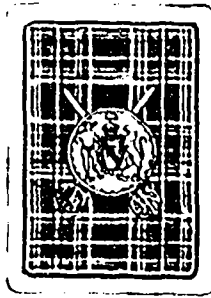
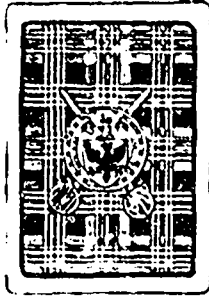
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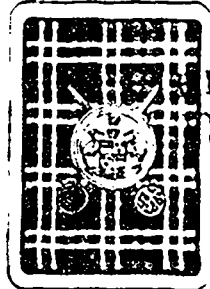
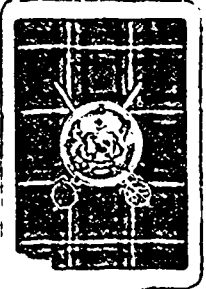
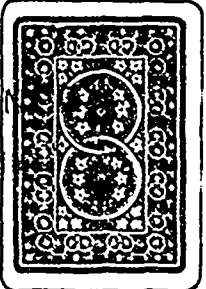
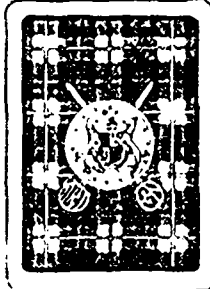
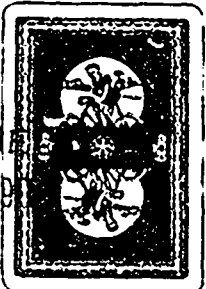
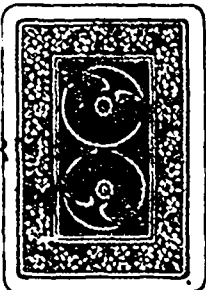
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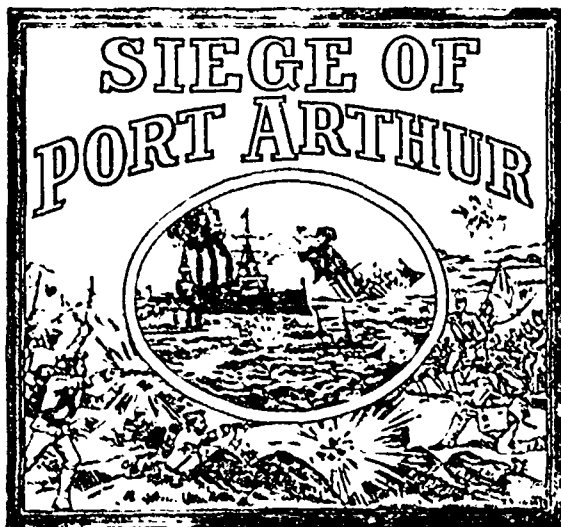
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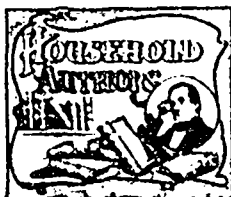
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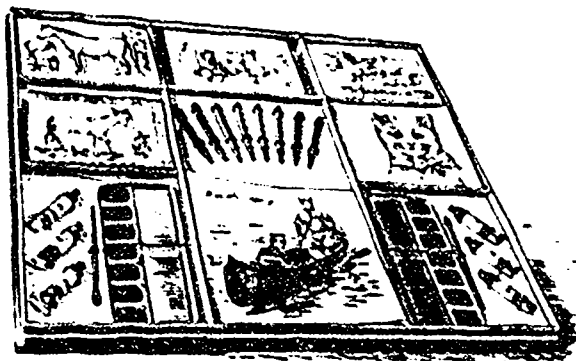
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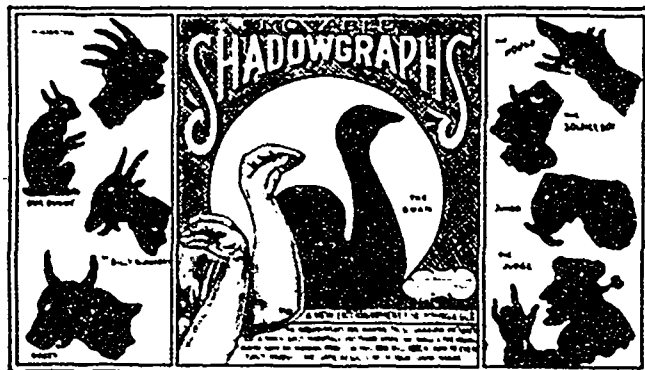
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Vol. XX. MONTREAL AND TORONTO, CANADA, SEPTEMBER, 1904. No. 9.

THE STATE OF BOOKSELLING IN CANADA.

By Observer.

WITHIN the past twenty-five years bookselling in Canada has undergone a great change and today the bookselling business is at a critical juncture in its existence. The public libraries, the introduction of co-operative systems of supplying books, the increase in newspaper and magazine circulation, and above all, the departmental stores, have almost completely destroyed the old type of bookstore. On the other hand the character of the average bookseller has altered, much to the detriment of his business. The ability and capital, which might have averted the calamity, have been sadly lacking in the bookseller of to-day.

Twenty-five years ago, in the older portions of Canada, it would have been possible in almost every town and city to have pointed out a bookseller, who had a good stock, knew his business thoroughly and sold books. Today an interested person might travel from Port Arthur to Halifax and not find above six stores of this standard.

The hope of bookselling is, at the present day, centred in the west, where, both in Manitoba, the Territories and British Columbia, there are some genuinely first-class bookstores. With enterprise and a sufficient supply of capital, there is no reason why these stores should not successfully withstand the inroads of those agencies which have been so harmful to eastern booksellers.

So far as current works of fiction are concerned, there can be no doubt that the sale has been considerably influenced, so far as bookstores are concerned, by the introduction of such schemes as the Booklovers Library into Canada. A store, which would order twenty-five copies of a new novel on publication a few years ago, is now content with one-fifth that number or even less. Public libraries, which are at present in a higher state of efficient management than ever before, are also better patronized. Instead of a single copy of a new novel being received, four, five, six or more copies are taken and there is no need for the impatient reader to visit the bookstore, before he can secure a copy. The department store, too, with its huge transactions, is able to procure and sell large quantities of fiction at much lower prices than the poor bookseller.

Turning to that class of literature on which the Canadian bookseller was able for years to make a decent profit, the juveniles and standard authors, this business has almost completely left his hands. This loss is directly

attributable to the department stores, which went direct to the source of supply in England, got special rates and entered the regular trade. By means of mail orders, the department stores now send these books all over the country. They supply the Sunday school libraries at low rates and, about the holiday time, do a huge trade in juveniles and cheap standards.

So far as school books are concerned, the trade is still pretty well in the hands of the local booksellers, though here again the department store has been making serious inroads. The children, however, usually want their books right off and accordingly patronize the home dealer.

The outlook for the Canadian retail trade is, however, not without its bright side. Though greatly harassed, the booksellers are not giving in and, with proper precautions, there is little doubt but that the situation can be greatly improved. A serious fault has been a fearful lack of enterprise. A dealer is afraid to stock books even when he knows they will be asked for. He carries the smallest and weakest stock imaginable and when he buys, he buys cheap stock, because he believes the great sale is for this class of book. Here, he is mistaken. Let him leave the sale of cheap books to the department stores, where books are considered just as so much merchandise. In cheap books, he absolutely cannot compete. With the better class of book, however, the case is different. There is a good opportunity for the sale of these books on even terms with the department stores and the profits are better.

A bookseller, who knows his books, possesses a tremendous advantage over the department stores, where knowledge of books and literature is never much in evidence. Let a bookseller be widely read and communicative of his reading, let his stock be strong and extensive and he will find a clientele growing up around him and an extension of business, which ensures his success. The Canadian people are buying and reading books and better books than ever before and it is for the bookseller to secure this better trade.

A plea for combined action against evils, which are threatening the whole trade is in order here. When the success which has attended the formation of associations in other branches of trade is observed, there can be little doubt but that an active association of booksellers would do much to counteract or remove these evils.

BOOK BREVITIES

BOOK BREVITIES.

A STRONG list of novels is promised this fall by the Copp, Clark Co. At the head stands Sir Gilbert Parker's "Ladder of Swords," and F. Marion Crawford's "Whosoever Shall Offend." Other important books are "Jess & Co.," by the author of "Wee Macgregor," "Dialstone Lane," by W. W. Jacobs, "Beatrice of Venice," by Max Pemberton, and "The Abbess of Vlaye," by Stanley J. Weyman.

A biography of Joseph Chamberlain by S. H. Jeyes, has been published by the Gresham Publishing Company, of London. It is claimed for this work that it is the only real biography of Mr. Chamberlain that it is written with complete knowledge, that it is free from party bias and that it is indispensable to the understanding of the fiscal question. Great care has been expended upon the material get-up of the book. It is issued in two volumes, illustrated, at the net price of 25 shillings.

Opie Read is to-day heralded as the American Dickens, and any one who is so fortunate as to read "Turk," the latest novel by this author will agree that he possesses many of Dickens' best characteristics. The story is a powerful character study. The book is most attractive in appearance. (Laird & Lee, Chicago.)

Laird & Lee, of Chicago, are building up a reputation for children's books. They have this year published "Santa Claus' Wonderful Candy Circus," by Olive Aye, "Uncle Bob and Aunt Beckey's Strange Adventures," "The Tale of a Tail," by Annette S. Crafts, and "Yellow Beauty," a cat book, by Marion Martin. The last book is to the end what "Black Beauty" has long been to the horse. This publishing house have also issued an album of World's Fair views, containing 200 pictures, 32 of which are colorgraphs and the balance printed in tints. The book in paper covers is 25 cents and in cloth, boxed, 60 cents.

Blackie's 1904 picture books are now ready for the trade. As usual, judging from the reputation of the publishers and the titles of the books, the volumes are just what will be sure to please the most fastidious child. The 6d series contain six or seven pages in color and twenty-three pages in black and white. The shilling series contain eighteen pages in color and seventy pages in black and white.

No bookseller will be safe this year, if he neglects to have in stock "By Conduct and Courage," the best story from the pen of G. A. Henty, that inimitable writer of boys' books. At the same time he would be wise to strengthen his stock of juveniles by the addition of new boys' books of Captain Breton and Herbert Strang.

These are capital books for the youth of Canada, with a healthy influence and brimful of instruction. Some of the titles are "With the Dyaks of Borneo," "Foes of the Red Cockade," "In the Grip of the Mullah," "Boys of the Old Brigade" and "Koho, a story of Japan." All these books are issued by a firm, which has for years made a specialty of boys' books. Blackie & Sons, of Edinburgh. The Copp, Clark Co., and William Briggs are the Canadian agents.

R. A. Everett & Co., Limited, are the publishers of a colonial library of fiction in both paper and cloth, which includes some interesting novels. These stories are all by popular novelists, such as Fox Russell, Arthur Griffiths, Richard Marsh, Florence Warden Mrs. C. N. Williamson, Nat Gould, etc. They appeal to the great mass of readers of fiction and should prove first rate sellers in Canada.

"A Ladder of Swords" is the title of Sir Gilbert Parker's new novel, which has just been issued by the Copp, Clark Co. It is an exquisitely conceived love story, the scenes laid in the time of Elizabeth. The hero, Michel, a gallant young soldier, is separated by religious persecutions from his sweetheart, Angele, he in France and she on a small island near England. The lord of the island falls in love with Angele's beauty, and wishes to marry her, but though weary months pass without a word from Michel, she gently resists her powerful suitor and remains loyal. A freak of fortune brings the pair into the castle of Queen Elizabeth, and her admiration for the handsome young soldier arouses the jealousy of the Earl of Leicester, and bids fair to separate Michel and Angele. The scenes with the Queen are most fascinating, and equal, if they do not excel, anything the author has ever done. Exciting intrigue and many startling situations in the Queen's palace result in repeated and desperate dangers for the faithful lovers, but they finally escape the hazardous favor of the great Queen and are united.

This is the time to remind booksellers of the new and enlarged edition of "Webster's International Dictionary" which is published by G. & C. Merriam Co., of Springfield, Mass. There are 25,000 new words in this edition and all the plates are new. The binding is rich. The same firm issue the "Webster Collegiate Dictionary" containing 1,100 pages and measuring 7x10 inches. A special thin paper edition of this dictionary is a marvelous production, reducing the bulk to one-half that of the ordinary issue.

"Jess & Co." by the author of "Wee Macgregor," is a new story in Scotch dialect that will rank with the popular Wee Macgregor stories in originality, humor, and charm. Jess is a sweet Scotch lassie, newly married to a sturdy, happy-go-lucky young fellow named David Houston. How this young couple get under way on the sea of matrimonial life—their trials, joys, and disappointments—furnish the thread of the story. But the young people are not left to solve their problems by themselves. Various members of the little village community are eager to offer their advice to the young couple. Aunt Wallace, Miss Perk—an angular spinster—Mr. Ogilvie—the vil-

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Prof. Charles G. D. Roberts has just returned to America after six weeks or so on the Continent, where he journeyed in order to put the finishing touches to the proofs of his new romance, "The Prisoner of Mademoiselle," which is to appear October 1st, through L. C. Page & Co., his American publishers, and Archibald Constable & Co., his English publishers.

Ella Wheeler Wilcox has at last settled upon the title for her forthcoming book, announced through L. C. Page

and vivid descriptions of life in the Klondike and the Northwestern part of Canada.

Readers of that absorbing tale, "The Red Triangle" will be eager to procure a copy of the new novel by the same author, "The Green Diamond." This, too, is a detective story, the opening scene of which is set in India at the time of the great Durbar of 1902. (L. C. Page & Co., Boston.)

This month, L. C. Page & Co., Boston, are publishing Lillian Bell's new novel, "At Home With the Jardines," which is in a sense a sequel to her "Abroad with the Jimmies," since it deals with several of the same characters that made the earlier book so popular when it was published two years ago. The new story is said to be extremely bright and amusing.

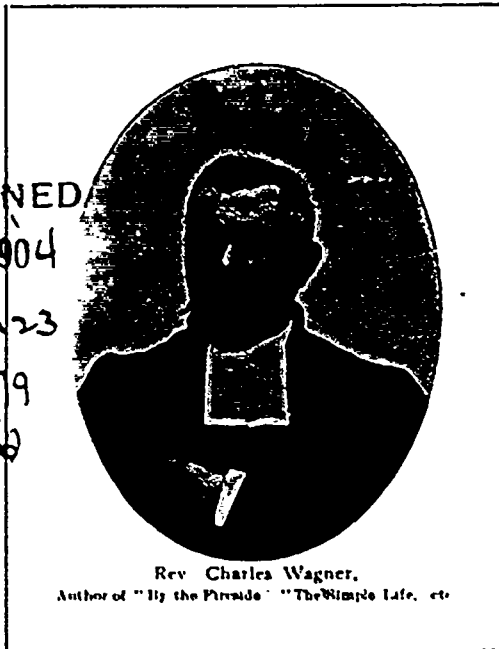
Canadian booksellers, in search of first-class encyclopedias, works of reference, and standard sets are referred to the Gresham Publishing Co., of London, a firm which has earned a well-deserved fame for its books of this nature. They have issued a new popular encyclopedia in 14 volumes, edited by Dr. Amundale, handsomely printed and bound. A book on all matters relating to domestic economy and household management in four volumes is also on their list. They are publishers of the Imperial edition of the Waverley Novels in 25 volumes and the Imperial edition of Dickens' novels in 16 volumes. These books are all standard and are worthy of places in the best libraries.

An excellent book to give young bachelors with social pretensions is "The Fussier's Book," by Anna Archibald and Georgina Jones. This book contains forty-two rules for the guidance of ladies' men. It is beautifully printed and illustrated. Fox, Duffield & Co., of New York, publish it at 75 cents. Another unique book of theirs is a small volume of humorous verses on celebrities from Adam to Roosevelt. Price \$1.00.

A number of most interesting volumes have recently been issued in Unwin's Colonial Library's new set. No. 194 of this series is Keble Howard's very successful book "The God in the Garden" and while the series is chiefly composed of works of fiction, there are several admirable works of a historical character. Some excellent books for the household are also found in the list, and one before us "The Housewife's What's What," compiled by Mary Davies. There are 430 pages of most interesting matter in this volume dealing with practically everything connected with the household. There are innumerable hints on the care of the home and its management, "Hygienic Rules," "Hints on Sanitation," "Entertaining," "Amusements," "Home Doctoring," "Invalid Dietary," and "Cooking," etc. It is surprising how much can be learned by casual perusal of these pages, even on such commonplace matters as the care of boots, and the weekly washing. The book is arranged alphabetically, and there is a complete index of all hints and recipes. It is certainly a most useful holdall of information for the household.

& Co., for the Fall. This is to be "A Woman of the World." The book has been in hand for some time, but its going to press has been held for that vastly important, as far as results are concerned, if at first thought, minor point the title. The final choice is in many ways a felicitous one.

L. C. Page & Co. have recently published "The Hound from the North," a new novel by Rudgwell Cullum, author of "The Story of Foss River Ranch," etc. Mr. Cullum is a Londoner, but spent several adventurous years in Northwestern Canada, where he had countless experiences quite as thrilling as any of the fictitious ones which he has described, and where he collected much of the material since utilized in his books. "The Hound from the North" is a good, stirring story, with plenty of



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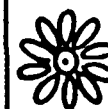
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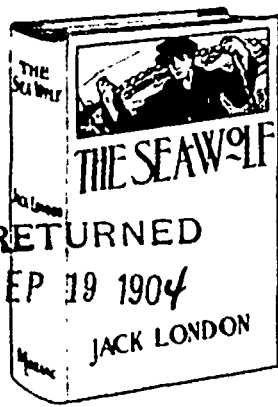
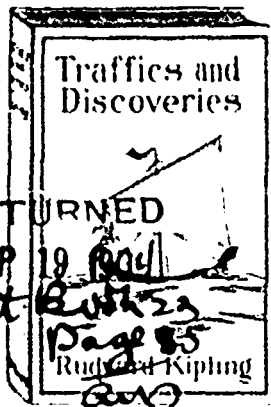
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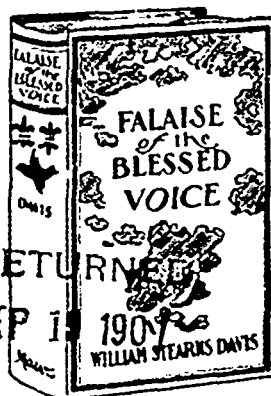
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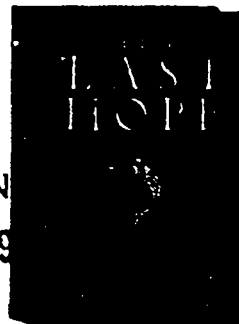
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	MONTREAL BOOK TRADE	
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OPINIONS regarding the trade in Montreal book circles are more or less colored with individual disappointment, especially by those who depend upon the patronage of tourists to augment the dullness of August. Every preparation has been made to satisfy the most exacting, and this shows a creditable feature of the completeness of the various stocks. However, the expected rush did not arrive, and it took some advertising and a good deal of energy to keep sales up to the normal standard. The popular new books, as usual, had the most attention, and tends to disprove the fact that the future of the book trade will be confined to certain individuals who cater only to collectors of rare books.

It is a very pleasant relief for booksellers to turn in to the active work of the school book and school supply trade. There is no adequate reason why this trade should not be profitable, and it is interesting to note that co-operation is being attempted for mutual benefit, to prevent undue price cutting, and to further put the trade on a healthy basis. It is understood the move has received the approval of the trade, and is likely to be a success. It is an idea worth copying in even smaller sections. Many and various have been the pernicious influences at work to injure this profitable line. It is gratifying to note the elimination of unfair inducements to attract business at a loss. It is hoped this year will be noticeable by their absence. Rather has the trade been fostered by individual excellence and carefulness of displays. A unique idea was the arrangement of the various text books for each and every grade on separate tables. This facilitates ready selling and avoids needless confusion. Perhaps the unwonted display of school books arises from the knowledge gained in the past by booksellers of the craze children have for fresh, new books, which is naturally augmented upon seeing a plentiful supply.

Enough new school books are out this year to give vim to the trade, and added to this is the wider use some of last year's new ones are bound to have. All the old books are authorized, and among the new ones authorized might be mentioned "The Primary Exercises in Arithmetic," by Miss Silver of Montreal. The book is in 8 parts, graded for the various classes, and should meet with approval. Some "New Exercises in French" will also be found helpful. A new edition of the "Empire Songster" is also reported.

The attention paid to juvenile books in Montreal is worth copying. The life of a good juvenile book is practically unlimited, a new generation of readers growing up to read it with every recurring season, giving the reason for the fact that it pays to issue the old favorites in new editions with considerable frequency. Being such staples, they can be purchased with confidence, even if bought a bit too heavy, there will be no question of getting stock, as they will be just as good property for the next season.

Montreal book stores are certainly progressive, as denoted by some unique yet simple ideas which are trade winners. A rack, permitting the insertion of the names of at least half a dozen books, is displayed outside and labelled the latest books. These, of course, may be changed as occasion demands. Blue pencil cards succinctly describing popular books are scattered through a window, and do much to arouse interest. Along the same line a progressive feature was noticed in the display of "When Knighthood was in Flower," contemporary with the appearance of Miss Lulu Glaser in the musical comedy adopted from that story. An idea in further

ing the display of children's books was in the form of a card reading "If you wish to cure your sick children buy these books." Strings of various colored pencils arranged in artistic designs did much to enliven a prosaic display of school books.

Canadian publications have been strengthening in trade circles due to the prominence given them, as well as to the intrinsic merit of the various stories. One store temptingly invites trade with the alluring sign "Exhibition of Canadian Publications Inside. Admission Free." A goodly number of Sir Gilbert Parker's books are prominent, while Lighthall, Roberts and Seton have a good showing among many authors.

A new book bearing the title, "A Hand Book of Mercantile Law," seems to at last present an opening for retail booksellers to break into this class of trade. The book may be said to "fulfil a long felt want," if the words of some successful men interviewed by the Montreal Daily Star's representative on the question of success are to be relied upon. The foundation principles and the everyday application of many features unfamiliar to the average man are touched upon. Public, private and international law are explained with a full treatment of such interesting subjects as loans, interest, negotiable paper, etc. A glossary is appended which acts as a ready reference for knotty questions.

