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THE BOOKSELLER & STATIONER AND FANCY GOODS REVIEW

NOVEMBER

MONTREAL

TORONTO

WINNIPEG

1906

FOR YOUR NEXT SALE

We give you much for little money. As an inducement for you to use our signs, we will send you, express prepaid, for \$10.00 the following signs.

One Cotton Sign, 3-in. x 20-in., lettered in handsome colors.

Six Show Cards, 22-in. x 38-in.

Six " " 14-in. x 22-in.

Two hundred assorted price tickets.

This lot would cost you \$75.00 at our regular prices. We will write up copy, giving you up-to-date matter, without extra charge.

Our folder, WHY SIGNIFY, is free for the asking.

THE MARTEL - STEWART CO.,
Montreal, Canada Limited

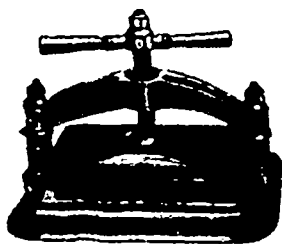


TWO ONLY of the Many Varieties of

Joseph Gillott's Pens

Every stationer should stock these, the premier pens, by the premier pen makers. Joseph Gillott's pens have long held an exclusive reputation for variety in make and shape and point, and for their perfection of finish. The founder of the firm of Joseph Gillott & Sons took out one of the original patents for the making of steel pens.

For all particulars samples for tests lists - also cards etc. apply Joseph Gillott & Sons, 2, Gracechurch Street, London, E.C.



FOR
**COPYING
PRESSES**

ALL SIZES

from Quarto Post to largest Waybill,

WRITE THE

JAMES SMART MFG. CO.,
Brockville, Ont., or Winnipeg, Man. Limited

ESTABLISHED 1851

YOU ARE INTERESTED IN SOMETHING.

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

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

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

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

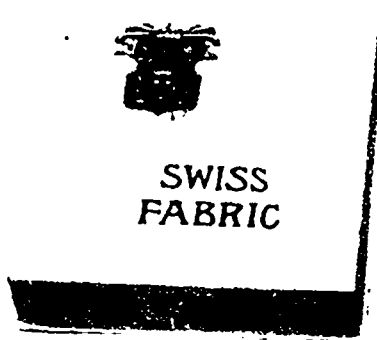
We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and recall circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street,
MONTREAL

10 Front St. East,
TORONTO.

Holiday Stationery



No. 1031

The demand for high grade Stationery put up in artistic display Boxes has gradually increased in Canada until this class of goods is now one of the most necessary for the retail stationer for the Holiday trade. We have now ready the choicest range of fine boxed papers we have ever shown.

These dainty boxes comprise styles, not only made up with fancy holly and other ornamental papers, but also exquisite effects in figures, heads, medallion and embossed tops in many sizes and shapes.



No. 0608.



No. 1149.

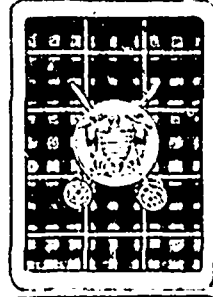
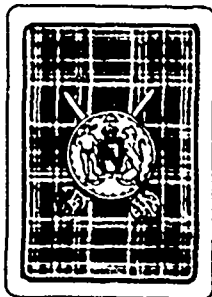
The stock contained in these lines is everything that could be desired and is made up in the newest cuts of envelopes for notes, invitations, or correspondence. Linen faced and crash finish papers are the popular styles.

We will make up a sample assortment of any size.

Warwick Bros. & Rutter

Makers of
High Grade Stationery

Limited
TORONTO



To the Trade

*Your Stock is Not Complete
Without*

**GOODALL'S
ENGLISH
Playing Cards**

*Handsomely Boxed, and Gilt
Edges*

Sold by the Leading Wholesale Firms

Aubrey O. Hurst, 24 Scott St., Toronto

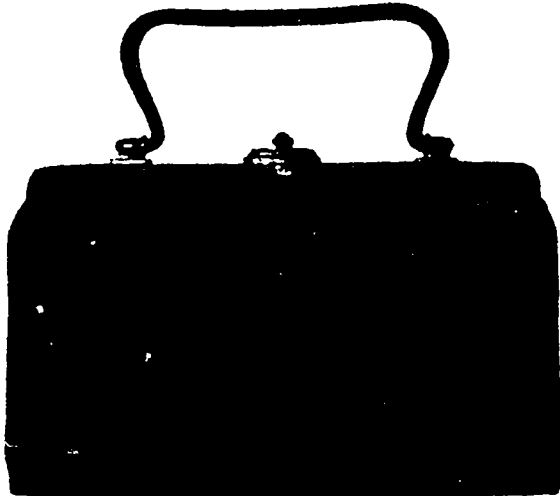


BOOKSELLER AND STATIONER

HOLIDAY GOODS

New Select Stock Now on Hand

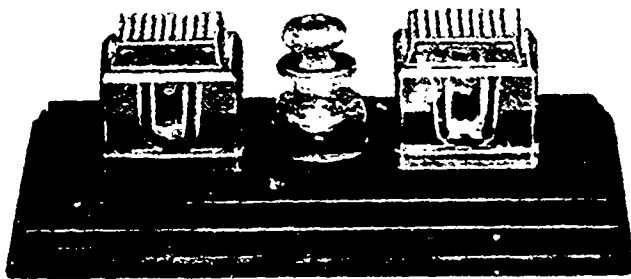
FINE LEATHER GOODS



*Bags, Purses, Letter and Card Cases
Writing Portfolios, Music Rolls, etc.
Memo. Books, Price Books, Loose Leaf, etc.*

DIARIES, 1907 { OFFICE and
POCKET

Office Supplies and Stationery



*Inkstands. Fine Variety, Own Make.
Cash Boxes, Letter Balances
Papeteries, Note Paper and Envelopes
Fountain and Stylo Pens
Crepe and Sheet Tissue
Waste and Document Basket*

WE AIM TO HAVE THE MOST COMPLETE PAPER
AND STATIONERY HOUSE IN THE DOMINION.
ESTABLISHED OVER HALF A CENTURY.

BROWN BROS.

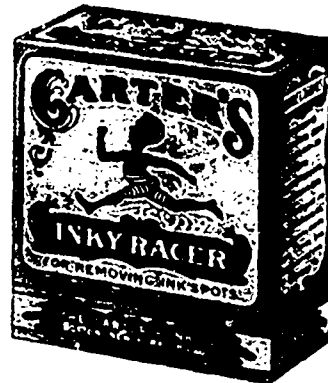
LIMITED

51-53 Wellington Street West

TORONTO



CARTER'S INKY RACER



WILL REMOVE INK BLOTS
from all kinds of
CLOTH, CARPET and PAPER
SAVES TIME, CLOTHES and MONEY

25 cents

AT ALL STATIONERS



"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.,
Limited
MONTREAL.

Menzies & Company
 Manufacturers' Agents
 Toronto, Canada

PRIVATE XMAS CARDS

WE ARE WITHOUT DOUBT THE LARGEST IMPORTERS OF PRIVATE XMAS CARDS IN AMERICA

We carry a well assorted stock of

"The Clifton," "Diamond," "Graphic," "Reliable" and "Favorite" SERIES

Also **OUR FAMOUS CANADIAN SERIES**

of Beautifully Embossed Cards, representing Coats-of-Arms of all the Provinces and the Dominion of Canada; Niagara Falls and other National Views and Designs.

WE ARE EQUIPPED TO MAKE UP SPECIAL CARDS FOR YOUR BANK AND INSURANCE TRADE

MENZIES & COMPANY

Sole Canadian Agents E. W. SAVORY, LTD., BRISTOL.

We also represent

LYONS INK, LTD., Mfrs. Famous **"CLUCINE."** DORENDORFF & CO., LONDON, ENG.

PERRY & CO., LONDON, ENG.



The Best Record Ever Heard is the "Berliner" and "Victor" Bookseller's Song of Success

It's being sung in many stores.

It tells of pleased patrons, of profitable profits.

Of how to work the credit sale and make it rebound to the good of the Bookseller's bank book.

Of how to indulge in local advertising to direct the business sent by our "big" advertising.

Of how "one foot in the coffin" book trade can be given a new lease of life.

Of how a bookseller can be put on Easy Street.

Send for the Song

DISTRIBUTORS FOR CANADA.