Still another of Hugh McHugh's catchy episodes is meeting with a ready sale. "I'm From Missouri" is a title which allures the users of this slang expression. "Out for the Coin," "I Need the Money," "It's Up to You," "Back to the Woods," "Down the Line," and "John Henry," all by this same author, are all in demand.

Murray's "Illustrated Guide" is out with a new edition.

The popularity of the "Heart of Rome" and the "Crisis," has been revived with the issuing of a 25c edition.

"The Custodian," by Archibald Eyre, and "The Vikings Skull," are two new books which are likely to soon find favor.

Among the good sellers of the month which has been characterized by no special run on any particular book, are "The Lightning Conductor," "The Singular Miss Smith," and "Broke of Covenden."

Nothing perhaps has contributed so much to keep up the sale of popular books, as against the practice of patronizing libraries, as the mania for books as a gift. Some Montreal stores keep a table filled the year round with a varied selection with the sign "Books for Gifts" in a prominent position.

"American, English, Scotch and French Wit and Humor," are books which meet with approval according to many reports.

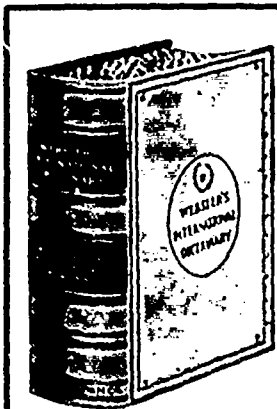
Nature books met with continued strength during August. "The Heather in Love, Lyre and Lay" is spoken of as a good seller.

The interest in golfing has provided an output for such books as "A Book of Golf," "Hints to Golfers," "On Many Greens," etc.

Smart stories find a good sale; such titles as "After Dinner Stories," "Sure," "Billy Burgundy's Letters," "The Book of Stitches," "How to be Pretty," "A Word to Women," and "The Love Letters of a Liar" are among those in demand.

"The Watchers of the Trails," is reviving in popularity.

In our last issue it was inadvertently stated that "The Crossing," in the paper edition was selling well. The book referred to was "The Crisis," by the same author. "The Crossing" has not appeared in a paper edition, and its sales still keep up. We regret the error.



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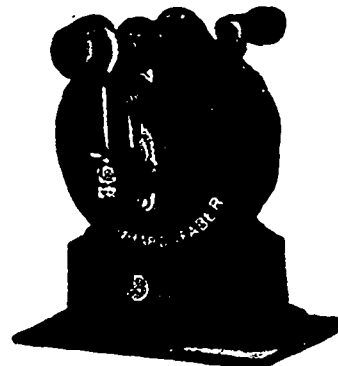
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The Fireside edition, complete in twenty-two volumes, is a good library edition. It contains all the original illustrations by Cruikshank, Philz, etc., and is bound in full leather. The complete set can be retailed at the remarkable price of \$15.

The India Paper Dickens is a marvel of compactness. The whole of Dickens' works are compressed into 17 volumes, and yet the print is completely legible. The retail price is only about \$20. This same edition has been bound up in double volumes in half-leather as well. There should be a splendid sale for these editions about Christmas time.

THE YORK LIBRARY.

IT has been the fashion ever since the day when the appearance of the Temple Shakespeare demonstrated the utility and success of the pocket edition, for almost every publisher, especially in England, to try his hand at producing dainty volumes of a size suited to the pocket. Classic and mediæval writers have had their works resurrected and sent forth in the most exquisite of small editions, with the result that the book market is to-day filled with all manner of pocket editions.

There have lately appeared in England the first volumes of a new series of these diminutive volumes, which, all points considered, are as pretty, as serviceable and as well edited as any of the numerous sets which have already been published. The York Library is the creation of George Bell & Sons, and is the worthy offspring of this distinguished publishing house. The binding is in green and gold, and both cloth and leather editions have been prepared. The paper used is both thin and strong, and the letterpress is admirably clear.

The volumes issued up to the present include Coleridge's "Aids to Reflection" and "The Friend," Fanny Burney's famous novels "Evelina" and "Cecilia," and two volumes of the works of Emerson. Other volumes promised are Motley's "Rise of the Dutch Republic," Lamb's "Essays," More's "Utopia," and "Don Quixote," and still more will be announced from time to time.

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The edition is being published in pocket volumes, bound in dark green cloth with gold lettering. The letterpress is perfection. Five volumes have already appeared, and the last, "Macbeth," has just come to hand. The editorial work has been carefully executed by Charlotte Porter and Helen A. Clarke, who jointly edited the Cambridge edition of Browning. The volume contains preface, introduction, frontispiece, notes, sources, duration of action, date of composition, early editions, glossary and selected criticism.

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"Fusser's Book, The." New York: Fox, Duffield Co.

at the World's Fair are illustrated, together with numerous important incidents and scenes.

Graham, Harry. "Misrepresentative Men." New York: Fox, Duffield & Co. Cloth, \$1.00, postpaid. This is a volume of poems, which are virtually take-offs on some of the world's great men, modern and classic. The list includes Roosevelt, Bacon, Adam, Joan of Arc, Paderewski, William Tell, Diogenes, Lipton, Mara, Ananias and Nero. The poems are distinctly clever and the book may be numbered among the notable gift books of the year.

Johnston, G. Harvey. "Scottish Heraldry Made Easy." Edinburgh: W. & A. K. Johnston, Limited. A handsome volume designed in yellow, red and black with an appropriate cover. Eight color plates and numerous line drawings are included by way of illustration. The text endeavors to explain the intricacies of the subject, with a distinct measure of success. A glossary and an index form useful addenda.

Kirkpatrick, Ernest S. "Tales of the St. John River." Toronto: William Briggs. Cloth. There are half a dozen stories of New Brunswick contained in this volume, all showing signs of merit. The author has a romantic mind and can read the spirit of mystery, which hovers about the beautiful St. John River. The characterization of the Mad Ferryman, Uncle Ben and Billie Willie is excellent, while he works out the more ambitious plots of "A Tobique Guide" and "A Drummer's Bride" with ability.

Pendleton, Louis. "A Forest Drama." Philadelphia: Henry T. Coates & Co. Cloth, \$1.00. This is a much better backwoods story than the average. The scene is laid in the forest and lake district of Northern Canada and involves the kidnaping of a beautiful girl by a brutal Englishman and her release through the agency of a talented young Canadian. The story is told with spirit, the numerous characters are well portrayed and the wild life in the backwoods is cleverly pictured. Altogether a capital story for both young and old.

Read, Opie. "Turk." Chicago: Laird & Lee. Cloth, \$1.25. The book deals with conditions as they existed in Kentucky during the days of the Old South. The real story lies in the delineation of the character of sturdy, warty, freckled-faced Turk. Left an orphan, Turk was bound out to a planter. He slaves and sweaters in the tobacco fields by day and acquires an education by candle-light in his garret at night. He falls in love with his master's daughter, Nan, who, apparently indifferent to him, smuggles books and candles to him. This is the beginning. Then comes the war, the romance of hidden gold and the happy denouement.

Roome, H. D. "James Edward the Old Pretender." Stanhope Essay, 1904. Oxford: B. H. Blackwell. Cloth, 2s. 6d. A thoughtful study of the personality of the Old Pretender and his connection with the affairs of England and Scotland. The author has attempted to remove all the erroneous estimates which friends and foes have built up around the memory of James and to show him in his true light - "a singularly unimpressive figure."

Tinayre, Marcelle. "The House of Sin." London: MacLaren & Co. Colonial Edition. In Augustine Chanteprrie the author has depicted a character in which the man has been sacrificed to the saint. Under a system of asceticism and negation the youth endowed by nature with the noblest qualities of manhood, succumbs at first to temptation and then with tortured conscience seeks by a



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process of self-abnegation to recover what he has never lost, for the man is pure and he dies a martyr to a false conception of sainthood.

Truscott, L. Parry. "Motherhood." London: T. Fisher Unwin. Paper, 2s. 6d. Innocence, sin, virtue—these form the trilogy out of which the story is evolved. Pauline, the heroine, is the strong character of the book, who through the alchemy of a mother's love refines and purifies her own and her weaker husband's character, until in the punishment of their sin by separation from their child and social ostracism, they are led to see the chastening hand of a loving Father and to learn the lesson that the only remedy for a wrong done is acknowledgment and reparation.

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Miss Corelli's new story, "God's Good Man," is already breaking records. The demand for the English edition exhausted the issue on the first day. Forty-three tons of paper were used in producing this edition. Someone with a turn for mathematics calculated that this paper placed on end, would stretch more than 3,316 miles, and cover a superficial area of 8,881,886 square miles. The first Canadian issue will be 5,000 copies, the greater part of which it is expected will be taken up in advance orders. In spite of the continued hostility of the critics although of late there has been a growing disposition to drop the fad of writing down Marie Corelli this popular writer maintains her place with the reading public.

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In order to throw some light on the problem, Bookseller and Stationer has interviewed leading dealers in Montreal and Toronto, who have very kindly expressed opinions. The opinion in general is that such a priced Canadian periodical would be welcome, but that the limitations of population and the lack of advertising support, with the high price of paper, would render such a magazine an impossibility.

To supplement these opinions, Mr. John A. Cooper, the editor of the Canadian Magazine, who has made a close personal study of the question, has stated his views.

Montreal Booksellers' Opinions.

Mr. Abbott, manager of the book department of The S. Carsley Co., Limited

I would welcome a ten-cent magazine of a high character for various reasons. For instance, it is undoubtedly true that Canadians are widely influenced through reading American periodicals with American advertisements, and an up-to-date Canadian publication at a popular price would eliminate to a vast extent this evil. Twenty-five cents is not a popular price, although our sales of the Canadian Magazine are fair. A magazine after the combined style of Pearson's, Strand and Munsey's should prove a go as a seller.

C. W. Contes

I consider such a popular magazine an impossibility, due to the restrictions of population and the lack of enough large towns and cities where magazines are sold to ensure large enough circulation to make such a venture a paying proposition.

F. E. Granton

The field is not large enough for a ten-cent magazine, and the cost of paper too high to make it pay. Advertising enough to make the loss on the subscription price equalized would be almost impossible to get.

F. A. Scrogge, manager book and stationery department W. H. Scrogge

There would be an assured demand for a high-class Canadian periodical at 10c. The question of sentiment lends strength to this assertion. American magazines are essentially American in tone, and a Canadian one with good, strong Canadian stories would be welcomed. I am sure. People pick up a 10c magazine without thinking, and I'm certain such a Canadian one would sell.

The advertising to make such a venture pay could be secured, once the circulation is gained. Canadian manufacturers would certainly support it, and American ones would soon find it a necessity to do so, to retain their hold upon Canadian trade secured through American periodicals. If such an up-to-date Canadian magazine were published I would take at least 100 copies as a start and if it looked especially good would not stop at 100 copies. We have enough large cities and towns to ensure a circulation of at least 20,000 in a short time, which when one considers the number of people who read borrowed magazines, is sufficient circulation to attract

advertisers. It would be a good medium for departmental stores too.

Mr. Foster-Brown

A good Canadian 10c magazine would secure enough home advertisements to eliminate the demoralizing features attendant upon the widespread circulation of popular priced American periodicals. They tend to draw away a good deal of trade which should be kept in Canada. American advertisers secure Canadian trade without enriching Canadian publishers to any great extent. It is like so much free advertising. There is no duty on American periodicals, and not even the extra postage demanded as in the United States when a magazine is over 1-3 advertising. There is the crux of the matter, increased postage should be levied. It would be hard to make a Canadian periodical at 10c profitable, however.

E. M. Kenoul

I hardly think there is trade enough for a high-class 10c magazine in Canada, as past attempts tend to prove. Consequently there is not the opportunity to gain the advertising support.

Mr. Morgan, manager book and stationery department Henry Morgan & Co.

I would welcome such a magazine, but the field seems too limited to make it a paying venture, and to tax American popular priced periodicals is a ridiculous proposition on the face of it.

Mr. Drysdale

East attempts, such as the National, Progress, Resources, etc., have not compared favorably with American competition, although there is a certain sale due to sentiment, as well as the worth of the magazines.

However, a splendid literary magazine at such a price is commendable and ought to be encouraged for various reasons. One notable feature which would result is the employment of home talent, and the development of latent literary resources. The majority of home literary effort goes to swell at the present moment the account of Cousin Jonathan. We should pay our own Canadian writers to do good literary work. Such a magazine should be utilized to foster and encourage the higher tastes of our public, and it should obtain circulation enough to secure a powerful influence.

It would certainly take a lot of money to carry to a successful issue such a venture, but it seems deserving of support. A guarantee fund for at least 5 years would seem necessary to put it on a sound basis. Money used to foster such a venture would be much better spent than supporting libraries where only fiction is procured. A sound literary magazine is the kind I would favor at even a popular price.

Alfred T. Chapman

The country seems barely large enough for such a periodical to make a success. A good popular magazine, with five stories, would come nearest to hitting the mark.

Toronto Dealers' Views.

Wm. Turrell, of Wm. Turrell & Co., Toronto

I don't know how far the public would be affected by the fact of a magazine being Canadian. People want something to read, and they want the most for their money. If a magazine were merely Canadian, it would naturally be deprived of a number of interesting topics

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- THE DAUGHTERS OF JOB, by "Darley Dale," author of "The Village Blacksmith," etc.
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ANNOUNCEMENT

To the Stationery Trade

We beg to take this opportunity of thanking our many friends for the very kind expressions of sympathy to us since our unfortunate second disastrous fire.

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Now ready.

Pocket Diaries for 1905

In progress, and will be issued at usual time.

We hoped to have occupied our new warehouse, now in process of erection, by this time, but owing to "strike" in the building trade, operations unfortunately have ceased for the present.

We invite correspondence from our friends in the trade and ask their indulgence if we are not able to execute their commands promptly as usual. Letter orders will have our best attention.

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Business established over a century.

Thomas Brown, Newcastle, Eng., 1771-1822; Thomas Brown, Jr., Newcastle, Eng., 1822-1846; Thomas Brown, Toronto, 1846-1856; Brown Bros., Toronto, 1856-1893; **Brown Bros., Limited**, Toronto, 1893—

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Manufacturing Stationers, Toronto

essential to a magazine's success. It would in the end simply have to compete with every other magazine on its merits. I don't attach much importance to the prestige it would derive from being Canadian. People would have to select it from among other magazines, and if it should not be equally interesting to the others it would be passed over. Whether such a magazine could be produced in Canada is doubtful. There is not the number of contributors which would make it possible to produce one. One sees the constant effort to establish a Canadian 10c magazine, and the result is so far behind that it dies. In furnishing a successful magazine with articles and stories, the editor has to go to the great literary centres, and Canada does not possess as great opportunities in this respect as New York or London.

Harold A. Wilson

From a purely business standpoint, a 10c Canadian magazine could never be a success. In the first place it would be impossible to produce a magazine in this country the equal of Munsey's or McClure's at the same price. There is not a sufficient population to support one. Leaving out the French Canadians, the Indians and the poorer classes, the reading population of Canada is very small. Outside of a few cities and large towns, no magazine has any circulation worth speaking about. While a magazine might sell well in Toronto and Montreal, outside in villages and small towns the sale would be extremely limited. A man in Toronto spends a dollar where a man in the country takes a long time to spend ten cents. It would be impossible also for a Canadian magazine to secure sufficient advertising patronage, and it would be absurd to suppose that Canadian manufacturers would pay prices for space equal to what is paid for space in such a magazine as McClure's. When all is said and done, sentiment enters little into the mind of the magazine purchaser. He wants the best he can get for his money, and a Canadian 10c magazine could not possibly be the best. Personally I would rather sell a 10c Canadian magazine than a 10c American magazine.

J. P. McKenna

I do not think a 10c Canadian magazine would be a financial success, it would have to be equal to Munsey's, the Strand and other imported magazines in merit, and even then it would cost a mint of money to work up a circulation on which sufficient advertising could be secured to make the production profitable. At the present time I believe there come into Toronto alone about ten thousand Ladies' Home Journals and six thousand Menseys every month. As a book and news dealer, I am not in favor of 10c magazines, as the margin of profit on the majority of them is so small that it hardly pays to handle them.

An Editor Speaks.

John A. Cooper, Editor Canadian Magazine and President Canadian Press Association

I am glad to know that the people are getting interested in knowing why there is no 10c magazine in Canada. The late W. E. H. Massey spent \$12,000 in trying to find the cause. When he finished his investigations he was convinced that the people of Canada preferred a "good" United States magazine to a "fairly good" Canadian magazine.

Even were the Canadian people willing to give a preference to a Canadian magazine the difficulties are so great that it would be impossible to publish one at 10c. In the first place the postal convention of 1875 was one-sided and entirely in favor of the United States. Under this international arrangement Canada loses about one million dollars a year in postal revenue, and the periodical publishing is centered in New York and Philadelphia

instead of being divided, in the ratio of population, between Canada and the United States. The second difficulty lies in the duty on paper. When paper is printed and bound into the form of a magazine it comes in free, when it is unprinted and comes into Canada to be printed and bound up into a magazine it pays a duty of 25 to 35 per cent. On an edition of 50,000 copies per month this would mean \$7,500 per annum which the Canadian must pay and which the United States dealer escapes. With a handicap of \$7,500 a year to start with, in the matter of paper alone, no publisher could issue a 10c magazine in Canada.

Of course it would be quite simple for the postmaster-general to cancel the present postal convention, and it would be even simpler for the Minister of Finance to do what they have done in Australia, put a tax of 6c a pound on all magazines containing over 15 per cent. of advertising. If these two reforms were effected we should have a half dozen 10c magazines published in this country within a year, and four of these would be named Munsey's, McClure's, Strand and Pearson's.

THE STATIONERY TRADE IN MONTREAL.

BUSINESS in both retail and wholesale circles during the past month has been up to the standard. There are no decided novelties to record on present sales, but all eyes are turned towards Fall and holiday trade, and on those some interesting information may be chronicled.

In this connection it is not amiss to state that the stationery department from now on should be one of the brightest and most attractive in the store. If you are a sharp buyer and have traveled about a bit, going through all the popular lines, you will have seen goods which for attractiveness and beauty have never been excelled, and with these your stock should fairly bristle.

Cabinets of papeteries will, of course, constitute the leading line in your stationery department, and of these there are scores and scores of new designs not, perhaps, new in shape, but new and remarkably striking in decoration. McFarlane, Son & Hodgson are paying particular attention to this class of goods. There are cabinets decorated with a profusion of almost every flower, elaborately lithographed and beautifully embossed. There are Autumn leaves dyed in glowing and prismatic colors, sprinkled over boxes containing perhaps a couple of quires of stationery and two dozen envelopes. All holiday goods spend most of their energies in the fine boxes and the extreme novelties are veritable works of art in the truest sense of the word. Floral designs, as aforesaid, are particularly prominent, and the color schemes are notably artistic and pleasing to the eye.

The newest papers are in the fabric finishes, and some of the lighter effects are especially charming. The colors prominent are azure and grey. The gradual introduction is noted in some of the newest designs in envelopes of a longer flap, which serves to indicate the trend of the shapes. Letterettes are again seen, and from past sales show signs of gaining in strength. The convenience after writing to simply blot and fold renders them attractive. The prices due to keen competition, are moderate for novelty papers which should interest the buyers.

These papeteries should be used for show purposes, which cuts so big a figure in the stationery business. A box of paper well displayed is half sold, and every up-to-date stationer understands this.

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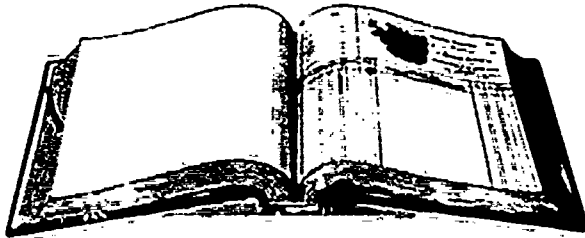
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A WORD TO THE WISE

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

Write for Sample Card
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A SET OF ONE AND TWO LETTER
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We have a full line of Greeting and Tally Cards for Fall trade.

Write for new style sheet of engraving.

Standard Embossing Company
82 and 84 Adelaide St East,
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Long Distance Service

From

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Rates may be obtained from any of the Long-Distance Toll-Stations of the company.

THE OFFICE END

DEVOTED TO THE
OFFICE STAFFS OF
BUSINESS
ESTABLISHMENTS

A SUGGESTION FOR THE COLLECTION DEPARTMENT.

By Henry Wheeler

A GREAT deal of unnecessary trouble and detail is gone into in making collections on the accounts of the average retail house. A study of the ledger cards is usually made, and efforts made to collect once a month or oftener. The writer has found that a good way to handle these matters is to have a statement made of every account which is due. Of course this statement should be made in duplicate, using carbon paper for the duplicate copy. Thus one statement can be sent to the customer and the other retained for a collection record.

A suitable file (provided with guide cards, showing days of the month) is used and as a statement is sent out to a customer, its duplicate is placed in an appropriate division of the file.

We will say that the cashier makes up his mind that this account should be paid in ten days or something further done about it. He will thus put the duplicate statement into his file ten days ahead of the date the statement is sent. Each day he takes out of its compartment the papers applying to that day's work, and he is then in a position to take whatever action he deems necessary.

The duplicate statement shows just how old the account is and a reference to the ledger will show whether any payment has been made. As the ledger folio or the card number will appear on the statement, reference to the ledger will be very easy.

If, after investigating this particular case, he comes to the conclusion it will be wise to wait a little longer, he can file the statement over again under the date he determines on for the next action on the subject.

If he thinks it would be expedient to write a letter to the debtor just at that time, the letter can be written and the whole thing filed ahead to come up when he expects to take further steps to collect.

In writing collection letters, it is always well to set a certain definite date on which you expect a response. If the response is not forthcoming at that time you have something definite on which to base your demand upon the debtor.

Thus the account, when it becomes delinquent, is always kept before the party who has charge of the collections and it is never in danger of being overlooked or "sidetracked."

It is sometimes deemed expedient to mark the ledger page or ledger card, showing that the account has been placed in the hands of the collection department for action, and thus the cashier or bookkeeper is relieved of the necessity of making a new statement each time a set of statements is drawn off.

It is usually the case in most establishments that delinquent accounts cease to be active; that is to say, while they are delinquent no further goods are purchased, and so long as this is the case there would be no necessity of a new statement until the account was settled and the delinquent debtor could again become a customer and his account again becomes active.—The Book-keeper.

HIS ROYAL HIGHNESS—THE BOOKKEEPER.*

By Harry W. Mann, St. Paul, Minn.

THE term "bookkeeper" is fast falling into disfavor. It is getting too common for the average young man and gives the impression of a second-hand amateur. This calls to mind a little incident which occurred in one of our wholesale dry goods establishments on Third street, 'way back in the seventies. The firm had just completed an anniversary after a year of very good results, and of which they were not ashamed, as they seem to be now. It was the good old times of small sales and large profits. Their employes were all called together one afternoon and "refreshments" liberally passed around and considerable self-laudation indulged in. In the midst of the general jollification a voice was heard from somewhere in the piles of dry goods: "Hi! and I'm the bookkeeper!" Johnny was bound to have his share of the glory.

For one, I do not believe in the passing of the bookkeeper, the name fits him all right if he upholds the standard of his duties to his employer. An accountant is his own master, he is never graduated, he is evolved out of the school of varied experiences. The duties of an accountant are as responsible as those of an attorney, and his thoroughness and skill can do much to make or mar the business.

Our subject then will consider the bookkeeper as he is, or, if preferable, he can be viewed as the accountant bookkeeper, a man selected by the concern for his integrity, accuracy and ability to execute the duties of the position, and necessarily worthy of the confidence which must be placed in him. We are not speaking of the posting and adding machine, the mechanical doer of things, whose thinking and habits are in the rut, but of the hard-working, old-time confidential clerk of a large mercantile establishment. Let us consider our friend under three different phases: His relation to the credit department, his relation to members of the firm; his relation to himself.

The credit man is the extra special express of the whole business system, and the track must be kept clear for his run. It makes no difference what other trains are to be sidetracked or what inconvenience it makes, a clear track signal must meet his eye at every station. It should be the bookkeeper's chief duty to find out from experience what information the credit department usually use in their work, he should so keep his books that this information is instantly obtainable without the annoyance

* An address delivered before the Minneapolis Society of Accountants and Bookkeepers.

of hunting up original entries, or wasting time looking for letters; the postings must be always kept up as close as possible, and never behind, charges posted as soon as billed, cash posted as soon as received, allowances can show what made for, and notes can be entered to tell when due and if paid, the account should show at a glance if discounts, how much owing, due or past due, when last statement sent, whether draft made, and much other information which if not at hand would require considerable time to ferret out. Every facility must be afforded the credit man, whether it comes in the daily routine or under some special or extraordinary information. He should be advised daily of amount of collections, amounts of due notes on hand or discounted, amount of outstanding accounts, as well as of payments. The credit department may often seem unreasonable in their demands on the bookkeeper, and their methods may seem open to improvement, but the annoyance should not be considered. Every nerve must be strained to facilitate the safe placing of orders and quick collection of accounts. This means a great deal of unnoticed work on the books, with considerable nervous energy expended and unappreciated zeal, but it's the necessary duties of the position, it's the place of the bookkeeper to furnish the steam for the motive power and let the engineer and the powers that be do the rest.

Our friend's relation to his employers is one requiring very delicate adjustment and must necessarily be of a confidential nature. The trouble seems to be with the majority of bookkeepers that when they acquire certain information, the microbe of a swelled head and self-conceit go with it, and they are liable to imagine that the whole business, profit and no, not losses—depend on themselves. Employers evidently have occasional mirthful soliloquies over the theme, "Who owns the business?"

The employers should advise the bookkeeper what certain information they desire for the running of their business, and then it is up to him to keep them advised of this information in a compact form with all details ready for inspection. He must first satisfy them in regard to his methods, which must be open in every particular and so well safeguarded that one section dovetails into another, and the whole scheme may be intelligently inspected by any of the firm at any time. A system of daily and weekly reports and monthly comparisons may prove of great value. A monthly balance sheet can demand interesting and profitable consideration and is more than a mere grouping of figures; and yet too much detail would be tiresome and make the correct conclusion hard to arrive at. In a mercantile house a correct monthly asset and liability statement of affairs is almost an impossibility because the actual amount of merchandise on hand is not obtainable (though it may be closely estimated), as well as many other accounts which cannot be equitably adjusted every month. The balance sheet can only serve as a regulator of the business by comparison and percentage estimates, it is not so much a question of how large the sales are as it is how do the expenses compare with the percentage of profits, can the expenses be made elastic in proportion to the sales, it's an easy matter to increase the sales and probably increase the gross profits, but does the capital invested reap the benefit? Here is where the accountant makes himself valuable by showing information along this line. Probably the best form of balance sheet is one based on the published bank statements, grouping the accounts together in eight or a dozen items, thus enabling the eye to see the state of affairs without wading through a wilderness of figures, of course, the detailed statement is ready when required.

The yearly balance sheet should prove a source of great pride to the bookkeeper, as does the finished structure to the architect. This is what makes the drudgery

throughout the year bearable. The gathering together of all the numerous items and grouping them intelligently into facts, proving the soundness of past and future bearings by percentages, showing where the weak spots may be and making a basis for future operations. There's a sea of innumerable figures between the two inventories, but it's a great satisfaction to let the employers know just where they stand, and—"virtue is its own reward."

The bookkeeper's relation to himself is something of an understudy which requires the pen of an artist to do it full justice. He has to do a great deal of work which does not show for the amount of time spent upon it, and he has to do his work as the opportunity offers—it frequently seems like crossing a swift stream by jumping from one stone to another and being continually on the alert. The daily work must be kept up to enable the credit man to have a clear track—this might be easy enough except that usually ninety-nine days out of a hundred a snag of some kind interferes and occupies a good many minutes of time; then there may be a long statement to average or a complicated account to adjust, and meanwhile the regular work is grinding out—or it is very much like diving into a pile of sand; as fast as one shovelful is taken away, more sand is falling down. No wonder the poor fellow has nerves. Even all these interruptions might prove of value to the discipline of his character, but when it comes to trial balances, the patience of Job has a strong rival. It matters not what system is used, nor how correct one may be, it's the nature of figures to elude your vigilance. It has been said that on the large passenger boats on the eastern waterways they are required to keep two pilots constantly on duty, as it is claimed that the human mind is likely to make a blunder unconsciously. Such a thing may happen very seldom, but where human lives are concerned there must be no chances. A bookkeeper may surround his work with all possible proofs and safeguards, but sometimes the eye gets tired and the mind becomes mechanical and the brain is indulging in some happy reverie, then it may be that a little error creeps in while the work goes on under the calm assurance that a mistake would be detected at once. When the trial balance is taken off there is something wrong. Then comes the weary hours of proving up and hunting for the trouble. It might be a pleasant piece of detective work to ferret out a mistake and run it to cover, but think of the time it takes and time that don't count, and meanwhile the sand pile is growing larger. Here is where the employer is unappreciative; he is paying for results and cannot understand why so much time is required on a small balance sheet, never thinking of the trial balance. A bookkeeper must do all his hunting after hours, and between bites, as it will not do to allow any of the machinery to run slow or interrupt the routine of others. A large percentage of a bookkeeper's time is burned up looking for mistakes of his own or of others. It is the nature of the business! If he were infallible and trial balances were not necessary, his position would be of a decidedly pleasant nature. The trial balance is a great trial of patience, energy and nerves; it is not the work itself, but the time it takes to go over the ground. Great progress has been made within the past decade to facilitate this branch of work, and properly handled, it may be robbed of many of its terrors.

HOTEL DIRECTORY.

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THE PROVINCIAL
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HOTEL GRAND
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 First-class accommodation for Commercial Men.

<p>This list is for the purpose of placing retailers, manufacturers, jobbers and other readers in touch with reliable and competent accountants and auditors, whose services are so frequently required for such purposes as opening books,</p>		<h2>Leading Canadian Accountants and Auditors</h2>		<p>adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.</p>	
<p>DAVID HOSKINS, F.C.A. Chartered Accountant, Auditor, Financial Valuator. 207 Manning Chambers, City Hall Sq., Toronto, Canada.</p>	<p>F. H. KIDD, Chartered Accountant, Auditor, Assignee, Etc. 305 McKinnon Bldg., - Toronto.</p>	<p>HENRY BARRER & CO., Accountants and Assignees. Offices: 18 Wellington St. E., Toronto, Ont.</p>	<p>GEO. O. MCKINSON, Chartered Accountant, Auditor, Assignee, etc. Regular and Special Audits. 37 Wellington St. E., Phone Main 4744. Toronto.</p>		
<p>JENKINS & HARDY, Assignees, Chartered Accountants, Estate and Fire Insurance Agents. 154 Toronto Street Toronto 465 Temple Building, Montreal. 100 William Street, New York.</p>		<p>WILLIAM FAHEY, Accountant and Auditor 462 McKinnon Building, Toronto.</p>			

<p>This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,</p>		<h2>LEGAL CARDS.</h2>		<p>organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature. For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.</p>	
<p>HEATY, BLACKSTOCK, FANKEN & RIDDELL, HEATY, BLACKSTOCK, CHADWICK & GALT, Barristers, Solicitors, Notaries, Etc. Offices, Bank of Toronto, Tel., Main 2212. Toronto, Ont.</p>	<p>JAN. H. BURRITT, K.C. Solicitor, Notary, Etc. Pembroke, - - - - - Ont.</p>	<p>L. L. O. VIDAL, Barrister, Solicitor, Etc. Collections and Commercial Law. Montmagny and Quebec City, Que.</p>	<p>J. C. HAMILTON, LL.B., Barrister, Solicitor and Notary. McKinnon Building, Toronto. Phone, Main 64.</p>		
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Educational Department.

The following institutions for the education of business men's sons and daughters are recommended by this paper:

<h3>LEARN TO ADVERTISE YOUR STORE</h3> <p>or if you have not time yourself, pay for a course for one of your bright clerks. Get booklet on our specialized course in advertising. Tells about our new method of advertising study.</p> <h4>SEPARATE COURSE FOR EACH LINE OF BUSINESS</h4> <p>Our method is absolutely new and practicable. It tells you all there is to learn about advertising your particular goods.</p> <h4>GOOD ADVERTISING IS TO-DAY THE BASIS OF SUCCESS</h4> <p>Begin now; take our course of study and learn to advertise your store. We look after your ads, while you take your course. Send for our booklet.</p> <p>CANADIAN CORRESPONDENCE COLLEGE, Limited Phone Main 4302 161 Bay St., TORONTO</p>	<h3>Western Business College</h3> <p>Cor. College and Spadina-avenue, TORONTO. Thorough courses in: Bookkeeping, Stenography, Typewriting and Penmanship; Individual instruction. A. J. HOARE, Principal.</p>
<p style="text-align: center;">FIRST-CLASS</p> <h2>TELEGRAPH OPERATORS</h2> <p>SUPPLIED AND TRAINED BY</p> <h3>METROPOLITAN Business College</h3> <p style="text-align: center;">- OTTAWA, ONT. -</p> <p>H. A. FARQUHARSON, B.A., Principal.</p>	<p style="text-align: center;">1889.</p> <h3>The Belleville Business College, Limited,</h3> <p>Business firms get the best results by applying to us 10 days before vacancies occur in their employ. See Catalogue pages 21, 27, 33, 41</p> <p>J. A. Tossaw, Secretary. } BELLEVILLE, ONTARIO. { J. Prith Jeffers, M.A., President.</p> <p style="text-align: center;">One inch space in this dept. \$15 per year.</p>

We Want Booksellers and Stationers

to receive subscriptions for, and sell, current issues of the MacLean Trade Newspapers:

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

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

MacLean Publishing Co., MONTREAL AND TORONTO

FINANCE AND INSURANCE

CHARTERED BANK STATEMENT.

THE statement furnished by the thirty-four chartered banks for the month of July shows evidence of steady but continuous expansion, even when compared with the most expansive of Canada's recent prosperous periods. As compared with June, the note circulation of the banks shows slight contraction—a natural development during July. As compared with July last year, the note circulation has expanded more than two million dollars, and the expansion is about eleven million when compared with July, 1901.

The deposits of the public with Canadian chartered banks also continue to increase in the most encouraging way. The total deposits amounted to \$131,045,762 for July, as compared with \$123,871,030 for June, and \$382,140,101 for July, 1903. Deposits after notice continue to show the greatest relative expansion, but the expansion in deposits on demand has been quite appreciable, being nearly two and a half million dollars as compared with June.

Deposits of the public on withdrawal after notice have more than doubled since July, 1896. They were then \$122,100,974, whereas for July, 1901, they were \$312,713,823. When the July deposits withdrawable after notice are compared with those of June, an expansion of nearly five million dollars is shown.

Current loans and discounts amounted to \$208,759,910 for July, 1896, and to \$114,096,802 last month, a gain of \$205,436,862, or nearly a hundred per cent. There is a slight gain in discounts comparing July with June, and a gain exceeding fifty millions as compared with July a year ago. It is also significant to note that call loans which went up to \$15,876,067 in July, 1902, are now down to \$31,924,405.

Foreign business has contracted appreciably since last year, which goes to show that the Canadian banks have now pretty nearly enough Canadian business to keep them busy. The total assets of the banks now amount to \$696,409,519, or \$110,000,000 more than the liabilities, as compared with \$611,985,699 a year ago and \$319,582,621 for July, 1896. At that time, July, 1896, there were thirty-eight chartered banks, so that the average assets amounted to \$8,410,000, whereas now there are only thirty-four chartered banks, and the average assets amount to \$20,482,632.

AUSTRALIAN OPPORTUNITIES.

IN his latest report on trade conditions in Australia, D. H. Ross, Canadian Commercial Agent at Melbourne, remarks that up to the present no Canadian or United States banks have opened branch banks in Australia or New Zealand. There appears to be a splendid opening for an extension of the Canadian banking system to Australia, which would be appreciated by all Canadian houses doing business there, as well as by exporters to Australia. At present all exchanges are made through London, which is inconvenient, expensive and pregnant with delay. Gold can be shipped from Australia to Vancouver or San Francisco at less rates than to London. The United States Government exchanges gold

at par between its sub-treasury in San Francisco and the treasury at Washington or other sub-treasuries in the different United States cities. This would enable a Canadian bank, having offices in Australia, San Francisco and New York, to secure the greater portion of the profitable exchanges on Canadian and United States business which is now all settled through London. In this connection, it may be of interest to bankers to note the Australian shipments of gold to San Francisco in recent years, the values of which are as follows:—

1900	£3,710,156
1901	2,150,363
1902	1,601,000
1903	1,500,000

INSURANCE IN MONTREAL.

OWING to unsatisfactory conditions prevailing at the Montreal Water Works, the Executive of the Canadian Fire Underwriters' Association decided on Aug. 11 to charge in the congested districts of Montreal 50 cents more than the existing tariff on fire insurance. Since then the underwriters have taken the ground that the congested city districts were getting insurance too cheaply, from which the inference may be drawn that the old level is not to be restored even after the requisite repairs to the water works shall have been completed. Considerable dissatisfaction has been expressed by the mercantile interests of Montreal over this alleged unjustifiable action of the fire underwriters, and some drastic measures may be taken as a result.

FINANCE NOTES.

A. Guilbault & Co., bankers, Montreal, have registered.

The Imperial Securities Co., Toronto, has obtained a charter.

Mr. J. M. Robinson, banker and investment broker, St. John, N.B., has been succeeded by J. M. Robinson & Sons.

The thirtieth annual convention of the American Bankers' Association will be held in New York on September 14, 15 and 16.

The shareholders of the Consumers' Gas Co., Toronto, have passed a resolution authorizing an increase in capital of \$1,500,000.

The National Agency Co., of Toronto, have taken over the assets and affairs of the Century Life Assurance Co., of Vancouver, B.C.

Harshtorne, Bogert & Battelle, bankers and brokers, Montreal, have registered.

The British America Trust Co., Grand Forks, B.C., has increased its capital stock to \$100,000.

Mr. S. B. Fuller, of Woodstock, Ont., formerly manager of the Imperial Bank, has been appointed manager of the branch of the Crown Bank, to be opened in Woodstock about September 1. The Crown Bank has also opened branches at Comber, Ont., Bracebridge, Ont., and Aylmer East, P.Q.

According to a recent ruling of the British Treasury Department the exemption from income tax on premiums paid in the United Kingdom on life insurance or on contracts for deferred annuities, which has heretofore applied only to premiums paid to companies holding charters under the laws of Great Britain, will in the future apply to any or all insurance companies legally established in any British possession. This matter is of great significance to the large colonial offices doing business in Great Britain.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office
Toronto, Ont.
 Capital - \$2,000,000.00
 Assets, over - 3,546,000.00
 Annual Income - 3,678,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.
 C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$1,000,000.00.
 TOTAL ASSETS, \$2,024,006.02.
 LOSSES PAID SINCE ORGANIZATION, \$21,886,006.32.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
 Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President and Managing Director.
 P. H. SIMS, Secretary.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

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

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

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.

W. O. MACDONALD, ACTUARY.

J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE.

Paid-up Capital, \$8,700,000
 Res., \$3,000,000

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

HEAD OFFICE: TORONTO, CANADA.

This bank, with 110 branches, covering all the principal cities of Canada and the Pacific coast of the United States, and its own offices in London, Eng. and New York, is able to offer to those engaged in mercantile business of any kind unexcelled facilities for any legitimate banking business.

LIST OF BRANCHES:
 BRITISH COLUMBIA:

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

MANITOBA AND NORTHWEST TERRITORIES:

Calgary	Edin	Moose Jaw	Regina
Carman	Elkhorn	Moosomin	Ryan River
Dauphin	Gilbert Plains	Neepawa	Treherne
Dawson	Grandview	Ponoka	White Horse
Edmonton	Innisfall	Portage la Prairie	Winnipeg
Lloydminster	Melville Hat	Red Deer	" North

ONTARIO AND QUEBEC:

Ayr	Dundas	Ottawa	Stratford
Bazile	Dunnville	Paris	Strathroy
Bellefleur	Fort Frances	Parkhill	Toronto, 3 offices
Berlin	Galt	Peterborough	Toronto Junction
Blenheim	Goderich	Port Perry	Walkerton
Bramford	Guelph	St Catharines	Walkerville
Brantford	Hamilton	Sarnia	Waterloo
Chatham	London	Sault Ste Marie	Warton
Collingwood	Montreal	Seaforth	Windsor
Dresden	Orangeville	Simcoe	Woodstock

MARITIME PROVINCES:

Amherst	Canning	New Glasgow	Springhill
Antigonish	Halifax	Parsonsboro	Sydney
Blainville	Lebanon	Sackville	Truro
Bridgewater	Lunenburg	St John	Windsor
	Millville	Shelburne	

IN THE UNITED STATES:

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

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

A general banking business transacted. Foreign exchange bought and sold

MANUFACTURERS AND MERCHANTS.

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

Write to us for terms and particulars.

The London Guarantee & Accident Co., Limited,

D. W. ALEXANDER, General Manager for Canada,
 Canada Life Building, TORONTO.

CAPITAL PAID UP, - - - \$1,000,000.
 RESERVE FUND, - - - 1,000,000.

THE METROPOLITAN BANK.

DIRECTORS

R. H. WARREN, D.D., President. S. J. MOORE, Esq., Vice-President
 D. E. THOMPSON, Esq., K.C. His Honor W. MORTIMER CLARK, K.C.
 THOS. BRADSHAW, Esq.

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

GENERAL BANKING BUSINESS TRANSACTED

SAVINGS DEPARTMENT

at all branches.
 ACCOUNTS SOLICITED

Drafts Bought and Sold.
 Letters of Credit Issued.



USE YOUR OWN WINDOW.

WITH their window space at their disposal to use as they please, the merchant is too apt to place too low an estimate on its value. Perhaps from a sense of its object, he uses some endeavor to fill the space with the goods he is selling, or it may be from the knowledge that his competitors are doing so. He may dress his window simply because it is there and must be filled, or he may have some faith in its selling powers. But whatever his reason, he too-often treats it in a half-hearted way, as though it was a disagreeable necessity rather than a valuable opportunity.

But if a circus is coming to town, or the theatre is engaged for the week, or the church is giving a social, or a lacrosse match is coming off, those who have the advertising of the event to look after are not slow to show how great a value they attach to a couple of square feet of the window space. They know that there is scarcely any method of advertising that is so effective as these few feet they can secure from the local merchants. Almost the first thing they do is to solicit the stores for their permission to post up a few dodgers or bills that tell when and where the event occurs, and a few details in connection with it. They know that there is no spot in town more likely to attract the eyes of the citizens than the show window.

The inconsiderable value placed on the window by the merchant is taken advantage of by these advertising agents, and in most cases they find it of little difficulty to obtain the desired space, providing it is not too large, and the event of such a nature as to interest the merchant himself. The bribe offered is almost always a free ticket in the case of a circus or play, but in local entertainments and games, there is nothing given at all, the agent counting upon the storekeeper's unwillingness to refuse the insertion of such a bill. In fact the poor merchant is in such cases usually held up for a few tickets at the same time.

If the merchant starts to allow this setting up of advertising bills and posters in his window, he will, in some towns, find that he is seldom without one or two defacing his store front. There are many who allow only the insertion of announcements of events of particular local interest, such as a church entertainment or a game, and this is much to be preferred to a promiscuous permission, where a choir concert and a melo-drama are advertised side by side. But the only safe method is to forbid the placing of a bill or dodger of any kind. The window belongs to the merchant and is his most useful advertisement,—accordingly it should not be sold at any price, nor given away for any cause. By establishing the precedent of refusing all advertising matter the annoyance of petitioners for a small space will soon be stopped.

If it were for no other reason than that very few of these bills are works of art, and none of them improve the window, it would be sufficient to warrant a refusal. But there is in addition to this the fact that the more space that is occupied by a poster the less space there is to show goods, and the less they are to be seen. Circus

and theatre dodgers are invariably an eye sore and no store can afford to have its front defaced with unsightly bits of paper covered with vari-colored pictures that are offensive to the eyes of most of the townspeople.