Maritime Gram. Co.,	Truro, N.S.
J. & A. McMillan,	St. John, N.B.
Clark Bros. Co., Ltd.,	Winnipeg, Man.
Dyke, Evans & Callaghan,	Vancouver, B.C.
R. S. Williams & Sons, Ltd.	Toronto, Ont.

Write your nearest distributor.

The Berliner Gram-o-phone Co., of Canada, Limited, Montreal

DO NOT DELAY

Order your sorting requirements NOW before the assortments get depleted.

Recent Shipments
 have brought us

DOLLS

Dressed and Undressed Bisque and China
 Patent and Kid Bodies.

TOYS

Mechanical, etc., comprising many new numbers
 and some splendid assortment lots.
 Rocking Horses, etc.

FANCY BASKETS	FANCY CHINA
PERFUMES	JARDINIERS
EBONY BRUSHES	WATER SETS
MILITARY CASES	MEDALLIONS
COLLAR and CUFF BOXES	FRAMES
ATOMIZERS	PAPETERIES
SOAP BOXES	TOY BOOKS
CLOCKS	GAMES

Your mail orders will receive prompt attention.
 A personal visit to our improved warerooms
 will be found profitable to the buyer.

The SUTCLIFFE-EDMISON CO., Limited
 SUCCESSORS TO
THE KELK-SUTCLIFFE CO.
70 YORK ST. (below King) TORONTO

Waterman's Ideal Fountain Pen

The pen with the Clip-Cap

A FEW PEN STYLES

Coming on the Christmas season every dealer should see to it that he has a thoroughly representative stock of Waterman's Ideal Fountain Pens.

If you would be successful you should carry a wide variety of points, because our ability to suit every writer or match any style pen has contributed as largely to our success as the celebrated Spoon Feed.

LIST PRICES

Prices vary according to the size gold pen contained. Unit figures indicate sizes of gold pens.



PLAIN, CHASED AND MOTTLED. No. 12, \$2.50; No. 13, \$3.50; No. 14, \$4.00; No. 15, \$5.00; No. 16, \$6.00; No. 17, \$7.00; No. 18, \$8.00.
Clip-Cap adds to cost as shown below.



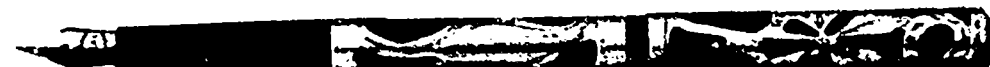
PLAIN, CHASED AND MOTTLED. No. 22, \$2.50; No. 23, \$3.50; No. 24, \$4.00; No. 25, \$5.00; No. 26, \$6.00.



GOLD MOUNTED CHASED. No. 12, \$3.50; No. 13, \$4.50; No. 14, \$5.00; No. 15, \$6.00; No. 16, \$7.00; No. 17, \$8.00.



GOLD MOUNTED PLAIN. No. 22, \$3.50; No. 23, \$4.50; No. 24, \$5.00; No. 25, \$6.00; No. 26, \$7.00.



SILVER FILIGREE WITH NAMEPLATE. No. 12, \$5.00; No. 14, \$7.00; No. 15, \$8.50; No. 16, \$9.50; No. 17, \$11.00. ALSO GOLD: \$10.00, \$12.50, \$25.00.



STERLING SILVER CHASED WITH NAMEPLATE. No. 402, \$7.50; No. 404, \$10.00. ALSO GOLD: \$12.00, \$35.00.



EMBLEM PENS—BLUE LODGE. \$12.00, \$14.00, \$16.00, \$35.00, ALSO OTHER SOCIETIES, AT depending on style.



SOLID GOLD CENTRE BAND. No. 12, \$8.00; No. 14, \$10.00; No. 15, \$12.00; No. 16, \$15.00.

CLIP CAPS, as shown on the top pen of this page, add to the cost of pens as follows:—When made of German Silver, 25c. extra; Sterling Silver, 50c. extra; 18-karat Gold Filled, \$1.00 extra; 14-karat Solid Gold, \$2.00 extra.

LIBERAL DISCOUNT POSITIVE PROFITS

Dealers should write for "Suggested Assortments" and information regarding Show Case assortments

L. E. Waterman Co., of Canada, Limited

136 ST. JAMES STREET, MONTREAL

Our Best Selling Business Pencils

• • • IN STERLING SILVER • • •

WE OFFER below a list of best selling mounted pencils in Sterling Silver of the latest designs, and of the highest grade finish and workmanship throughout, with which we supply only "KOH-I-NOOR" Leads and Refill Pencils. These Refill Pencils and Leads are procurable everywhere.