And one of the most serious objections to this disposal of the window space is the losing of caste which results to any store that allows it. No first-class place of business in any town or city will hesitate to refuse any and every agent that calls, for they are well aware of the "cheap" impression given by a window filled with bills. A customer is going to deal where business is business, and where interest in business is displayed at every turn. He will trade where an effort to obtain his trade is apparent, and where events outside of the business circle of the store are kept outside. A store that retains its window space for the purpose for which it was built, will have far greater prestige among the residents of the town than the one that thinks so little of this space that it is willing to dispose of it to any advertising agent that asks for it.

DON'T BE PREMATURE.

THE month of September always witnesses the arrival of a goodly supply of holiday goods in many retail stores, especially at far away points. Early deliveries are made by wholesalers for various reasons, partly to avoid congestion of their packing rooms at a later date, and also to give ample time to rectify any unavoidable errors made by the railroads.

The arrival of new goods is always a temptation to the merchant to give display and prominence to them. The feeling is perfectly natural, as all merchants are anxious to put them on the market before their novelty has worn off or before their competitor has had a chance to show similar articles.

Furthermore, it is the inherent policy of many firms to take advantage of the dating furnished by the wholesaler and utilize to the fullest extent the capital which the wholesaler has extended. In general this policy is commendable, but in the case of holiday goods it is well to avoid being premature.

Any merchant who gives the matter his careful attention will see that more is lost than gained by their premature display. In the first place, no surer or quicker method could be experimented with to dispel all the charm of novelty. It is apparent that people do not later on feel disposed to buy holiday presents familiarity with which has already satiated them. The inevitable craze for goods that bear the stamp of newness must be catered to at the proper moment.

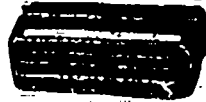
Further than this, and in many ways the most important aspect of the case, the attention of the public should not be diverted or distracted from the important matter of buying reasonable garments and accessories. Four or five weeks before Santa Claus hitches his reindeer is ample time to do the holiday trade, before that date buying is sure to be desultory and to divert attention from regular lines.

TO THE STATIONERY TRADE!

We have resumed the manufacture of the

ANDREWS' DUSTLESS ERASERS

Famous for
ERASING QUALITIES and DURABILITY.



View of Wool-felt working side.

It was INVENTED by us, and has given better satisfaction than any Eraser in the world. Our WOOL-FELT is the one we always recommend.

"Carbo" Slate Blackboard

equal in every way to real stone slate, is cheaper, and the best to buy.

"Carbo" Liquid Slating

is INCOMPARABLY superior to any other Liquid Slating. 1/2 pint to 5 gallon cans, Black or Green.

SPECIAL DISCOUNTS TO TRADE

The A. H. ANDREWS CO.

No. 174 Wabash Ave., CHICAGO.

LONDON

BIRMINGHAM

WILLIAM MITCHELL

TRADE MARK

STEEL PEN MAKER

BY ROYAL WARRANT TO HIS MAJESTY THE KING and to H.M. Home and Colonial Government Offices and the Bank of England.

Maker of the **SELECTED LETTER SERIES** including the original



IN FIVE DEGREES OF POINT.

W. M.'s Celebrated Numbered Series



Includes:
STUB POINTS
CUP
TURNUED-UP
LITHOGRAPHIC and INCORRODIBLE PENS

W.M. makes only the Best quality of Pens.

Special "10 cent" sample box of Canadian Patterns

New Illustrated Trade List - Now Ready.

CANADIAN REPRESENTATIVE
Mr. Wm. MacPherson, 118 Albany Ave., Toronto

BIRMINGHAM
"Manifold" - Birmingham.

"BINGER" Says:

I use Letterine on all my Show Cards

Arnold Binger



THE ADDL, DAVIDS CO

CANADIAN AGENTS: THE **BROWN BROS.**, Limited, Toronto, Ont.

TRADE
"COMPO" Slate Pencils

MARK.

This new **soft** pencil is sold by all the leading Wholesale Stationers and is the most satisfactory slate pencil ever offered the trade.



ABOVE CUT SHOWS 10 COMPO SLATE PENCILS IN BOX. BOXES ARE RED WHITE AND BLUE. THESE GOODS ARE ALSO PUT UP WITH 1 AND 12 PENCILS IN BOX. And in Boxes of 1000, with Oilt Paper, Colored Paper, or Plain.

The manufacturers have had over 27 years' experience, and the quality of the goods is excellent. All boxes and labels are fresh bright colors and very attractive. Pencils are uniform, full size and count. This line costs less and affords the dealer a better margin of profit than any line of slate pencils on the Canadian market.

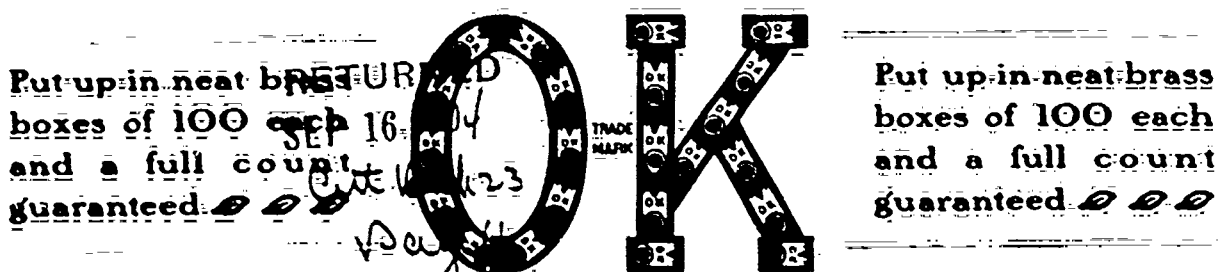
D. M. STEWARD MFG. CO.;
 Established 1876
 CHATTANOOGA, TENN, U.S.A.

For Canada, Address
A. J. McCRAE,
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**WASHBURNE'S PATENT
 "O K" PAPER FASTENERS**

For General Desk Use in Offices, Banks, Schools; etc.

THE SMARTEST, SLICKEST, NEATEST AND MOST EFFICIENT DEVICE
 IN THE WHOLE PAPER FASTENER TRIBE.



Easily and quickly put on and taken off with the thumb and finger. Lies flat as a pancake; no points to catch; absolutely sure; can be used over again without injury; will not rust; made of brass; bright and ornamental.

TO DEALER A handsomely designed and attractive display card in colors packed with each box of 1,000 fasteners. This card is adapted to be attached to the box in such a manner as to attract attention and will do the talking necessary to meet favor with the consumer. All inquiries will receive prompt attention, and last but not least, all orders filled promptly at rock bottom prices. In introducing these fasteners to the trade I do so with much pleasure and pride. Send for samples and prices.

JAMES V. WASHBURNE, Manufacturer, SYRACUSE, N. Y.

THE BOOKSELLER AND STATIONER and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited

President, JOHN BAYNE-MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P. E. Island and Newfoundland.

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Vol. X SEPTEMBER, 1904. No. 9

INDIGNANT BRITISH MERCHANTS.

MUCH harm is being done in business circles in the Old Country, particularly amongst Birmingham exporters, by the representative of a Canadian publication, who claims to have been delegated by the Canadian Government to interview manufacturers and exporters with a view to securing their advertisements in the trade paper with which he is connected, and which, he claims, is a Government subsidized trade organ.

A number of advertisers have had their eyes opened to the misrepresentation recently, and a short time ago a meeting was held in Birmingham, when 75 firms decided unanimously that their advertising contracts would be immediately cancelled. These 75 men represent only a portion of the total number who have been induced to place orders in this paper, and no doubt the remaining advertisers will soon follow in their wake. It seems almost incredible, but a large number of these firms jumped at the offer of a list of "the best Canadian buyers," personally prepared by the gentleman in question.

The list of buyers supplied to a firm of steel manufacturers was precisely the same as that supplied to exporting jewelers. Incalculable injury has been done in this way, and many Birmingham houses now have peculiar and unjustifiable ideas of Canadian "honesty."

It is to be regretted that firms who placed their orders in the paper referred to did not make close and careful inquiry regarding the standing of the publication before entering into contract with it. We understand, however, that many allowed themselves to be rushed into

signing the contract on the representation of the canvasser that his affairs would not permit him to call upon them again, and another opportunity of obtaining space in this paper might not present itself.

THE ANTI-DUMPING LEGISLATION.

THERE is considerable discussion and anxiety among the book and stationery trade in Canada regarding the "dumping" clause, although it is felt that Hon. Mr. Fielding has no intention of acting contrary to the desires and interests of the trade. However, it is held that the bill has been not at all thoroughly considered, and it will not be possible to carry it into effect without causing great stir in the various trades.

With regard to the stationery trade, a certain buyer mentioned a few days ago that it was impossible now to know what goods would cost. Buyers, knowing the Canadian market as they do, buy goods to sell here at a certain price, and if the cost of these goods to the retailer is above that certain price there will be absolutely no market here for the line. In buying, say, a consignment of blotting paper from the United States, a Canadian firm will contract for so many thousand reams at a certain price, to be delivered probably in three, six, nine and twelve months. The new clause will upset all these arrangements because, although the firm may place a large order and get a low price in January, with instructions for the goods to be shipped at various times during the year, they must, if the price rises during that time in the United States market, pay duty on the price the goods are at the actual time of shipment.

Although the clause is supposed to have been brought in especially to prevent dumping of surplus products from the States, it will act against United States and English houses which have never had any intention of dumping on this market. The playing card trade is one amongst others that will suffer. The excise duty on playing cards in the States is 2c per pack. In England the excise duty is 6c per pack. Now that these excise duties are being added to the value, the clause will affect the British manufacturer more than the United States manufacturer.

With regard to the book trade, it is acknowledged by those best informed that Mr. Fielding has always endeavored to make the restrictions on the importation of good literature as light as possible, yet the clause will affect the book trade very considerably unless amended. We will say that a book is published in the United States at \$1.50. This book would cost the Canadian book dealer about 90c, plus tariff, freight, etc. If the Canadian publisher contracts with the United States publisher to import the sheets (as is very often done) with the intention of issuing a 25c or 50c paper edition, the authorities can come down on him for tariff to the full amount of 90c, this being the price at which the book is sold in the United States.

This same thing will apply to the English publications. It is thought that the clause will greatly restrict the distribution and circulation of important literature.

Another point which must be emphasized is that this condition is liable to bring about an undesirable state of affairs amongst a certain class of business people. Traders will be continually watching one another to detect whether or not their opponents are getting goods through the customs at lower rates than they should get them.

THE DUMPING CLAUSE.

CIRCULAR TO EXPORTERS CONCERNING SHIPMENTS TO CANADA.

THE following summary from the customs laws and regulations concerning Canadian customs requirements in respect of goods exported to Canada, is published for the information of exporters and others concerned by the Commissioner of Customs.

SPECIAL ATTENTION is directed to the following new provisions in the regulations, in effect 1st October, 1901, viz. —

- (a) Duplicate invoices on approved form required for customs entry,
- (b) New certificate on invoice (form "M" instead of form "J");
- (c) New declaration on invoices of goods shipped on consignment (form "N" instead of form "6").

Note.—The certificates on invoices for entry under the preferential tariff as heretofore prescribed are continued in force, but such invoices (for preferential entry) must also bear certificate form "M" in the case of goods sold by the exporter prior to shipment, and declaration form "N" in the case of goods shipped to Canada on consignment.

The certificate, form "M," takes the place of the old certificate, form "J," on invoices of all goods sold prior to shipment to Canada (from 1st October, 1904.)

The declaration, form "N," takes the place of the old declaration, form 6 (which is repealed from 1st October, 1901,) on invoices of goods shipped on consignment.

Summary From the Regulations and Customs Laws of Canada.

INVOICES TO SHOW CONTENTS OF EACH PACKAGE

It is required that invoices from exporters to importers in Canada shall show the marks and numbers on the packages, in such a manner as to indicate truly the quantities and values of the articles comprised in each exportation package, the packages to be legibly marked and numbered on the outside when of such a character as to enable such marks and the numbers to be placed thereon.

If in any package any goods are enclosed which are not included in the invoice of such package, the enclosure (to avoid seizure) should be noted on the invoice of the outside package containing the enclosure, thus—"3 parcels enclosed" (or as the case may be).

Goods certified for entry under the British preferential tariff shall be invoiced and packed separately from other goods.

INSTRUCTIONS AS TO WAY BILLS AND MARKS AND NUMBERS ON PACKAGES.

In order to facilitate the customs entry of goods imported from all countries (and especially from the United States) into Canada, shippers are advised that the way bills should show full information regarding name and address of consignee, marks and numbers of packages and description of packages.

Where goods are shipped in bulk, the number of pieces, bundles, bushels, etc., is required.

In the case of agricultural implements, the number and description of each class of implement is to be stated, except when packed in cases, crates or other containers, when the number and description of such packages should be stated.

It is very important that way-bills and bills of lading show the required information, in order that the carrier may furnish the reports required to be made at the

customs house and prepay manifests for transporting the goods in bond.

VALUATION FOR CUSTOMS DUTY.

Customs Act, Section 58. Whenever any duty ad valorem is imposed on any goods imported into Canada, the value for duty shall be the fair market value thereof, when sold for home consumption, in the principal markets of the country whence and at the time when the same were exported directly to Canada. 46 V., c. 12, s. 68.

Customs Act, Section 59. Such market value shall be the fair market value of such goods in the usual and ordinary commercial acceptance of the term, at the usual and ordinary credit, and not the cash value of such goods, except in cases in which the article imported is, by universal usage, considered and known to be a cash article, and so bona fide paid for in all transactions in relation to such article, and all invoices representing cash values, except in the special cases herein referred to, shall be subject to such additions as to the collector or appraiser of the port at which they are presented appear just and reasonable, to bring up the amount to the true and fair market value, as required by this section. 46 V., c. 12, s. 69.

VALUE FOR DUTY UNDER SPECIAL CONDITIONS.

Customs Act, Section 61. The fair market value of goods shall be taken to include the amount of any drawback which has been allowed by the Government of any other country, also the amount of consideration or money value of any special arrangement between the exporter and the importer or between any persons interested therein because of the exportation or intended exportation of such goods, or the right to territorial limits for the sale or use thereof, and also the amount of money value of any so-called royalty, rent or charge for use of any machine or goods of any description, which the seller or proprietor does or would usually charge thereon when the same are sold or leased or rented for use in the country whence they have been exported to Canada. When the amount of such drawback, consideration, money value, royalty, rent or charge for use has been deducted from the value of such goods, on the face of the invoice under which entry is to be made, or is not shown thereon, the collector of customs or proper officer shall add the amount of such deduction, drawback, consideration, money value, royalty, rent or charge for use, and cause to be paid the lawful duty thereon. 52 V., c. 14, s. 6.

Customs Act, Section 65. No deduction of any kind shall be allowed from the value of any goods imported into Canada, because of any drawback paid or to be paid thereon, or because of any special arrangement between the seller and purchaser having reference to the exportation of such goods, or the exclusive right to territorial limits for the sale thereof, or because of any royalty payable upon patent rights, but not payable when goods are purchased for exportation, or on account of any other consideration by which a special reduction in price might or could be obtained. Provided, that nothing herein shall be understood to apply to general fluctuations of market values. 46 V., c. 12, s. 71.

2. Whenever goods are imported into Canada under such circumstances or conditions as to render it difficult to determine the value thereof for duty, either because such goods are not sold for use or consumption in the country of production,—or because a lease of such goods or the right of using the same is sold or given, but not

the right of property therein,—or because such goods having a royalty imposed thereon, the royalty is uncertain or is not, from other causes, a reliable means of estimating the value of the goods,—or because such goods are usually or exclusively sold by or to agents, or by subscription, or are sold or imported in or under any other unusual or peculiar manner or conditions, of all which matters the Minister of Customs shall be sole judge,—the Minister of Customs may determine the value for duty of such goods, and the value so determined shall, until otherwise provided, be the value upon which the duty on such goods shall be computed and levied. 51 V., c. 14, s. 15.

DUTIABLE CHARGES.

Customs Act, Section 66. No deduction from the value of goods contained in any invoice shall be allowed on account of the assumed value of any package or packages, where no charge for such package or packages has been made in such invoice; and where such charge is made the customs officer shall see that the charge is fair and reasonable, and represents no more than the original cost thereof. 46 V., c. 12, s. 72.

Customs Act, Section 67. No deduction from the value of goods in any invoice shall be made on account of charges for packing, or for straw, twine, cord, paper, cording, wiring or cutting, or for any expense incurred or said to have been incurred in the preparation and packing of goods for shipment, and all such charges and expenses shall, in all cases, be included as part of the value for duty. 46 V., c. 12, s. 73.

New Regulations.

INVOICES, CERTIFICATES AND DECLARATIONS.

On and after 1st October, 1901, invoices in duplicate properly certified shall be delivered at the customs house with the bills of entry for all imported goods.

Every such invoice shall contain a sufficient and correct description of the goods, and in respect of goods sold by the exporter shall show in one column the actual price at which the articles have been sold to the importer, and in a separate column the fair market value of each article as sold for home consumption in the country of export.

The "price" and "value" of the goods in every case aforesaid are to be stated as in condition packed ready for shipment at the time when, and at the place whence the goods have been exported directly to Canada.

When the value of goods for duty purposes is determined by the Minister of Customs, under the provisions of the Customs Act, by reason of the goods being exported or imported under unusual conditions, the value so determined shall be held to be the fair market value thereof.

The following certificate of value is prescribed for invoices of goods sold and exported to Canada, to be signed by the exporter or by a partner, official or employe of the exporter having a knowledge of the facts certified to, and to be written, printed or stamped on the invoice.

FORM M.

I, the undersigned, do hereby certify as follows —

(1) That I am the (a) exporter of the goods in the within invoice mentioned or described.

(2) That the said invoice is in all respects correct and true.

(3) That the said invoice contains a true and full statement showing the price actually paid or to be paid

(a) Insert the word partner, manager, chief clerk or principal official, giving rank as the case may be.

for the said goods, the actual quantity thereof, and all charges thereon;

(1) That the said invoice also exhibits the fair market value of the said goods at the time and place of their direct exportation to Canada and as when sold at the same time and place in like quantity and condition for home consumption, in the principal markets of the country whence exported directly to Canada, without any discount or deduction for cash, or on account of any drawback or bounty, or on account of any royalty actually payable thereon or payable thereon when sold for home consumption but not payable when exported, or on account of the exportation thereof or for any special consideration whatever;

(5) That no different invoice of the goods mentioned in said invoice has been or will be furnished to any one, and

(6) That no arrangement or understanding affecting the purchase price of the said goods has been or will be made or entered into between the said exporter and purchaser or by any one on behalf of either of them, either by way of discount, rebate, salary, compensation, or in any manner whatsoever other than as shown in the said invoice.

Dated at _____ } (Signature)
this day of 19 _____

The following declaration is prescribed to be made by the foreign owner or exporter or his agent in the country whence the goods are exported, in regard to goods shipped to Canada on consignment without sale by the exporter prior to shipment,—to be attested to in British countries before a collector of customs, notary public or other official authorized to administer oaths, and in other countries before a British or other consul, notary public or other official authorized to administer oaths.

FORM N.

I, (a) of (b)

do solemnly and truly declare as follows:

(1) That I am (c) the owner of the goods shipped on consignment to (d) at in Canada, and described in the annexed invoice.

(2) That the said invoice is a complete and true invoice of all the goods included in this shipment;

(3) That the said goods are properly described in the said invoice;

(4) That there is included and specified in the said invoice the true value of all cartons, cases, crates, boxes and coverings of any kind, and all charges and expenses incident to placing the said goods in condition packed ready for shipment to Canada.

(5) That none of the said goods have been sold by or on behalf of the owner aforesaid to any person, firm or corporation in Canada.

(6) That the said invoice contains a just and faithful valuation of such goods at their fair market value as sold for home consumption in the principal markets of the country whence the same are exported directly to Canada, and that such fair market value is the price at which the said goods are freely offered for sale in like quantity and condition by me or by dealers therein to purchasers in said markets in the ordinary course of trade at the usual credit, without any discount or deduction for cash, or on account of any drawback or bounty, or on account of any royalty actually payable thereon, or payable thereon when sold for home consumption.

sumption, but not payable when exported, or on account of the exportation thereof, or any special consideration whatever;

(7) That if the value for duty of any goods as stated in this invoice is other than the value thereof as above specified, such value for duty has, to the best of my knowledge and belief, been fixed and determined under the authority of the Customs Act at the value stated in the said invoice; and

(8) That no different invoice or account thereof has been or will be furnished to any one by me or on my behalf.

Declared at this day of 19 (Signature) before me

The following forms of Invoices, marked (1—M.) and (2—N.), are approved.

FORM (1—M.)

Invoice of goods sold by the exporter prior to their shipment to Canada.

(Place and date)

Invoice of purchased by of from of to be shipped per

Marks and Numbers on Packages	Quantities and Description of Goods.	Fair market value as sold for home consumption	Selling price to the purchaser in Canada.	
			or	Amount.

(Signature of seller or agent)

FORM (2—N.)

Invoice of goods shipped to Canada on consignment without sale by the exporter prior to shipment.

(Place and date)

Invoice of consigned by of to of to be shipped per

Marks and Numbers on Packages	Quantities and Description of Goods.	Fair market value as sold for home consumption	
		or	Amount

(Signature of owner or agent)

SURTAX CERTIFICATES.
(Same as heretofore.)

Further certificates from exporters (in all countries) prescribed to be written, printed or stamped and subscribed on invoices of goods exported to Canada, except such goods as are admitted under the British preferential tariff in Canada:—

(L)

"Whereas, German goods are subject to surtax in Canada, I certify that none of the articles included in this invoice are the produce or manufacture of Germany, and that the chief value of none of said articles was pro-

duced in Germany—save and except all articles opposite which the word 'Germany' is written on this invoice."

(Signature) Exporter.

Further certificate from exporters prescribed to be written, printed or stamped on all invoices of goods for entry under the British preferential tariff in Canada, and to be subscribed by the persons heretofore authorized to make and sign "preferential certificates."

(K)

"Whereas, German goods are subject to a surtax in Canada, I certify that the chief value of none of the articles included in this invoice was produced in Germany."

(Signature) Exporter.

EXPLANATORY NOTES.

The above certificate "K" may be added as the last clause in the certificates heretofore authorized for the British preferential tariff in Canada, or may be certified to separately on the invoice.

The above certificate "L" may be added as the last clause in the certificate "M," or may be certified to separately on the invoice and declaration "N."

GRAMOPHONES.

THE Gramophone as a means for public and private entertainment has become more and more popular.

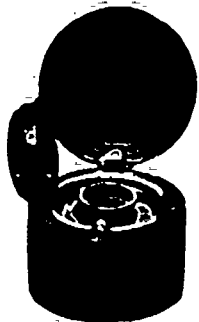
The high standard of perfection attained by the manufacturers imitating or rather reproducing the human voice, as well as various instruments, such as piano, violin, cornet, and the music of full-brass-bands and orchestras, as well as the reproducing of quartets and duets is the cause of the popularity of this instrument. Then again the improvement in the quality of the records, as well as the reduction in the cost of manufacture owing to the immense quantity used, has been the means of creating the unprecedented demand for talking machines. The immense quantities of these machines that are now being sold has enabled the manufacturers to place a first class talking machine within the limit of the average man's purse. As a means of entertainment there is absolutely nothing that can take the place of the Gramophone, for it reproduces every song for either male or female voice. It will furnish the music for a dance, as well as give recitations, etc. The instrumental solos on banjo, piccolo, etc., are marvels of purity and perfection and when one can get the leading singers, instrumental soloists, and bands to play in one's own home at a nominal price, it will be readily seen that there is good cause for immense sales of these machines. The only talking machine manufactured in Canada is the Berliner Gramophone, made by the Berliner Gramophone Co., of Canada, Limited. This concern has two large factories at Montreal, devoted exclusively to the manufacture of gramophones and records. The maroon colored record made by this firm is said to outwear all other records fully ten times, that is, they will wear ten times as long as any other. Then again, they have a very liberal and enticing method of exchanging their records free of charge which seems to interest their patrons greatly. A first-class gramophone can be had as low as \$15 retail, and they range in price up to \$65. Many booksellers and stationers throughout Canada are making a good thing by retailing these machines. Write them for trade discounts and catalogues. Mention this paper.


(a) Name of party subscribing to this declaration. (b) City or town and country. (c) A member of the firm or giving the name of the firm when the shipment is made by a firm or an office, director or manager of ; giving the name of the corporation when the shipment is made by a corporation. (d) Name of consignee.

ESTABLISHED
1850.

C. F. Rumpff & Sons

CABLE ADDRESS:
"RUMPSO."



Manufacturers  Exporters

FINE LEATHER GOODS

Pocket Books, Hand Bags, Dressing Cases,
Cigar Cases, Stationery Sets, etc.

Philadelphia



TOURISTS'
INK-STANDS.

NEW YORK SALESROOM: - - - 683 and 685 Broadway.
CHICAGO SALESROOM: - - - 35 Randolph St.

PLAYING CARD
CASES.

C. Brandauer & Co.'s - Limited



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.

London Warehouse:

124, NEWGATE STREET, E. C.

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

CANADA'S LEADING TALKING MACHINE



The Berliner Gram-o-phone

"MADE IN CANADA," is a triumph in the art of manufacturing Talking Machines.

Simple in construction. The record is a hard maroon flat disc, easily changed.

We have all the latest Songs, Dances, and Instrumental Selections.

A good machine retails from \$15.00 up. Liberal discount to the trade. Stationers can make a good thing selling our GRAM-O-PHONES, especially at Christmas time. Every Gram-o-phone is guaranteed for 5 years.

Drop a post-card for Illustrated Catalogue and List of 2,000 Records, with full particulars. Mention this publication and ask for wholesale discounts.

THE BERLINER GRAM-O-PHONE COMPANY

2315-2319 St. Catherine St.

MONTREAL

AT THE FRONT

STREET WAREHOUSE

We have a COMPLETE STOCK of OUR MANUFACTURED and IMPORTED
Stationery and Orders can be Filled

BLANK BOOKS.
 PENHOLDERS AND LEAD PENCILS,
 On Attractive Display Cards.
 WRITING TABLETS,
 Plain and Ruled, Note and Letter
 Size.
 FOOLSCAP LEGAL PADS,
 FOOLSCAP PAPER.

ACCOUNT PAPER.
 DRAWING PAPER.
 DRAWING PENCILS.
 COMPASSES AND MATHEMATICAL
 INSTRUMENTS,
 SET SQUARES,
 BRASS PROTRACTORS,
 ARTISTS' BRUSHES.

Office, School and Home

INK BOTTLES,
 Glass, all sizes and shapes.
 SPONGE CUPS,
 MUCILAGE BOTTLES.
 PEN RACKS,
 DAMPING BRUSHES AND EWERS.
 CASH BOXES,
 all-sizes.
 DEED BOXES.
 CLIPS AND FILES.
 INK,
 In Glass and Stone, all sizes.
 MUCILAGE,
 SEALING WAX,

CRAYONS,
 School and Lumber.
 PENCIL BOXES,
 SCHOOL BAGS,
 SLATE PENCILS.
 RUBBER PENHOLDERS.
 RUBBER ERASERS,
 BLACKBOARD-ERASERS.
 RUBBER BANDS,
 SLING SHOT BANDS,
 NUMERAL FRAMES,
 50, 100 and 144 ball.
 EYE SHADES
 Celluloid and Leatherette.

Tissue Paper WHITE AND ALL COLORS

CREPE TISSUE,
 Plain and Floral.
 GOLD AND SILVER PAPER,
 Plain and Fancy.

GOLD-PAINT.
 TRANSFER PICTURES,
 BEAD BAGS,

Papeteries (New) IN WHITE, BLUE AND GREY IN-ATTRACTIVE-CABINETS

TALLY CARDS,
 POKER CHECKS,
 GAME COUNTERS,

PLAYING CARDS,
 OCEAN TO OCEAN,
 CANADIAN WHIST LEAGUE,
 Etc., Etc.

CHECKERS, DOMINOES, CHESSMEN | STAMP ALBUMS, | SCRAP ALBUMS,

Office Diaries for 1905

GLOBES.

WALL MAPS,

Dominion of Canada, Ontario,
 Royal Series, all countries.

THE COPP, CLARK CO., LIMITED

MANUFACTORY
 67, 69 AND 71, COLBORNE ST.

64 AND 66 FRONT ST. WEST

TORONTO

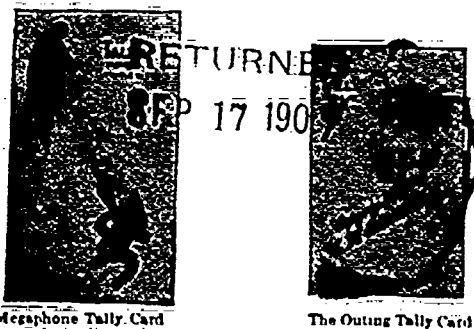
STATIONERY

NOVELTIES OF THE SEASON.

THE Paris correspondent of The Stationery Trades Journal says that the only novelty in note papers at present is a tinted paper with reproductions of delft ware designs—little windmills, ships or views in monochromic, dark blue or brown.

"Amicus" is the name of a new fountain pen, on the market in Germany. Somewhere near the middle of the holder a short section of it can be turned either to left or right. When empty, the nib is removed and the little tube from which it is fed with ink, placed in that fluid. By turning the aforementioned section to the right, the reservoir is filled, and when we reverse the movement ink enters the nib. The principal advantage seems to be that no squirt is required to fill the pen.

A novel tally card is No. 444 in the Elliott Company's line, known as the "Sensation Tally Card." It is made with a view to the easy selection of partners from matching up conundrums and answers. The card is scored instead of having any couple number and the two parts are torn apart and matched up for partners. There are 12 different conundrums assorted in each 100 cards.



The "Megaphone Tally Card," manufactured by the Charles H. Elliott Co., of Philadelphia, is illustrated here with. It is cute in conception and dainty in execution. The "Outing Tally Card," also shown, is executed from steel engravings and is equally dainty.

Among the attractive tally cards shown this season are cards bearing Gibson sketches, beautifully reproduced. A new line which has the appearance of white embossing on red and blue is extremely tasty. In oddities there is the Fat Maid card, a silhouette of a maid bearing a tray. Warwick Bros. & Rutter have these cards in stock, in about thirty patterns.

A novelty in waste paper baskets is a birch bark basket on which sketches have been painted by hand. The designs are mainly of leaves and flowers appropriate to the material. The cost of the hand-painting is high, but the baskets are sold at remarkably low prices. Warwick Bros. & Rutter sell them in Canada.

Crystal crepe paper for lamp shades is the latest novelty and an attractive one it is. The crepe paper is filled with a material which sparkles like diamonds in the light. It can be retailed as low as 10c. per roll. Rainbow crystal crepe paper is a beautiful tinted paper, with exquisite color shading. Ornamental crepe paper is to be seen decorated with oriental designs, holly leaves, maple leaves, flowers, dragons, etc. These papers are procurable at lower prices than ever before and can be retailed from 12 1/2c. up. Warwick Bros. & Rutter are handling these lines in large quantities for Christmas.



One of the swellest things in papeteries is the Sans Egal, prepared by the Charles H. Elliott Co., of Philadelphia. The most attractive feature is the handsome box, bearing the picture of a maiden's head, reproduced by a soft process. The person who sees this box and does not covet it is callous indeed to artistic merit. The stationery is of exquisite finish, and size, quality and color are the correct thing. The accompanying illustration gives a faint idea of the box and its contents.

So many fires have been caused by the combustion of paper decorations on Christmas trees, etc., that a law has been passed in the United States to prevent their use for that purpose. An ingenious individual has, however, prepared a new kind of paper-decoration, which is non-inflammable. A flame applied to it only makes it crumble up, without igniting. Every dealer should push this paper, as it will sell on its merits. Warwick Bros. & Rutter have a supply on hand.



Two of The Elliott-Dinner Cards.

There is a new kind of note paper called the Liberty silk, which resembles in a remarkable way the real Liberty silk. Voile Duchesse is another splendid textile imitation in paper, and a third one bearing the name "Broderie Suisse," is in one corner embossed and cut out like embroidered lace. Round the openings violets with their foliage are apparently embroidered in colored silk, and at first sight one almost feels inclined to touch the flowers in order to ascertain whether they are not perhaps the product of the needle. Very pretty effects are being produced by spraying different colors on embossed cards or note paper. For this purpose several new apparatus, but all constructed after the principle of the scent spray, have lately been introduced.

The reform penholder has come, says the Berlin correspondent of The Stationery Trades Journal. The idea

underlying this novelty is a decidedly good one. Wood serves, so to speak, the backbone of the new holder, which when first bought shows near the end where it has to be gripped by the writer, a covering of some smooth black material shaped like a long thin pear. In order to mould the holder to one's hand, or rather fingers, it has to be immersed in boiling water for about 40 seconds, when the black covering becomes plastic. In this condition it has to be gripped tightly, and then the owner, without releasing his hold must dip it in cold water, when it hardens again and afterwards retains the new shape.

A BEEHIVE.

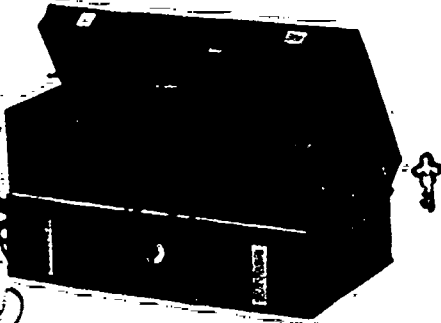
Visitors to Toronto have been struck with the unique appearance of the Victoria Rink, Huron street, now that it is filled with the stock and busy workers of W. J. Gage & Co., Limited. The appearance from the gallery as one looks down upon scores of employes busy at their work is indeed an animated one, and suggests very vividly a beehive without drones. The bowlers in attendance at the recent tournament flocked to the gallery and spent hours in watching the interesting panorama below.

WANT CANADIAN CONNECTION.

A large United States company engaged in the manufacture of high-grade typewriter ribbons, carbon papers, etc., for all purposes are looking for a reliable concern to represent them in Canada. For further information those interested may communicate with this paper.

CASH BOXES.

THE accompanying illustrations show two new cash boxes just put in stock by W. J. Gage & Co. No. 4777, size 9 3/4 x 5 3/4. Improved lock with flat keys,

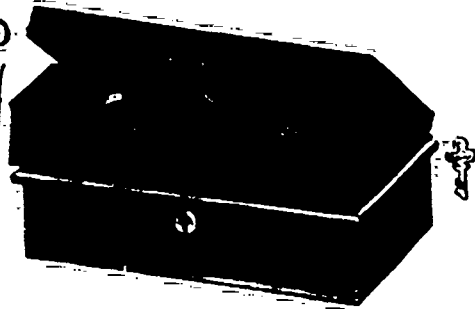


RETURNED

SEP 19 1904

Cut Book Page 6 (aw)

made with loose tray, with trough-shaped divisions and hinged lid on tray. Retail about \$1.25.



RETURNED

SEP 19 1904

No. 4772, size 10 3/4 x 5 3/4. Improved lock with flat keys, loose tray, with hollow trough. Retail at about \$1.75.

Both above cash boxes are specially to be recommended on account of having hollow trays, making the handling of

cash much more convenient than the usual style of square divisions.

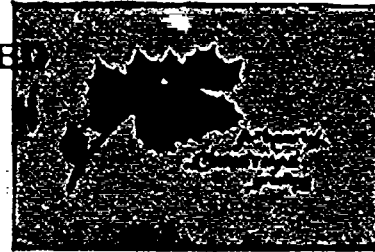
The boxes are very handsomely finished with wide gilt bands and are much superior to the common article.

DAINTY CHRISTMAS CARDS.

THE 1904 holiday offering of Xmas cards and calendars, made by C. H. Elliott Co., of Philadelphia, is highly interesting. The work of this firm is of a superior order of merit. Each card is a perfect little gem and bears

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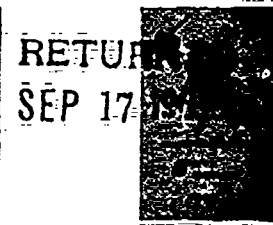
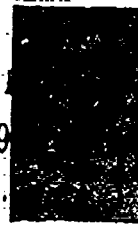


A Card With a Genuine Xmas Flavor.

a distinctly Christmas atmosphere about it. The red berries and bright green leaves of the holly are to be found

RETURNED

SEP 17 1904



Two Dainty Little Christmas Card Calendars made by The Elliott Co., of Philadelphia.

embossed on nearly all the cards. These cards are all executed from steel dies and steel-plate engravings.

RETURNED

SEP 17 1904

Cut Book Page 6 (aw)



An Example of the Elliott line of Xmas Cards.

MADE IN CANADA.

THERE was a time when envelopes, papeteries, writing tablets and, indeed, any manufactured stationery goods which required to be neatly boxed or attractively prepared, were imported from the United States or from abroad. All this is changed within the last two or three years, not so much because of an increased patriotism as by reason of the wonderful advances made by Canadian manufacturers in producing such goods. The best artists are now engaged to prepare designs, the most modern machinery has been introduced and skilled workpeople are engaged in preparing goods of this character for the Canadian market second to none produced anywhere else in the world. Such a change in two or three years marks a peaceful revolution of immense value to Canadian people, and in

The Chancellor Fountain Pen

The Chancellor Fountain Pen is the most perfect example of workmanship in the pen-line yet offered the public. The delight experienced in using one of these dainty articles is what makes the art of writing a pleasure.



No. 3—Plain, Chased or Mottled. Retail, \$1.75 each.

RETURNED
SEP 16 1904



No. 4—Plain, Chased or Mottled. Retail, \$2.00 each.

RETURNED
SEP 16 1904



No. 6—Plain, Chased or Mottled. Retail, \$3.00 each.

RETURNED
SEP 16 1904



No. 2—Gold Mounted. Retail, \$1.75 each.

RETURNED
SEP 16 1904



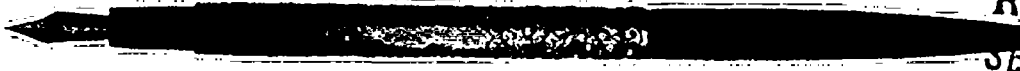
No. 3—Gold Mounted. Retail, \$2.50 each.

RETURNED
SEP 16 1904



No. 11—Gold Barrel. Retail, \$5.00 each.

RETURNED
SEP 16 1904



No. 12—Gold Barrel, Ladies Size. Retail, \$5.00 each.

RETURNED
SEP 16 1904



No. 15—Full Gold. Retail, \$7.50 each.

RETURNED
SEP 13 1904

Absolutely Guaranteed.

The series Chancellor Fountain Pens is made up of thirty different styles to suit every requirement, and every pen is guaranteed to give the user perfect satisfaction.

Write for particulars to

Warwick Bros. & Rutter

Wholesale
Manufacturing Stationers

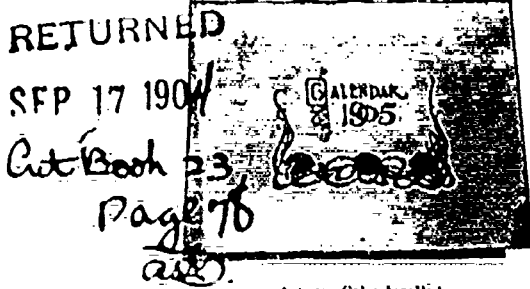
Limited
TORONTO

Page 18 Book 23
Page 65
(4)

bringing this about a great deal of the credit is due to W. J. Gage & Co., Limited, who have been pioneers in this movement.

CALENDAR PADS.

THESE pads are extremely convenient for any person issuing calendars. The pads are artistically executed and each bears a handsome protector, as illustrated. The pad itself is wire-stitched to the back of the cover, making a neat and serviceable article. It is made in four



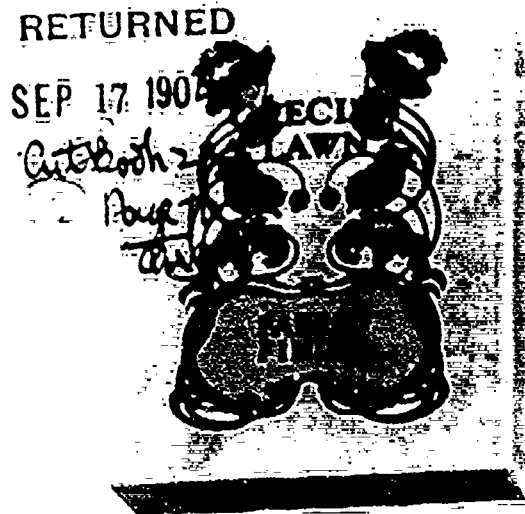
Artistic Calendar Pad

sizes, ranging from 1 1/4 inches to 3 inches in width. The pads are packed 200 in a box, 50 of each size and sell at \$3 per box. Another standard series, with tops printed in two colors, may be had for \$2 per box.

FINE STATIONERY.

BUNTIN, Gillies & Co., Limited, Hamilton, wish to call the attention of the trade to their excellent lines of note paper. They have, they think, one of the best assortments to choose from that can be found anywhere. Their "Dimity" which is now known to almost every stationer in Canada, continues to please, as is evidenced by the fact that its sales have increased by over 100 per cent. every year since it was first manufactured.

They have lately added several new lines among them being their "Russian crash," "Scotch hand made," and



Irish Poplin

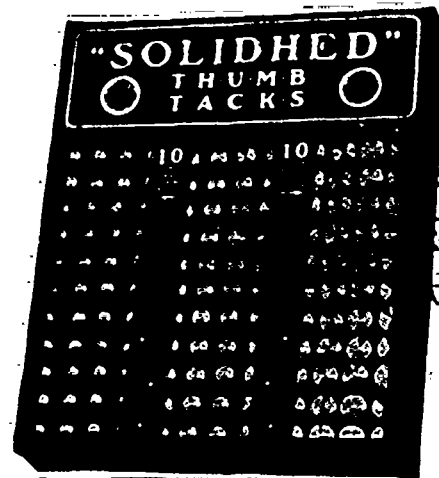
"Irish Poplin," which owing to their fine qualities are predicted to equal the popularity of their relation the "Dimity." Papereries also receive their attention. The best for the money is what they strive for. They here show a cut of

their "Grecian-Lawn," a handsome box containing an extra quality of fine-linen paper. They have also added several new lines to their already large assortment, "Waltonshire," "Lonsdale," "Sabine" and "Bleached canvas" being the most popular ones. These papereries are all popular priced and are fast sellers.

A beautiful box containing samples of all their fine note papers together with a price list are now ready and one will be sent to any person wishing one.

A NEW DRAWING PIN.

"Solidhed" drawing pins are now being placed on the Canadian market by Warwick Bros. & Rutter. They are a good article and as firm as the trade mark would indicate. Some people imagine that the head of the pin is really a representative of a ducky's head but this is



a mistake. The ducky's hard head is merely an appropriate trade mark.

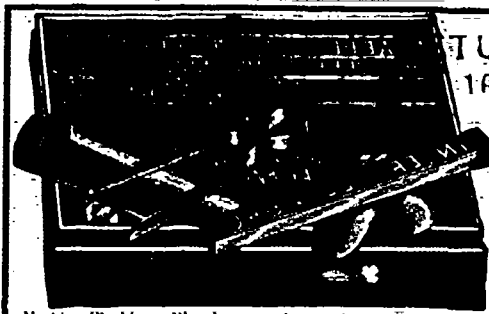
ADVERTISE YOUR BUSINESS.

Good advertising, no matter what way you do it, always pays, and it is, or ought to be, the aim of every dealer to see that his name stands prominently before his customers and the public all the time. Get your goods talked about.

There are many ways of doing this, but the one to which we have reference now is the advertising that is found on special tablets and notepaper. There can be no doubt about this being a good paying investment. In the first place, you make a larger profit on your goods because you buy them at a better price. In the second place, you have given your customer an article that cannot be duplicated in any of your competitors' stores because it is your "special," and in order to get another lot the customer must come back, which not only results in his buying your tablets and note paper, but also the balance of his stationery.

And more than that, if your customers like your specials, they are sure to tell their friends, who possibly, out of curiosity, will buy some for themselves, only to be satisfied, and remain confirmed customers of yours in the future.