The following adjustable pencils are entirely new and have the advantage of holding firmly any size of lead from 9H to 2B, they are easily adjusted and will not bite or snap the lead.

No. 585 Plain—Round—Sterling (Illustration $\frac{2}{3}$ size) Retail \$1.25 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Leads No. 2200 in cedar wood box, as illustrated, any of the degrees from 9H to 2B Retail \$2.00 each

No. 586 Chased—Round—Sterling (Illustration $\frac{2}{3}$ size) Retail \$2.00 each



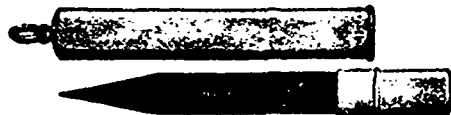
In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Leads No. 2200 in cedar wood box, as illustrated, any of the degrees from 9H to 2B Retail \$2.50 each

No. 587 Plain—Hexagon—Sterling (Illustration $\frac{2}{3}$ size) Retail \$1.75 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Leads No. 2200 in cedar wood box, as illustrated, any of the degrees from 9H to 2B Retail \$2.00 each

No. 579 K Reversible Pencil, Flat—Plain—Sterling (Illustration $\frac{2}{3}$ size) Retail \$1.00 each



In Sets. This pencil neatly boxed with twelve extra "KOH-I-NOOR" Refill Pencils No. 1546m Retail \$1.50 each

No. H Slide design—Chased—Sterling (Illustration $\frac{2}{3}$ size) Retail \$1.75 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Pencils HB No. 1519a Retail \$2.00 each

No. L Slide design, Cable ($\frac{1}{2}$ Chased)—Sterling (Illustration $\frac{2}{3}$ size) Retail \$2.00 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Pencils HB No. 1519a Retail \$2.50 each

Pencils illustrated hereon are standard, as Refill Leads and Pencils are procurable everywhere, which is very important to users. Can be purchased at the leading Jewelry, Stationery, Optical and Department Stores.

Refill Leads



**Always
Procurable**

All sets listed can be furnished in holly design boxes where requested

Manufactured
by . . .

AIKIN-LAMBERT CO.

19 Maiden Lane
NEW YORK

Space No. 127—NATIONAL BUSINESS SHOW—1906

BOOKSELLER AND STATIONER

A LITTLE REFLECTION

Will convince any thinking
man that an exhibit at

Canada's First Business Exhibition



MONTREAL, DEC. 10-15, 1906

Offers a better chance to reach those interested,
the real buyers of

OFFICE APPLIANCES AND BUSINESS DEVICES

Than can possibly be secured
by any other method

YOU SHOULD ADVERTISE FOR RESULTS

Not on chance

FOR PARTICULARS, ADDRESS.

Canada Business Show Co.,

79 ALLIANCE BUILDING
MONTREAL, P.Q.

BOOKSELLER AND STATIONER

The WATSON-FOSTER CO.

AND

WALL



PAPER

WITH BORDERS SAME PRICE AS HANGINGS

CANADA'S GREATEST POST CARD HOUSE

Superior Christmas Post Cards, Calendars and Booklets

Christmas Goods That are Selling on Their Merits.

Maple Leaf Series Xmas Post Cards

An entirely new line, and one proving immensely popular. Distinctly Canadian, hand some, re produced in colors from special made oil paintings by C. M. Manley.

Price \$15.00 per 100



Santa Claus Post Cards. Designed for the little folk. Eight subjects printed in bright colors; each card bears a message from Santa Claus himself. Very popular last year. Over 1,500,000 sold this year—that's how good they are. Price, \$1.00 per 100; \$8.00 per 1,000.

Stewart & Woolf Line. Well known for its variety, beauty of design and handsome finish. Fifteen subjects, ninety designs. Price, \$15.00 per 1,000.

A. & M. Line. A German line of fourteen subjects displaying a wealth of color, gilding and embossing. Carefully selected for the American trade. Price according to quality, \$12.00, \$15.00 and \$20.00. Any of above lines unsold, \$1.00 per 100 extra.