Buntin, Gillies & Co., Limited, Hamilton, who make a specialty of this kind of goods, have an excellent assortment of this kind of tablets and note paper to choose from, and will be only too glad to send samples and quotations to any persons desiring them.



TUNED
16 1904
THE AUTOMATIC is the Best
Protection for Bank Checks
BOYS PRINTING OUTFIT
Retails for 10c.

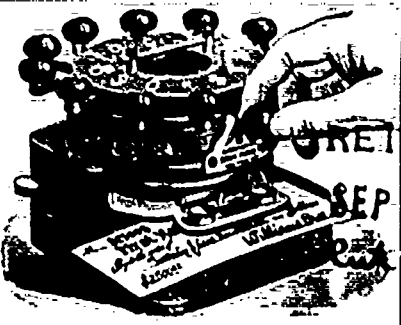
Our line of Printing Outfits are the best and most perfect. They are useful for business purposes. The lower priced ones are also useful and instructive as toys. Our Initial and Monogram Outfits are very attractive for Ladies Stationers, also useful for

Marking Clothing. We also manufacture Printing Presses, Sign Printers, Typewriters, METAL STAMPS, STENCILS, SEAL PRESSES, BURNING BRANDS, DATERS, NUMBERERS, INK, NUMBERING MACHINES, ETC.

OUR GOODS ARE READY SELLERS AT GOOD PROFITS. We are specialists in Premium Mail Order goods.

Catalogues and Circulars free
AGENTS WANTED.
A. N. INGERSOLL, 46 Cortlandt St., New York
 Mention BOOKSELLER AND STATIONER

Your Bank Account is unsafe unless you protect yourself against the alteration of checks. Our New Model 12-Key Automatic is the standard of security and excellence. Warranted for 5 years. Used by over 24,000 leading Banks, Trust Companies, Railroad Companies and Financial Institutions of the United States and Canada.

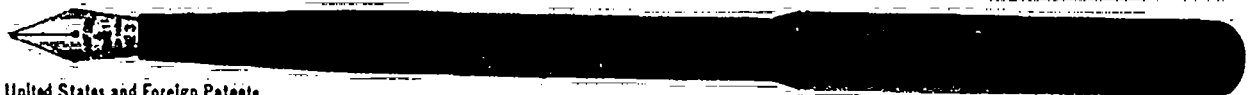


Weight, 12 lbs.
 Price, \$28.00.

IT INDICATES EXACT AMOUNT OF CHECK

£ \$ 1234567890
 Size and style of figures also. Cuts the figures clean out. The figures successfully altered. English & mark without cutting. Write for Discount.

RETURNED
 SEP 16 1904
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 this
 RETURNED
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United States and Foreign Patents

Our Fountain and Stylographic Pens are fully guaranteed in every particular.
 Special Imprint work executed promptly.

OUR GRAVITY STYLO

An invaluable pen for MANIFOLDING, RULING, CANVASSERS, POSTMASTERS, etc.

A new departure in Stylographic Pens.

Patented in England April 30th, 1901; United States, April 29th, 1902; Germany, Oct 15th, 1901.

Write for Catalogue and Price List with discount.



SANFORD & BENNET, - 51 & 53 Maiden Lane, New York, U.S.A.
 Manufacturers of Fountain and Stylographic Pens for Domestic and Export Trade.

Now It's

HOLIDAY PAPETERIES

We Offer

Remarkably Attractive Goods and Novel Creations at moderate prices.

Papeteries occupy the principal place in your holiday goods. Make adequate preparation.

Send for a sample assortment.

Don't fail to consult us.

McFARLANE, SON & HODGSON

Wholesale Stationers, Montreal

Notice to Retail Stationers

Since in most countries of the world we maintain headquarters jointly with Messrs. L. & C. Hardtmuth, Austria, manufacturers of Koh-i-noor Pencils, we believe it will be to our mutual advantage and promote satisfactory service to the trade if we handle their line of pencils in the Dominion of Canada also.

Therefore we have made arrangements to offer these goods to our customers and to stationers in general, on equal jobbing terms at which they are now furnished by other importers.

We believe that customers will fully appreciate the advantages of this arrangement, inasmuch as it will necessitate carrying but one account instead of two, and will enable them to buy of the same salesman, combine shipments, and be assured of the prompt and economical attention in deliveries, for which we are well known. Our organization is especially fitted and entirely adequate for handling the pencil in connection with our Pen and sundries business, and from the very large stock which we will maintain, we can guarantee to fill all orders for any quantity without delay.

Thanking our friends in advance for their orders, we remain,

Yours very truly,

L. E. Waterman Co.

Pencil Dept.

107 St. James St. Montreal.

L. & C. HARDTMUTH'S PENCILS.

Stationers!

Are you prepared for Fall Business?
You are not unless you have a full line of

"JAPANESE" brand

Writing Inks,

Mucilage,

Carbon Paper,

Typewriter Ribbons.

THEY

Sell at sight!

Stay sold!

Bring the buyer back for more!

Ask for samples, price list and discount.

THE COLONIAL INK CO., LIMITED

PETERBOROUGH, Canada



FANCY GOODS



JAPANESE AND CHINESE GOODS.

A LINE of goods which the retail dry goods trade has, to a great extent ignored (in fact it can be safely asserted that in some respects the trade is only in its infancy) is Japanese and Chinese novelties. The fault lies almost entirely with the retailer as the fancy goods men have been pushing them season after season. For the coming Fall and Winter trade as well as for Spring import, the lines this year exceed in variety, intricacy and beauty of design anything hitherto attempted. The success attained by a few novelties this past season will act as a stimulus to those who have postponed handling this class of goods till their definite reception was assured.

Those who are familiar with the process of manufacture, involving the wonderful cheapness of labor, thus enabling production at a marvelously low figure, readily see a good chance for profit alike to retailer and jobber. The trade has gradually arisen through souvenirs brought home by pursers on the Asiatic steamship lines finding a ready sale. The outcome is that direct importers are now arising while the fancy goods houses show a varied assortment.

To fully appreciate the cleverness of the manifold designs, one needs to be familiar with the Japanese people. Their marvelous power of imitation, supplemented by inventive genius leads to almost everything being made in the materials familiar to them.

A story is told of an English buyer which well illustrates the genius of the Japanese as well as the cheapness of production. The buyer was carelessly sharpening his pencil with the ordinary pencil sharpener, when the attendant Japanese, to whom the article was entirely foreign, quickly asked to inspect it. After an examination, the Japanese asked a loan. The buyer readily gave him the sharpener and dismissed the incident entirely. However, shortly afterwards while sitting in his office he was confronted by the Jap who showed him, after the usual circumlocution, and undoing the precious handkerchief, the pocket book of a Japanese, an exact reproduction in lead of the original sharpener. He further offered to supply them at, in our money 75 cents per gross. This serves to show the opportunity awaiting importers. The outlook for Fall business in these lines seems favorable and the dry goods trade should see it secure a proper share.

The Fall and Christmas trade in this class of goods should receive stimulus owing to the prosperity of the country lending strength to the already well established demand for fancy goods in the Japanese and Chinese lines. Trays, toilet utensils, screens and fans are shown in a profusion too vast to attempt to enumerate. They are shown

in all prices, and a shrewd buyer should be able to pick up many good, saleable articles. A range of Japanese and Chinese character sketches in wooden figures is sure to attract attention. They depict in a highly ludicrous manner many familiar caricatures of all peoples, principally China and Japan. The interest in Japan at the present time should make them saleable. The screens come in elaborate patterns and when the intricacy of workmanship is considered, at moderate prices. They are always in steady demand. Artistic lines of paper napkins many a hostess may require. They have met with good demand for Summer trade. Paperweights, inkstands, etc., deserve attention also. A novelty is seen in wood wall paper which when varnished gives the appearance of the actual material. It is similar in appearance and structure to the familiar birch bark. How good a reception it will receive it is hard to state.

The variety of ornaments and toys in the form of various animals is beyond comprehension. Useful work boxes, etc., is another specialty among the multitude of goods shown. Careful discrimination as a safe knowledge of local conditions should make an investment in these lines profitable.

In the lines for Spring the Japanese hair slippers deserve attention by the trade. They are shown in all sizes and their favorable reception this Summer makes them a certainty next season. Mattings which are becoming more popular each season are seen in closer weaves and more artistic designs. A novelty which is sure to be popular is the straw cushion. It readily recommends itself for outdoor purposes and comes in various sizes at prices enabling its common use. A 10-inch square can be retailed at about 30 cents. The usual Summer requisites such as napkins, Chinese lanterns and fans are rendered novel by some entirely new and beautiful designs.

JEWELRY NOVELTIES.

THE jewelry business this season has been larger and embraced more complete lines than ever before.

Most beautiful designs in the art nouveau patterns are in vogue. Many accessories can readily be handled in the fancy goods stores, in fact they form a natural place in the line.

The extensive use of shirtwaists and shirtwaist suits has created a natural demand for shirtwaist sets. Attractive new designs in mother-of-pearl and sterling silver are shown. The sets are of four pieces, — a pin for the front or back of the neck, and three little pins for the front of the waist. A novelty in hand-painted porcelain sets has been seen, but is doubtful of reception.

Although the majority of shirtwaists certainly carry their own buttons, which is perhaps the most attractive, some low-priced buttons in large pearl or soft-finished waists are seen. Metal buttons in the form of pins at popular prices can also be had. Animal heads play an

important part in the shirtwaist sets to-day. Some of them are really works-of-art.

Hat pins are rendered interesting through the introduction of the automobile pin in oxidized silver and gilt, retailing at popular prices. They are patterned after the safety pin. Some odd hat pins show animals' heads, an owl's head seemed attractive. Hat pins and brooches of the same design, such as violets and pansies, enamelled in natural colors, are seen. Another new one has a screw top and safety attachment. When shoved through the hat the top is screwed on and the ball at the end does the rest after the fashion of the familiar stick pin attachment. Pearl, gunmetal, oxidized sterling silver and Roman gold are the chief materials.

SOME NEW GAMES.

AMONG the new games to be offered for the Christmas season are Sherlock Holmes and Kan-U-Katch. The former is much like the popular game of last year—Pit. It partakes of its noisiness and jollity, and is quite well spoken of.

Kan U Katch is played with a wire cage affair on the end of a handle. Each player holds one of these and by pulling back a spring shoots out a light ball like a ping-pong ball, and the player to whom it is shot is expected to catch it in the cage. The ball will carry sixteen feet.

Elnch and Pit are still bound to have a run, the former being of a nature that will keep it popular for many seasons, and the latter being particularly adapted to holiday season gatherings.

FANCY LEATHER GOODS.

IN all kinds of trade there is not only fluctuation, but there is also fashion. The articles even of one season fall quickly behind and become soon out of date and consequently hard to sell. In the stationery trade this is particularly noticeable owing to the large number of novelties constantly being introduced to the notice of buyers or shopkeepers. The fancy stock of a modern stationer not only needs replenishing, but it also wants constant attention and great judgment in selection. Articles of leather are always in evidence in a stationer's stock, from the binding of books to the latest sovereign purse made in that useful material.

We have to throw our minds back a good many years for bindings in half calf, calf or morocco, but work of this kind illustrated one of the most popular uses of leather in the pre-Victorian days. Even now some of the bindings are hard to beat for both appearance and wear. The manipulation of leather in bookwork attained the dignity of a fine art. The gilt work was then really tooled and not, as now, stamped with brass dies heated to imitate the designs which were wrought by the best tool of the craftsman, working over gold leaf and producing his patterns as he worked. The covers of many articles besides books were made in this way, and idollers, very much in use then, had leather covers, roan or morocco, which were as artistic as the blotting-books themselves were useful. The vogue for articles of this class in leather, while it declined for some twenty years, has again been brought to the front by neatness and excellence in manufacture. The smooth leathers have given place to more varied kinds, and seal, crocodile, snake skin, are all used in place of old true leather. These are now ornamented more in the manufacture than in the detail of work, that is, instead of ornament being stamped or impressed, the idea seems to be to keep the surface as plain as possible, but to bring out in perfection the adaption of the material to the article itself.

Thus a notebook, or wallet, will be perfectly plain, or have a small silver monogram or ornament, or even a jewel inserted, to enhance the value without destroying the simplicity. Bags are made of all-classes of materials.

The excellence of manufacture is a marked feature of the goods of the present day. New and improved processes, as well as new designs in machinery, cause a great deal of the demand by producing really useful and excellently tasteful work. The thousand-and-one articles that are made in leather which are included in a fancy trades stock are better turned out than ever before, even though handicraft work was in the early days the rule. Many modifications in the use and adaptability of the material are made, stamping in gold, silver and colors being common and introduced with excellent effects—The Stationer, Printer and Fancy Trades Register

MOST NOVEL OF ALL CARD GAMES.

IN the search for something odd and original in card games Military Euchre was devised and has taken the front rank in card entertainments, being suitable for a large or small gathering in the home or the club.

This latest innovation in progressive euchre gives opportunities unlimited for appropriate decorations and prizes, unlike any other game on the market. It finds



Military Euchre.

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aw.

immediate favor wherever euchre is played. It arouses patriotic enthusiasm among the players, with possibilities for the display of generalship in both attack and defence.

The players may be marshalled both for and against Canada or any other country, either in series of countries or the country selected against the world all the nations being represented by their respective flags. All the "pomp and ceremony of war" may be had by the use of proper accessories, easily obtainable, such as drums, bugles, war relics, battle flags, etc.

The game is neatly boxed, each box containing a complete outfit for two tables representing forts, there being two silk flags 4x6, mounted, with cone-shaped bases for use as standards and twenty-four smaller silk flags 2x3, mounted on gilt pins, to be used to indicate games won. These latter small flags are placed in the conical base of the winning fort at the conclusion of each campaign.

Appropriately printed and bound rules heighten the military effect, while cards of the character of "General Orders" serve to indicate their various positions to the contestants. Two full decks of "Flag Back" playing cards accompany each set, making an acceptable souvenir. (Warwick Bros. & Rutter, Limited.)

CHRISTMAS

**OUR TRAVELLERS ARE NOW SHOWING OUR
COMPLETE RANGE OF HOLIDAY NOVELTIES**

Celluloid and Leather Cases (Toilet, Manicure, Work Boxes, etc.), Soft Celluloid Boxes and Frames, Hand-Painted Satin and Silk Novelties, Burnt Leather Articles of all descriptions—including Purses, Bags, etc., Calendars, Thermometers and a particularly fine line of Card Novelties.

We are manufacturers and our prices are right. We can at least save you the duty the importers must charge you. Every point in Canada will be visited.

YOUNG BROS.

33 Church Street, TORONTO.

**LINEN PAPERS
WITH THESE WATERMARKS**

18 1/2 98 LINEN RECORD 18 1/2 98 JAPANESE LINEN 18 1/2 98 ALL-LINEN

**ARE ACKNOWLEDGED TO BE
OF THE HIGHEST QUALITY.
SEND FOR SAMPLE BOOK.
CRANE BROS., PAPER MAKERS,
WESTFIELD, MASS.**

**DENNISON'S 1904-
1905 DECORATED**

CREPE PAPERS

Our line for this season represents many new designs and striking departures from past treatments.

DENNISON'S NAPKINS DENNISON'S DOILIES

will prove most attractive to your customers, and when well shown will serve to beautify your store.

They will be shown by our representatives or carefully explained on application to any of our stores.

REMEMBER Dennison introduced Crepe Paper in 1890 and are the leaders in its Development, Manufacture and Sale to-day.

**DENNISON MFG. CO. CORISINE BUILDING,
MONTREAL.**

BOSTON. NEW-YORK. PHILADELPHIA. CHICAGO. CINCINNATI. ST. LOUIS.

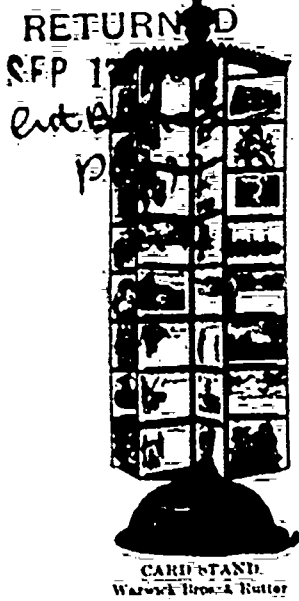
PICTURE POST CARDS

Warwick Bros. & Rutter are putting on the market a new line of Toronto pictorial post cards. This line has been printed by Raphael Tuck & Co., and is sure to become very popular with the trade.

A set of Canadian cards, made by the offset process, is in preparation by Warwick Bros. & Rutter. Already half a dozen Toronto views, six Montreal views, and three Ottawa views, have been issued, and have been extremely well received.

The Montreal Import Co. are making a specialty of panoramic views of Canadian cities which, judging from orders received, are meeting the approval of the trade. New goods are arriving daily, and they are in a position to fulfill the most exacting holiday requirements.

The French Postoffice was the first to allow a communication to be written on half of the address-side of a picture post-card, and England, Russia and Italy very quickly followed suit. Only Germany remains obstinate and refuses to allow the address and the message to appear on the same side. But there is a good though comic reason for this official obduracy, and that is the inveterate habit the Germans have of covering even the most ordinary people with long titles, so that there is no room for anything else on one side of a card. For example: "Hochwohlgebohrene Frau Schneider, Oberschornsteinlegerswittwe." The German postoffice is not unwise in its generation. When all that has been written where we should write "Mrs. Schneider," there cannot be much room for a message, however curt it might be.



In the annual report of the Postmaster-General of Great Britain, a striking increase is to be noted in the number of picture post cards passing through the mail. Private post cards are now estimated to be about 77 per cent. of the whole number of post cards transmitted or over 450,000,000 per annum.

Warwick Bros. & Rutter made a great hit in Toronto during the Exhibition with a set of six colored cards of the Black Watch Band, and these cards should prove most popular during the tour of that famous organization through Canada. The cards are beautifully executed in soft tints and show the regiment in the castle yard at Edinburgh, the band itself, the pipers, and representations of a bandsman, a piper and a private.

Lovers of horses, and their number is legion, will be pleased with the series of postcards issued by R. A. Everett & Co., 42 Essex street, Strand, London, embracing the principal winners on the flat and steeple-chasing. These postcards are reproduced in three colors from the original drawings by the well known artist, Mr. Harrington Bird, and are copyrighted at Stationers' Hall. Full particulars of the winner, owner and trainer are given on each postcard, which will be well worth keeping for future reference.

Among the multiplicity of postcard publications by the Illustrated Postcard Co., Montreal, it becomes increasingly difficult to single out for comment any cards as being particularly worthy of mention. However, it hardly matters, for practically all are pretty or interesting, or they appeal to various tastes and emotions. Almost at hazard, therefore, the following series are noted as indicative or typical of the rest: "Studies of Country Life," "Portraits of Celebrities," "Stand for 3 Asses," "Songs and Singers," "Humorous Sayings Illustrated," "Holiday Life in a Boarding House," "Jovial Monks," "Shadows," "Scotch-Characters," etc., not to forget the match-card with the inscription "Scratch your match on his patch." This same firm has also many new editions in their imitation etching postals of Canadian cities and scenery at the low price of \$1 per hundred or \$8 per thousand. A large variety of postcard albums has just been received by the said firm.

"COMPO"

"COMPO" is the name of a special line of soft slate pencils manufactured by the D. M. Stewart Company of Chattanooga, Tennessee, U.S.A., and handled by the leading Canadian stationery houses.

It is expected that this pencil will soon become known to every stationer in the Dominion; all those who have had the opportunity of examining it have agreed that it is in every way a satisfactory line to handle. The quality of the pencils leaves nothing to be desired and the attractive character of the boxes assists greatly in making the line popular with scholars.

The price at which the line is sold to the retail trade is claimed to be much more favorable than that of any slate pencil on the market, a fact of much importance to the trade generally. Mr. McCrae, 62 Yonge street Arcade, Toronto, is the Canadian agent for the manufacturers.

NEW CANADIAN PAPETERIES.

A FEW years ago it was thought out of the question to manufacture papeteries in Canada of sufficient merit to compete with the imported article. To-day all this has been changed. For instance, Warwick Bros. & Rutter now manufacture in their own factory 35 lines of papeteries, ranging in price from 10-cents to \$2 per box. An inspection of these lines impresses one most favorably. They include a handsome series in white seal leatherette, with the cover decorated by hand in floral designs. In another series, the "Chameleon" is an interesting number in grey alligator leatherette. Another line is in silk with gilt metal trimmings, presenting a bright and attractive appearance. In addition there is a splendid assortment of celluloid designs.

G. A. Weese & Son

WHOLESALE.

Stationery.

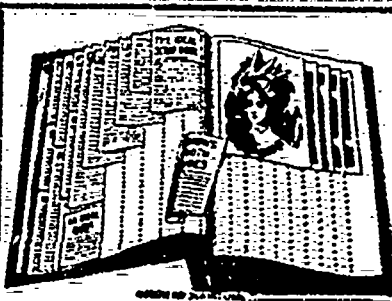
SCHOOL SUPPLIES
OFFICE SUPPLIES
HOLIDAY GOODS
PRINTING

Fancy Goods:

NOVELTIES
NOTIONS
JEWELRY
SMALLWARES

TORONTO, ONT.

44 YONGE STREET.



IDEAL SCRAP BOOK

Expansion Back. Leaves Removable. Triple Capacity. Clipping can be read both sides. Has no equal. No paste job. No sticky fingers. **BIG SELLER.**

MANUFACTURED BY
IDEAL SPECIALTY CO.
THE BROWN BROTHERS, LIMITED
Agents, TORONTO.

The Picture Post Card House of Canada

(Established 15 years)

The Orders Booked

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

**View Post Cards Fancy Post Cards
Christmas Post Cards**

SAMPLES ON APPLICATION.

The Montreal Import Co., 17 St. John Street, Montreal

Picture Post Cards.

There are still many dealers in Canada who are not doing what they could do in picture post cards. Every dealer should have his own line made to order.

We have three lines which we can get up for you.
Black and White, one thousand of each subject, \$5.50 to \$7.00.
Colored, one thousand of each subject, \$10.00 to \$11.00; two thousand of each subject, \$7.00 and \$8.00.

Black and white cards with crests of Great Britain, the Dominion Provinces, Cities, Flags, etc., embossed in three colors, including gold, one thousand of each subject, \$9.00.