Christmas Leather Post Cards. Original designs in stamped, hand-burned and colored. Price, Stamped, \$3.50. With name of town, \$3.75. Hand burned, \$5.00. Colored, \$5.50.

Canadian Girl Calendar

One of the dearest creations of the year. Shows a handsome young lady in full showy costume in an illustration printed in colors 5 1/4 inches, mounted on a green mat with neat calendar pad, bow of red satin ribbon, and tied with silk cord. One of the handsomest calendars ever published. Price, \$3.00 per dozen.

Canadian Xmas Booklets

Another pretty souvenir of the Christmas Season. Just what your customers want to send away. Something pretty Canadian. Two styles, cover of dark blue antique stock, printed in red and gold and tied with silk cord. Contains a beautiful colored picture, depicting in Booklet A a group of jolly young Canadians playing in the snow. Booklet B, A Snow Scene. Price, \$1.20 per dozen. The coloring in these is superb, and ranks with the best import work. Wait for our Christmas catalogue. It is being made now.

IMPORTANT

Some dealers have their orders for Xmas Cards placed long ago. Some have put it off till now. Many dollars in profits were lost by putting it off until too late last year. Previous sales will be exceeded this season. Avoid a shortage at Christmas by ordering now. Don't neglect ordering your local

View Cards

for next year. And don't forget that we are the largest importers of local view cards on this continent. We give satisfaction. We lead in

Fancy Cards

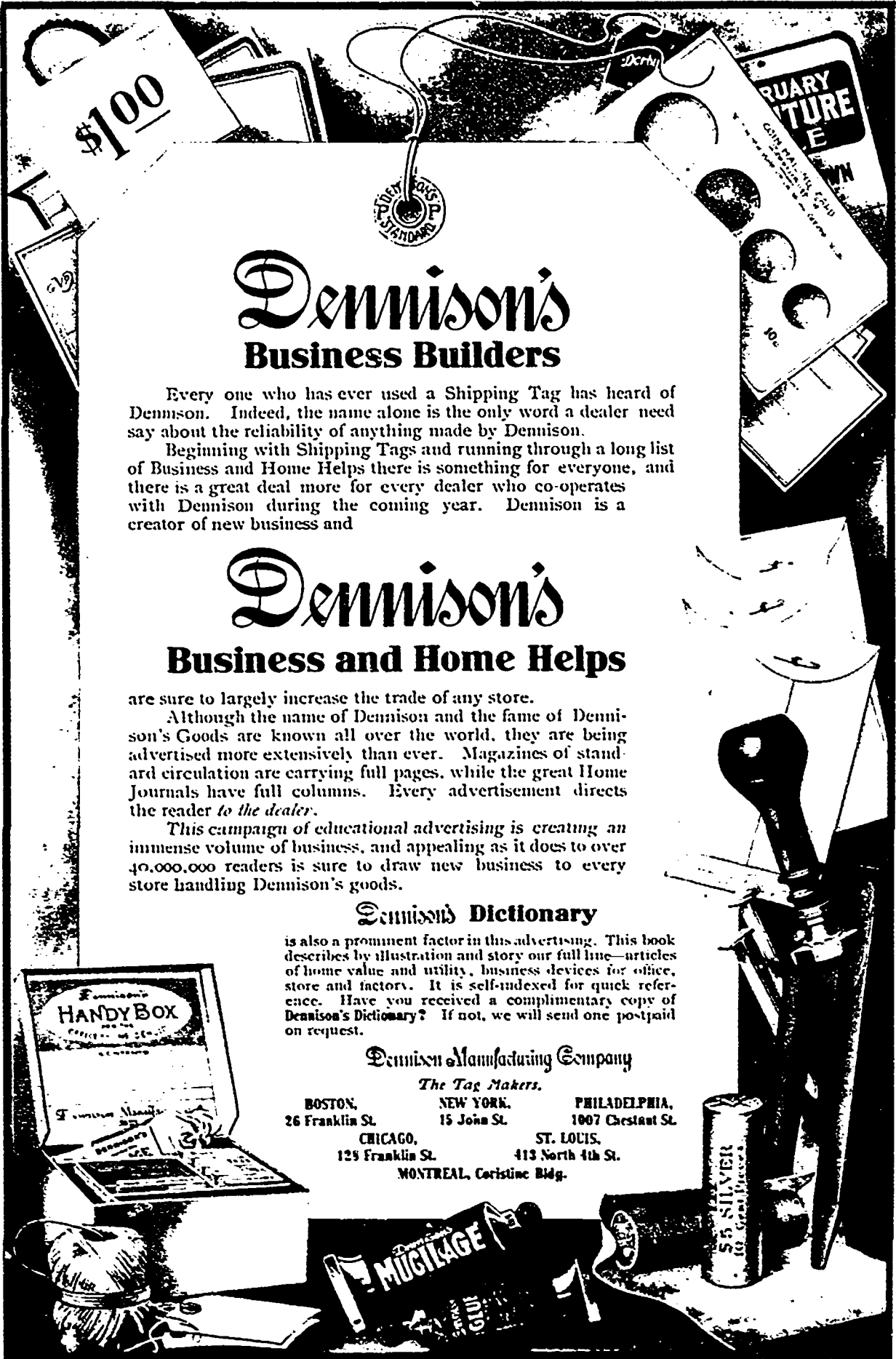
Travelled, comic, floral, real photo, etc.