The colored and the embossed are very popular lines. Let us send you samples.

We have a big line of stock subjects of all parts of Canada, and can fill your orders on the shortest notice.

W. G. MacFARLANE,

SATURDAY NIGHT BLDG. TORONTO.

THE Picture Postcard Co.

We are constantly adding to our stock of

View Postcards

of Canadian cities and scenes and have also a full line of

Fancy Postcards

in colors, as well as a complete range of beautiful

Christmas Postcards.

We also stock a nice line of

Postcard Albums

of all styles and prices, as well as

Display Stands;

both stationary and mechanical. These save space, carry quite a stock, show it to advantage without handling and save the cards from becoming finger-marked and shop-worn through constant handling. Ask for prices.

ADDRESS:

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

New Illustrated

Post Card Co.'s

Series



Comics, Arts and Views

Put up in sets or single.

Samples sent on remittance
of any amount.

Local views from customers' own negatives.
Our prices defy competition.

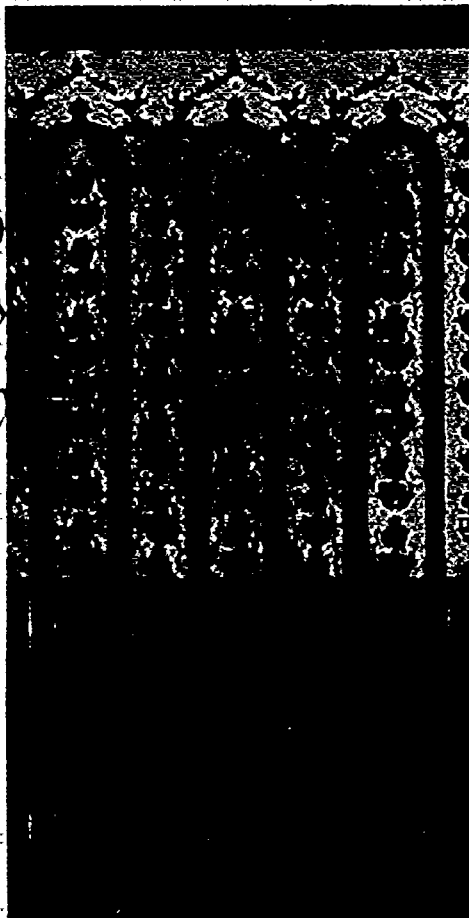
ILLUSTRATED POST CARD CO. MONTREAL

WALL PAPER

COLOR EFFECTS.

THE study of color effects is the basic study of the decorator's art. There is no need to be afraid of color. In fact, the decorator who will use color freely, firmly and liberally, and will induce his customers to have colors used according to his tastes, will find the homes he decorates improved 100 per cent.

Formerly the subdued wall papers gave no character to the walls, and did not help out the other home decorations. Now the whole room is enriched, the furniture is given a positive setting, and there is a reflection from



One of the new crown effects.

the wall-paper that gives the one essential of all the decorations of a room positive character.

It is sometimes a little difficult to convince a customer that bold colors are the proper ones to use. Many women think that washed-out comparatively insipid designs are more refined. However, it has been demonstrated that even green and blue, which often will hardly go together, can be made to harmonize beautifully. Colors seemingly in glaring contrast are brought together, and we find harmony. Put together properly, they are rich and in no wise obtrusive. In such cases we will generally find that somehow or other a little yellow is worked in. Yellow seems to be the color that links all others.

Of course we are not in favor of any glaringly incongruous effects in colors. Bold colors, to be artistic, must be used with particular care to be in harmony. The tendency toward such forms of richer harmony is growing stronger and the demand for bold designs and strong, striking colors will be even greater in the future than now.—Painter and Decorator.

CHECK PUNCHES.

STATIONERS doing business with large business houses, banks, etc., will be interested in the announcement of A. N. Ingersoll of New York, which appears on another page. The popularity of the automatic check punch made by this firm is proven by the fact that it is in use in more than twenty-four hundred business houses in Canada and the United States. Check punches are a great safeguard to any firm, because checks with the figures cut out by this process cannot be altered or tampered with without detection.

A. N. Ingersoll also manufactures rubber printing outfits, a line of great value to all retail business houses.

BROWN BROS.

THE Brown Bros., in spite of all their troubles, are sure of a heavy Fall business. Their recent fire did not destroy any of their order sheets and the execution and shipment of import goods will commence forthwith. There is likely to be no delay whatever in the execution of import orders. In a few weeks the firm will, it is confidently anticipated, be in their Wellington street warehouse, and provision has already been made for the supply of many new and up-to-date lines of fancy stationery.

Already extensive stocks of all regular lines of stationery and stationers' sundries are on order and will be delivered in Toronto almost immediately.

The leather goods department and the book factory are still running at their utmost capacity and orders are being executed rapidly.

A full line of tally cards of new design are about to be offered by Brown Bros., also an extensive line of programme cards, all of new design and pattern.

Large quantities of pictures by Christy, Hunt, Gibson, Gilbert, Frost, etc., are expected almost immediately—many of which are new to the Canadian trade.

The office diary shipments were not affected to any serious extent by the recent fire, so that Brown Bros' customers will not be inconvenienced in this respect.

SETTLED AGAIN.

The Copp, Clark Co. are now comfortably settled in their new premises and are finding the demand for all classes of goods exceedingly heavy. The shipments of school books broke all previous records, and it appears that other branches of the business will prove equally brisk during the Fall. Travelers are now out with all the latest lines of Fall novelties, including games, leather goods, etc. The new games, "Speculation" and "Foresight," are proving very successful. The demand from every district where these lines have been shown leads The Copp, Clark Co. to look for a big run on them. The leather goods department has had many new and up-to-date lines added recently, and the display now includes many striking patterns in hand bags, satchels, purses, etc. The line of 1905 office diaries made by this firm is now on the market.

RETURN

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Typewriter Ribbons, Pen, Pencil and Typewriter Carbon Duplicators, Stencil Papers and Inks, Hectograph Composition, Hectograph and Rubber Stamping.

Agents Wanted Everywhere.

Sold to the Trade Only.
Prices on Application.

MADE IN CANADA.

WALL PAPER

YOU TAKE NO RISK IN WAITING FOR THE "STAUNTON" SALESMAN.

HE WILL SHOW YOU THE BEST LINE ON THE MARKET. ONE YOU CAN MAKE GOOD PROFIT ON.

**STAUNTONS LIMITED
TORONTO.**

The Pretentious Nature

of our Business is more than Substantiated by the Rare and Original Merits of Our Goods.

The Newness of Our Goods is Reflected in Their Constant Improvement.

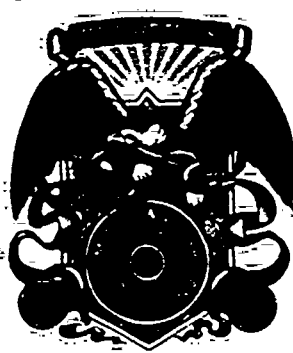
Their quality is demonstrated by the Enormous Demand.

IMPOSING QUALITY

The Improved New **Eureka Ribbon**
Distinguished above all others for its Nicer Qualities.

The Improved **M. M. Yellow Box**
Now the former Eureka. Can you appreciate what that means?

The merits of our goods are above all others.



Send for New Booklets and Trade Catalog.

TYPEWRITER CARBONS
Distinguished for Non-Smudging, Non-Drying, Clear, Sharp Copies, Permanency, Durability.

We guarantee everything that we make. We replace anything that is not right.

EXTENSIVE VARIETY

Pencil and Stylus **CARBONS**
Pen-Carbon
Alpha T. W. Oil, the Genuine Original Pure Odorless Oil.
Superlative Printing Inks for Printing Imitation Type written letters. Ribbons to match. Use this combination and get the best results.

MITTAG & VOLGER

Sole Manufacturers,
FOR THE TRADE ONLY.

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

NEW YORK CITY, 1016 Park Row Building.
CHICAGO, ILL., 108 La Salle Street.
LONDON, 4 Queen Street.
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WALL PAPERS

OUR LINE SURPASSES ANYTHING EVER OFFERED BY A CANADIAN MILL.

Tapestries ♥ Silks ♥ Cretonnes,
and other popular and cheaper grades in
most artistic colour treatments.

Claims Attention on its Merit



Made to Sell and Bound to Bring Trade.

THE MENZIE WALL PAPER CO.

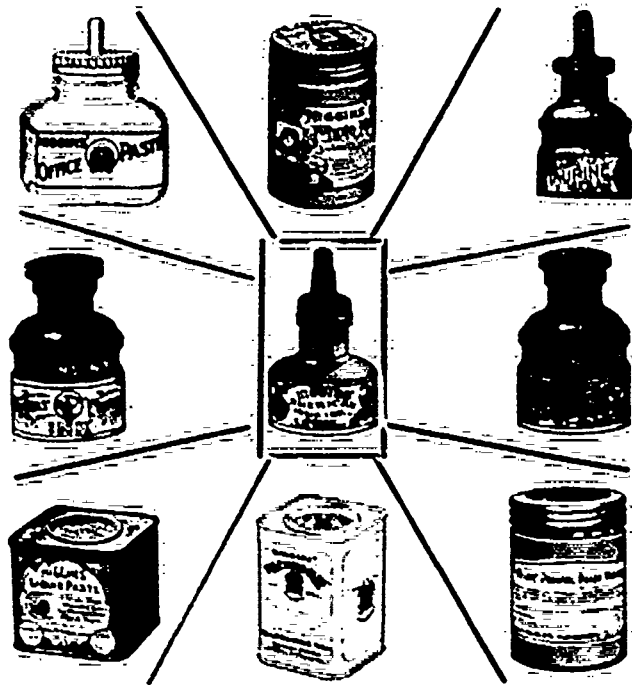
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HIGGINS INKS AND ADHESIVES



The Higgins Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high standards produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers; and every unit is backed by our absolute guarantee. Pack Lists and Literature on Request.

CHAS. M. HIGGINS & CO., New York Chicago—London

Originators and Manufacturers: Inks and Adhesives

MAIN OFFICE, 271-Ninth-St., BROOKLYN, N.Y. U.S.A.
FACTORY, 240-244-Eighth-St.,

The "Travelers" Letter Copying Book

No press required.

Rolls up in the hand to make the copy.

A splendid line for all stationers to handle.

We also manufacture a full line of ordinary copying books.

Send for our catalogue.

Chadwick Copying Book Co.
Springfield, Mass.

MUSIC

THE MUSIC TRADE.

WITH the month of September the music trade begins to show signs of renewed life. During the Summer months "Fair Canada" has been rusticiating, although this year she has apparently had time and inclination to indulge her musical tastes, since music dealers report trade as having kept up unusually well during July and August, usually the quietest months of the year.

Bookseller and Stationer would again impress upon Canadian booksellers and stationers the desirability of entering direct to the consumer in sheet music and musical merchandise. The number of pianos, organs and other musical instruments sold in Canada during the past year is simply enormous. It follows directly that an increased amount of music accessories will be required all over the country. Shall not the booksellers and stationers seize the opportunity and make their shops the most reliable headquarters for all these goods?

A leading-Peterborough-bookseller who added a music department to his store a year ago, reports that so far it has proved a big success, so much so that he has sent to Toronto for an experienced pianist whom he will employ to look after sheet music and musical merchandise alone. His example might be followed with profit by many booksellers and stationers in the larger towns throughout Canada.

SOME NEW MUSIC.

- "God Who Madest Earth and Heaven." Sacred song, by Ernest Newton. This is perhaps Newton's most successful song and requires no other introduction than the mention of the composer's name. It has a beautiful melody with running accompaniment. Anglo-Canadian Music Co., Toronto.
- "Eternal Love." Sacred song by Edwards. This lyric has already been warmly received by the lay musical public of England, and will doubtless be included in every Canadian singer's repertoire. Anglo-Canadian Music Co., Toronto.
- "Until You Come." Song words by H. Templeton, music by J. W. Metcalf. Published in B flat (e to f) and D (e to g). A comparatively easy song written in a pleasing style, with an effective accompaniment and well within the range of ordinary singers. It is one of the latest English musical offerings in the vocal line and ought to be well received. Anglo-Canadian Music Co., Toronto.
- "The Irish Patriot." Characteristic march and two-step, by E. Kendall, composer of "Shuffling Pete." The music is full of humor and national coloring and a splendid two-step. The cover is an artistic creation in Irish green with shamrock and harp. Whaley, Royce & Co., Toronto.
- "God Speed You Dear." Song, words and music by Teresa Del Riego, the composer of "O Dry Those Tears." Published in C (b-to-c), D-flat (e to f) and D (e to f). This song will be welcomed by all music

lovers because of its associations if for no other reason. As a "salon" number it undoubtedly has a claim to being one of the most charming of recent publications. The sensuous beauty and suggestion of melancholy characteristic of Miss Del Riego's other compositions are not lacking. Anglo-Canadian Music Co., Toronto.

- "Alexander." Song; words by A. B. Sterling, music by H. Von Tilzer. The best coon song of the season, having already had a successful run in New York. Whaley, Royce & Co., Toronto.
- "Swing Song." Words and music by Bert Wainwright. This song will be well received by all who are fond of this class of songs. It has lots of go and rhythm, an exceptionally pretty melody and well wrought out accompaniment. Whaley, Royce & Co., Toronto.
- "When All is Still." Song; words by J. Hervey, music by M. Croome. Published in F (e to d), and A flat (e to f). A very pretty song with violin or cello obligato with accompaniment written in a popular style. This English lyric has an attractive melody and is very easy. Anglo-Canadian Music Co., Toronto.
- "The School-Girl." Musical comedy, by Leslie Stewart. The newest musical offering in this particular line, bristful of tuneful and catchy lyrics which are quite up to the standard of such favorites as "The Soldiers of the Queen," by the same composer. Anglo-Canadian Music Co., Toronto.
- "Take Me Back to My Own Little Home Sweet Home." Song; words and music by H. Verona, author of "Out of My Life Forever." A pretty Southern melody in popular sentimental style. Whaley, Royce & Co., Toronto.
- "Maid of Manhattan." March and two-step, by J. J. Fitzhenry. The newest two-step out. It is tuneful, well marked in time and will doubtless be heard a great deal during the coming Winter. Whaley, Royce & Co., Toronto.
- "Down at the Baby Store." Song; words by A. Bryan, music by H. Von Tilzer. Another ballad particularly suitable for children in Harry Von Tilzer's inimitable style that never seems to grow old. Whaley, Royce & Co., Toronto.
- "Virginia." Ballad; words by L. Wood, music by Kendis & Paley. Another of the sentimental ballads which had a phenomenal run during the last three or four years. The setting is pleasing, being reminiscent of such old favorites as the "Banks of the Washash." The refrain in march time is particularly catchy. Whaley, Royce & Co., Toronto.

DUSTLESS ERASERS.

Stationers doing business with schools, etc., will be interested in the announcement of the A. H. Andrews Co., of Chicago, which appears on another page. This firm are manufacturers of the "dustless" eraser, made from wool felt. With the price of rubber constantly advancing there is little doubt but that this line will become exceedingly popular. The A. H. Andrews Co. are also-makers of every description of school and office furniture and appliances. Their catalogue will prove interesting to all who receive it and readers of Bookseller and Stationer should make application for a copy.

O. K. PAPER-FASTENERS.

THE O. K. paper fastener is a new line lately put on the market by J. V. Washburne, of Syracuse, N.Y. No manufacturer would put on the market a line of this class unless thoroughly confident that it possessed merit enough to assure its success. Bookseller and Stationer has had the opportunity of using the O. K. fastener and has no doubt but what the line will become highly popular with the trade in Canada. It is simple in its construction and can be put on or taken off with thumb and finger very quickly. The fastener is put up in brass boxes of 100, guaranteed full count.

Ten of the metal boxes are packed in an attractive board-box in two colors and five of these boxes are made up into a carton. A neat and attractive display card is furnished with each box of a thousand fasteners and assists greatly in bringing the line under the notice of customers.

A-SPLENDID-GIFT-SERIES.

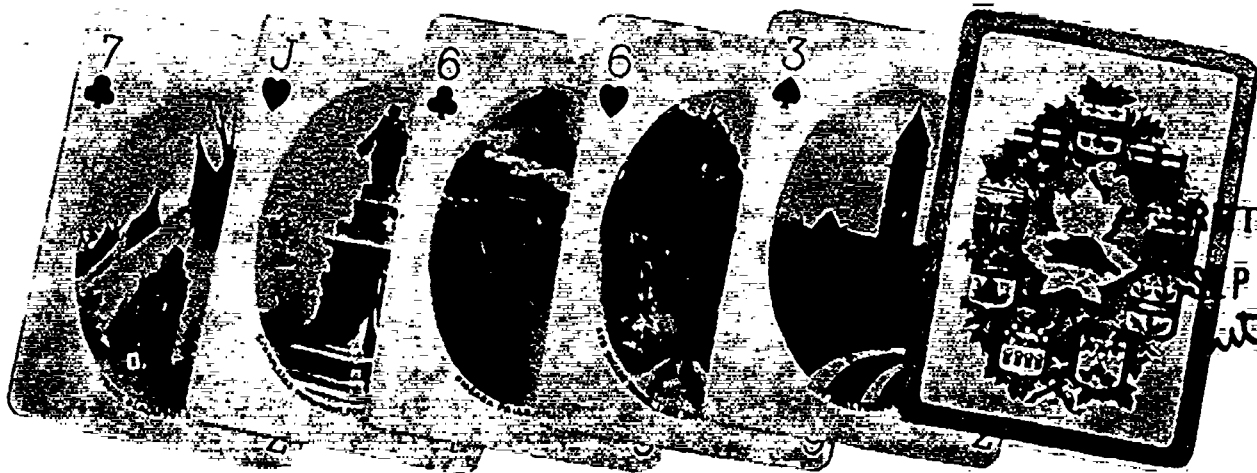
The "Ocean to Ocean" series forms a handsome presentation pack. Each of the fifty-two cards contains a different view on face. As the name implies the subjects

are drawn from the whole of Canada and include the most notable landscapes, mountain views, water-scenery, monuments, public buildings, etc., in Canada as well as a number of special views characteristic of Canadian life. The back is a Canadian Coat-of-Arms design in colors. For sending to friends in foreign countries, nothing could be better.

Representatives will shortly call upon the trade with a complete line of these pencils as well as the L. E. Waterman Co.'s pens.

STILL IN THE RING.

MISFORTUNE has again befallen the firm of Brown Bros., Limited. It will be remembered that they were among the heaviest losers in the disastrous conflagration of April 19. Their beautiful warehouse, with its wide and varied stock, and their extensive stationery, printing, binding and leather goods factory, were at that time completely destroyed. Since then the various departments have been located wherever accom-



A Splendid Gift Series.

are drawn from the whole of Canada and include the most notable landscapes, mountain views, water-scenery, monuments, public buildings, etc., in Canada as well as a number of special views characteristic of Canadian life. The back is a Canadian Coat-of-Arms design in colors. For sending to friends in foreign countries, nothing could be better.

PENCILS AND PENS.

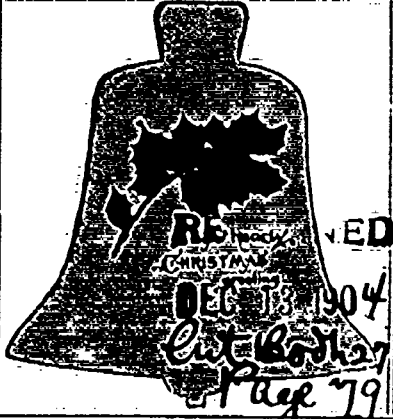
THE trade is now familiar with the facilities afforded by the Canadian branch at 107 St. James street, Montreal, of the L. E. Waterman Co. The complete repair department has avoided unsatisfactory delays as well as lessening the expense, thus proving a boon to the users of these pens, while buyers have now a complete assortment and a large stock to choose from.

The most recent development is the installation of a line of L. & C. Hardtmuth's pencils, shortly to be shown

modation was available. In the Queen City Rink warehouse room was found and in a few weeks a stock was laid in there. By August this unique warehouse was well filled with a large variety of goods and the firm was beginning to recover lost ground. But their troubles were not over.

On Sunday night, August 21, fire broke out in the rink from some undiscovered cause, and the whole structure with all its valuable contents went up in flames. Following so soon after the first fire, the calamity was so much the more severe. The utmost sympathy with the afflicted firm was manifested on all sides, and consolatory letters poured in from all directions.

Brown Bros., however, have not capitulated to ill-fortune. Notwithstanding the last disaster, they immediately procured warehouse accommodation in the old Allen homestead building on Sherbourne street, where they are gradually replacing their lost stock. Here they will remain until the warehouse, now being erected on the site of their old Wellington street headquarters, is completed.



Are you : :
handling-the

**ELLIOTT LINE
OF CHRISTMAS
FOLDERS and
CARDS? : : :**

If not, ask your
jobber, or write
direct to us : : :

THE
CHAS. H. ELLIOTT CO.
17th St. & Lehigh Ave.
Philadelphia, Pa.

"Sports" Playing Cards



THE BEST VALUE IN
THE MARKET.
ONE OF MANY
VARIETIES.

Leaders in a second
grade — GOOD
LUCK and ST.
LAWRENCE.

SPECIAL CARD FOR
WHIST PLAYERS

Colonial Whist

LACROSSE DESIGN.

We are headquarters for PLAYING CARDS
MADE IN CANADA.

Style and finish equal to imported cards.

Advertising Cards of all sorts—Novel Designs.

FOR SAMPLES AND PRICES APPLY

The UNION CARD & PAPER CO.,
MONTREAL. Limited

Patronize Canadian Manufactures

Auld's Premium Mucilage—nothing better.

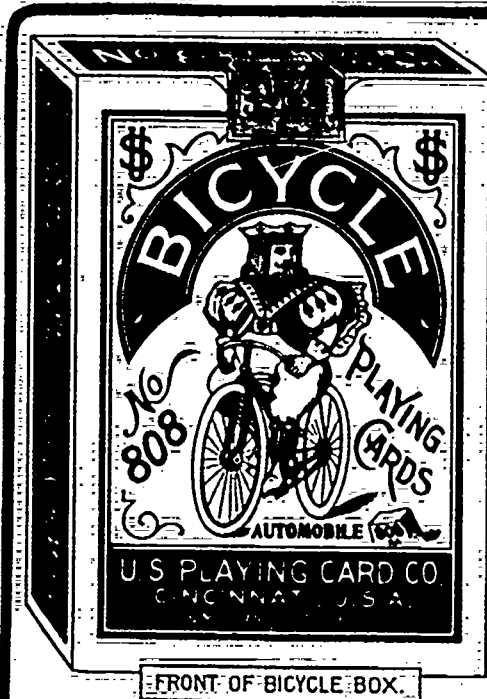
**Auld's Lithograms and Lithogram Com-
position**—best quality.

Aome Cleansing and Washing Powder—
for Printers' and general use.

**Coal Saving and Smoke Consuming
Compound**—saves $\frac{1}{4}$ to $\frac{1}{3}$ of the Coal
and no danger with it.

Correspondence and Orders Solicited

AULD MUCILAGE CO., 58 Wellington St., Montreal

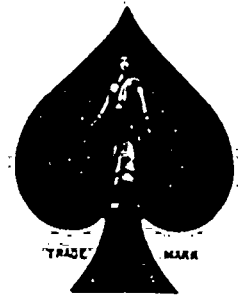


**Bicycle
Playing Cards,
Imitated but
never equaled.**

Sell the best because
they are the best.

The genuine have King on Bicycle on front of
tuck case and our Trade Mark Ace on back.

The U. S. Playing Card Co., Cincinnati, U. S. A.



Some Exhibits at the National Exhibition, Toronto.

Whaley, Royce & Co.

Whaley, Royce & Co., Limited had a magnificent display of music and musical instruments in the Manufacturers Building. This firm is well named "Canada's Greatest Music House." They had one of the daintiest and most tastefully displayed exhibits in the building. Their stock of sheet music, music books, and musical instruments is the most complete on this continent. They make the celebrated "Imperial" band instruments, engrave and print music in every form, make music rolls, music bags and music satchels in every kind of leather, make canvas cases for violins, guitars, mandolins, and banjos, do electro plating in all its branches, give their guarantee with every instrument they sell, and give back the purchaser's money if their instruments are not perfectly satisfactory. Their new model instantaneous transposing cornet from B flat to A,

which requires no shanks, is a decided boon to cornet players. They have on view two exceptionally fine specimens of old violins, a "Wernitzer," valued at \$800, and a "Fucca," valued at \$1,000.

A Good Exhibit.

An exhibit which was of special interest to stationers visiting the Canadian National Exhibition was that of the Colonial Ink Co., of Peterborough. Their display was in the Manufacturers Building and included a full line of their "Japanese" brand of writing inks, printing inks, typewriter ribbons and carbon paper. The Colonial Ink Company also had a walking ink bottle of enormous size which created considerable interest amongst the crowd on the grounds. The Colonial Ink Co. are to be commended on the energy and judgment which they are displaying, this, coupled with re-

liable goods, is bound to place them in a prominent position among Canadian manufacturers connected with the stationery trade.

Besson & Co.

The Besson band instrument display in the Manufacturers Annex contained the most wonderful artistic workmanship ever exhibited in Canada. Old birds are not caught by chaff. Living examples abound for the guidance of amateur musicians. Every band engaged for the Toronto Exhibition use the Besson instruments. As to orchestras, every cornet player in the Toronto theatres uses the Besson instruments exclusively. W. H. Burton, 305-307 Spadina Avenue, Toronto, is agent for these famous instruments, and anyone wishing information regarding prices, etc., can be sure of every attention.

PERSONAL AND TRADE NOTES.

Mr. W. H. Paget has bought out the stationery business of Miss A. McKay, Queen street, Toronto.

Mr. C. W. Walton, of Charles Scribner's Sons, New York, paid a business visit to Canada recently.

Mr. Walter Meal, of Alexander Muir & Sons, Aberdeen, Scotland, is taking a business trip through Canada.

Mr. John Armstrong, manager of the New York branch of the Oxford Press, is visiting the Toronto branch at present.

Mr. John Marley leaves shortly for an extended trip embracing all Western Canada, in the interests of the L. E. Waterman Co.

Mr. J. G. Clove, bookseller and stationer, of Hamilton, has taken his son into partnership with him. The firm name is Clove & Son.

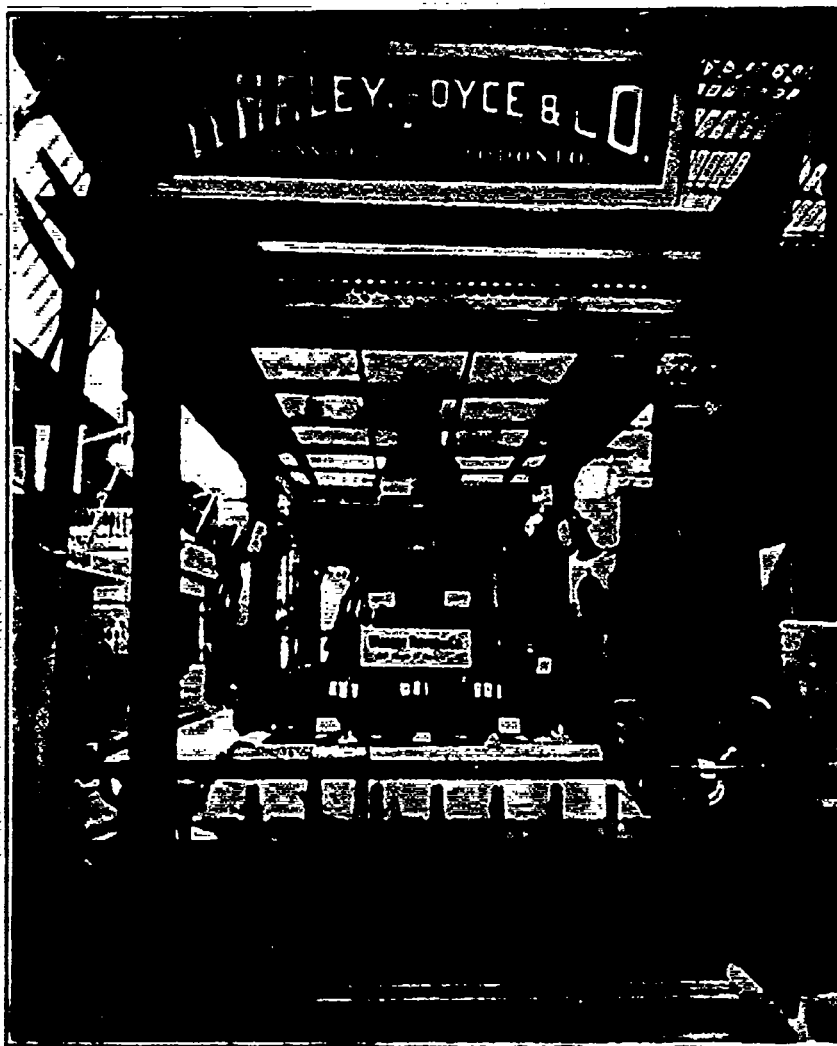
Mr. J. H. McGee has opened a book and stationery store in Tilbury, Ontario. This is the first business of the kind in that neighborhood.

Mr. and Mrs. Secord, of St. John, N. B., were visitors in Toronto during the Exhibition. Mr. Secord is the head of the Nelson business in St. John.

Mr. John Hart is the president of a new book and stationery firm in Winnipeg. Mr. Hart is conceded to be one of the best book buyers in Canada.

Mr. Harry Mitchell, late of the Copp Clark Co., Toronto, has accepted the position of traveler in the Northwest Territories for Newsome & Co., Toronto.

Mr. George Pauline, representing Robert Fletcher & Sons, of Stoneclough England, manufacturers of all kinds of tissue papers, is at present on his annual tour of Canada.



Canadian National Exhibition—Exhibit of Whaley, Royce & Co.

"SOLIDHED" THUMB TACKS SELL THEMSELVES

Attractive display cases, Brass, 3 gro. \$2, Celluloid, 3 gro. \$4, Steel, Brass and German Silver, 7½ gro. \$5

HAWKES-JACKSON COMPANY, MAKERS, 52 DUANE STREET, NEW YORK

Brass, 10c. dz. Celluloid 120c. dz.

When answering advertisements please state that you saw the advertisement in Bookseller and Stationer.

The Topaz Pencil

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

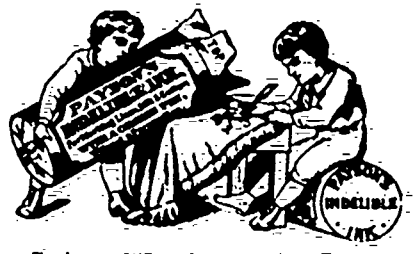
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Indelible Copying.

Write for Samples to
Warwick Bros. & Rutter, Limited
Wholesale Stationers, TORONTO.

PAYSON'S INDELIBLE INK



Trade supplied by all Leading Wholesale
Drug Houses in the Dominion,
Received Highest Award Medal and Diploma
at Centennial Philadelphia, 1876, World's Fair,
Chicago, 1893, and Province of Quebec Exposit-
tion, Montreal, 1897.

DO NOT TAKE ANY

substitution,

imitation or variation

THE OF

WAVERLEY

PEN

Now of Unexcelled Quality.

They come as a lion and a blessing to men,
The Plover, the Owl, and the Waverley Pen.

SOLD BY ALL STATIONERS.

MACNIVEN & CAMERON, Limited
EDINBURGH AND BIRMINGHAM

Music Orders attended to promptly and satisfactorily

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

Anglo-Canadian Music Publishers' Association

ASHDOWN'S Limited

88 YONGE STREET, TORONTO

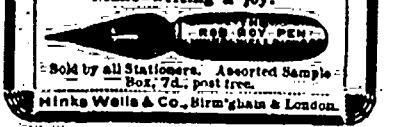
BOOKSELLER AND STATIONER has
Inquiries from time to time from
manufacturers and others wanting repre-
sentatives in the leading business centres
here and abroad.

Firms or individuals open for agencies
in Canada or abroad may have their
names and addresses placed on a special
list kept for the information of inquirers
in our various offices throughout Canada
and in Great Britain without charge.

Address,
BUSINESS MANAGER,
BOOKSELLER AND STATIONER,
Montreal and Toronto.

ROB ROY PENS

"The Good Points of Rob Roy
Make writing a joy."



Sold by all Stationers. Assorted Sample
Box, 7d. post free.
Hinks Wells & Co., Birmingham & London.

'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) manufac-
tured for and supplied to Messrs. Macniven &
Cameron, Limited.

Is. 6d. and Gross Boxes Sold by all STATIONERS.

Standard Commercial Works.

Matto's Interest Tables.
At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum, by
NARLETON MATTO. 5th Edition. Price, \$3.00.

Matto's Three-Per-Cent. Interest Tables.
By the same author. On fine toned paper and
strongly bound. Price, \$3.00.

**Hughes' Interest Tables and Book of Days
combined.**
At 3, 3½, 4, 5, 5½, 6, 7 and 8 per cent per annum
By CHARLES M. C. HUGHES. Price, \$5.00.

Hughes' Supplementary Interest Tables.
Comprising a Special Interest Table for daily bal-
ances, showing interest for one thousand days on
any amount, rates from ¼ per cent. to 3½ per
cent., inclusive. Also a table showing interest
for one thousand days at 5 per cent., by means of
which (in connection with Comparative Tables),
interest for one thousand days can be obtained at
any rate from ¼ per cent. to 10 per cent., inclusive,
and COMPARATIVE INTEREST TABLES for ob-
taining interest on any rate from ¼ per cent.
to 10 per cent., inclusive, on the basis of 365 days
to the year in ¼ per cent. rates. By CHARLES
M. C. HUGHES. Price, \$2.00.

Hughes' Interest Tables.
At 6 and 7 per cent. per annum (on the basis of
365 days to the year), for one, two, three, and
four months and days of grace; for use in dis-
counting and Renewing Promissory Notes. By
CHARLES M. C. HUGHES (on folded card, 14½ x 9½)
strongly bound. Price, \$1.00.

Hughes' Savings Bank Interest Tables.
At 2½, 3 or 3½ per cent. (each on separate card)
on the basis of one month, being 1/12 part of a
year; by CHARLES M. C. HUGHES. Price, \$1.00.

Buchan's Sterling Exchange Tables.
Converting Sterling into Canadian currency, and
vice versa, advancing by 811s and 1611s, with other
useful tables, by EWING BUCHAN. Second edition.
Price, \$1.00.

**Buchan's Sterling Equivalents and Ex-
change Tables.**
Showing the relative value, according to the rate
of discount in London, in Canadian and New
York systems of quotations, of bills of exchange
drawn at any rate, or having any number of days
to run, etc., etc., by EWING BUCHAN. Price, 1.00

Buchan's Par of Exchange (Canadian).
Giving sterling into dollars and cents and vice
versa, from £1 upwards; also sterling equivalents,
Canada into New York and vice versa; by EWING
BUCHAN. Price (in sheets), each, 20c.; mounted
(on boards), each, 35c.

The Importers' Guide.
A hand book of advances of sterling rates in deci-
mal currency from one penny to 1,000 pence,
with a FLANNEL TABLE from 20 to 100 c. (illings
per piece of 16 yards), by R. CAMPBELL and J. W.
LITTLE. Cloth, 75c.; leather, \$1.00.

The Canadian Customs Tariff.
Revised to date, containing lists of warehousing
ports in the Dominion, the Franco-Canadian
treaty, extracts of Canadian Customs Act, Ster-
ling-Exchange, France, German, Rhenish, at
Canadian Customs values, also a table of the
value of francs in English money, Harbor Dues,
etc., etc. (Caps & Co., cloth. Price, 50c.)

MORTON, PHILLIPS & CO.,
PUBLISHERS,
1755 and 1757 Notre-Dame St., MONTREAL

The BROWN BROS., Limited of Toronto,
carry a full line of our publications in stock

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Canadian National Exhibition—Exhibit of Colonial Ink Co., Limited.

Mr. W. E. Hebb, for some years in the book and stationery trade in Halifax, was an Exhibition visitor in Toronto. He is now Halifax agent for the Equitable Life of New York.

Thomas S. McCrae, of the export department of the American Lead Pencil Co., N. Y., resumed work again on August 10, after a few weeks' vacation around Boston and vicinity.

Mr. George Stewart, formerly in the employ of the Methodist Book and Publishing House, Toronto, is at present covering the Maritime Provinces in the interests of the Oxford University Press.

Mr. Walter F. Mullen is now in charge of the pencil department of the Canada branch of the L. E. Waterman Co. As he is an old Montreal boy his many friends welcome his return to Canada from the New York office.

The Copp-Clark Co., Limited, have opened one of the finest sample rooms of its kind in Canada, at room 138 Windsor Hotel, Montreal. Mr. J. W. Burns, eastern traveler for the company, will have charge of this sample room.

The Chas. H. Elliott Co., Philadelphia, are increasing their storage capacity for both paper and envelopes by the enlargement of their plant and the building of bays each of which will have a capacity of about 1,000,000 envelopes.

Mr. N. A. Sinclair, one of the directors of Watwick Bros. & Rutter, Limited, Toronto, has lately returned

from a buying trip to New York. While away Mr. Sinclair secured some special lines and novelties, which will make their mark during the Christmas sales.

The second annual picnic and games of the employees of the Manufacturing Stationers Co., Montreal, was held at Otterburn Park on a Saturday in August. Two trains were needed to carry the crowd, notwithstanding the unfavorable weather. The races and games were well contested, and it is safe to say everybody felt satisfied with the day's outing.

Mr. Lemon and Mr. Dunn, of Toronto, are now with Mr. E. M. Renouf, Montreal. The former gentleman is in charge of the society and commercial stationery department, while the latter looks after the wholesale schoolbook department. Mr. Oliver, late of Simpkin, Marshall, London, Eng., has taken full charge of the retail book department for Mr. Renouf.

The Exhibition was the excuse for a good many booksellers and stationers coming to Toronto on business trips. Among those met with at the jobbers were Messrs. D. Baikie of Sudbury, George Moore of Parry Sound, George Thomas of Bracebridge, R. M. Potts of Cornwall, W. Cooper of Clinton, C. H. Thorburn of Ottawa, John H. Lee of Woodstock, N. B., Richard Uglow of Kingston.



Canadian National Exhibition—Exhibit of Bissson & Co.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

BELLEVILLE.

- 1 "The Pillar of Light," by Louis Tracy. McLeod & Allen.
- 2 "Little Shepherd of Kingdom Come," by John Fox. McLeod & Allen.
- 3 "Wings of the Morning," by Louis Tracy. McLeod & Allen.
- 4 "The Grafters," by Francis Lynde. McLeod & Allen.

BRANTFORD.

- 1 "The Lightning Conductor," by Williamson. McLeod & Allen.
- 2 "In the Bishop's Carriage," by M. Michelson. McLeod & Allen.
- 3 "Brave Hearts," by W. A. Fraser. Morang.
- 4 "The Virginian," by Owen Wister. Morang.
- 5 "Singular Miss Smith," by Alice M. Kingsley. Morang.
- 6 "Nancy Starr."

CHARLOTTETOWN.

- 1 "Sir Mortimer," by Mary Johnston. Book Supply Co.
- 2 "The Crossing," by Winston Churchill. Copp. Clark Co.
- 3 "The Pillar of Light," by Louis Tracy. McLeod & Allen.
- 4 "The Virginian," by Owen Wister. Morang.
- 5 "Follow the Gleam," by Joseph Hocking. Copp. Clark Co.
- 6 "The Long Night," by S. I. Weyman. Copp. Clark Co.

HALIFAX.

- 1 "The Crossing," by Winston Churchill. Copp. Clark Co.
- 2 "Singular Miss Smith," by Alice M. Kingsley. Morang.
- 3 "The Silent Places," by S. E. White. Morang.
- 4 "The Bright Face of Danger," by R. N. Stephens. Copp. Clark Co.
- 5 "My Friend Prospero," by Henry Hatland. Briggs.
- 6 "The Queen's Quair," by M. Hewlett. Morang.

KINGSTON.

- 1 "The Crossing," by Winston Churchill. Copp. Clark Co.
- 2 "The Imperialist," by Mrs. Coles. Copp. Clark Co.
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A first place counts 10 points, second place 8, third place 7, fourth place 6, fifth place 5 and sixth place 4.

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2. "The Pillar of Light," by Louis Tracy.....	75
3. "The Singular Miss Smith," by A. M. Kingsley.....	37
4. "Wings of the Morning," by Louis Tracy.....	25
5. "The Lightning Conductor," by Williamson.....	24
6. "Sir Mortimer," by Mary Johnston.....	19

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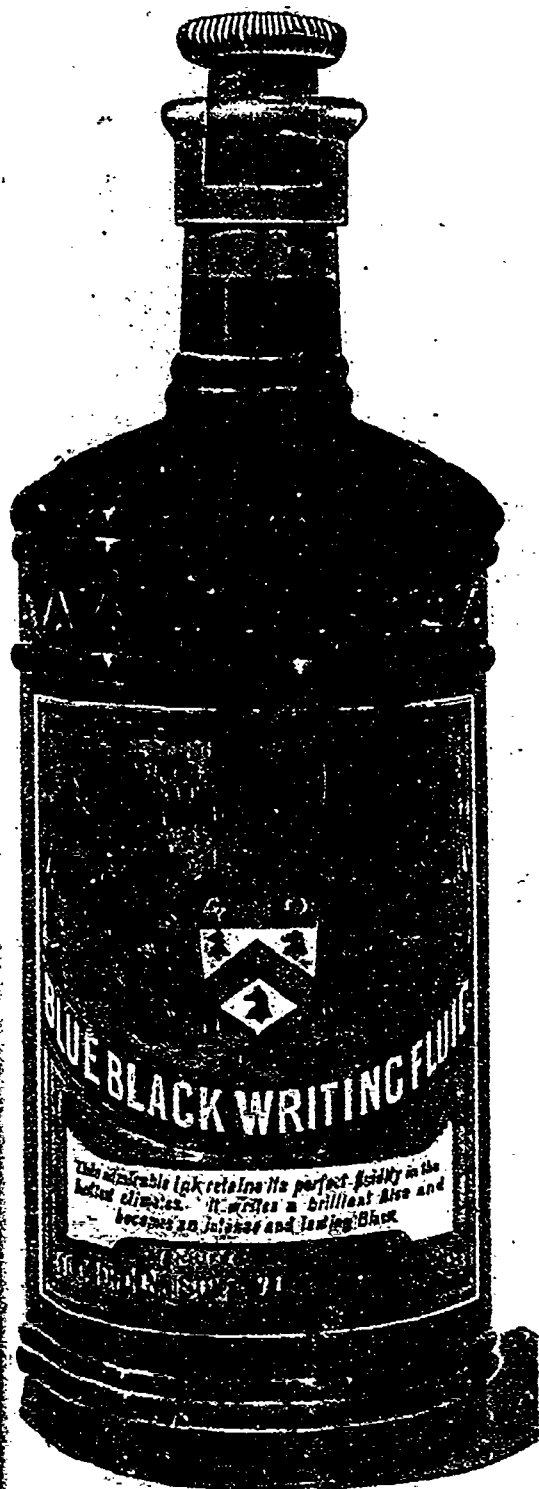
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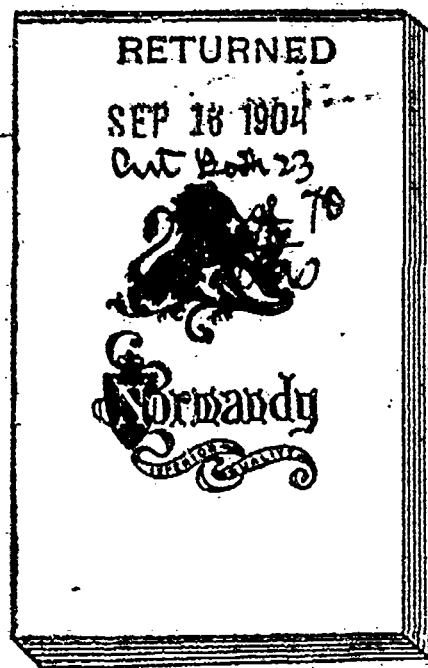
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