W. G. MAGFARLANE, Publisher and Importer

60-62 Front Street West,

TORONTO, CAN.

Price \$1.50 per 100
 Price \$8.00 per 1,000
 Price \$12.00 per 1,000
 Price \$15.00 per 1,000
 Price \$20.00 per 1,000



Dennison's Business Builders

Every one who has ever used a Shipping Tag has heard of Dennison. Indeed, the name alone is the only word a dealer need say about the reliability of anything made by Dennison.

Beginning with Shipping Tags and running through a long list of Business and Home Helps there is something for everyone, and there is a great deal more for every dealer who co-operates with Dennison during the coming year. Dennison is a creator of new business and

Dennison's Business and Home Helps

are sure to largely increase the trade of any store.

Although the name of Dennison and the fame of Dennison's Goods are known all over the world, they are being advertised more extensively than ever. Magazines of standard circulation are carrying full pages, while the great Home Journals have full columns. Every advertisement directs the reader to the dealer.

This campaign of educational advertising is creating an immense volume of business, and appealing as it does to over 40,000,000 readers is sure to draw new business to every store handling Dennison's goods.

Dennison's Dictionary

is also a prominent factor in this advertising. This book describes by illustration and story our full line—articles of home value and utility, business devices for office, store and factory. It is self-indexed for quick reference. Have you received a complimentary copy of Dennison's Dictionary? If not, we will send one postpaid on request.

Dennison Manufacturing Company

The Tag Makers.

BOSTON,
26 Franklin St.

NEW YORK,
15 John St.

PHILADELPHIA,
1007 Chestnut St.

CHICAGO,
129 Franklin St.

ST. LOUIS,
413 North 4th St.

MONTREAL, Coristine Bldg.



New Papeteries

For Fall and Christmas Trade

CHOICE ARTISTIC DESIGNS

Gironde Del Monte Mousseline De Paris Popeline Francaise

These are four of the handsomest lines we have ever produced and they will retail at popular prices. All contain the fashionable fabric-finished paper so much in demand.

W. J. GAGE & CO., LIMITED

Manufacturing Stationers, TORONTO

SALE ROOM
54 Front Street West

WAREHOUSE AND FACTORY
52 to 94 Spadina Avenue

PAPER MILLS
St. Catharines

THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXII.

MONTREAL AND TORONTO, CANADA, NOVEMBER, 1906.

No. 11.

NOTES FROM THE EDITORIAL SANCTUM

READERS will note a slight change in the arrangement of the contents in this number of Bookseller and Stationer. The change has been made, it is hoped, in the best interests of the trade. As time passes, changes are always bound to occur. We receive new ideas; we modify our opinions, and the result is that we move steadily forward to the accomplishment of our ideal.

Now it has always been our ideal to make Bookseller and Stationer a model trade newspaper, to make it invaluable to its readers. Of course we have fallen far short of this ideal. Yet, year by year, we are confident that we are moving nearer and nearer to its accomplishment. The slight improvement in this number is an evidence of the progress we are making.

The change may be best described as an effort to centre our attention to a greater extent than before on the building up of retail business. To this end we are giving first place in this number to a series of articles on progressive methods of retailing, practical common-sense articles on how to conduct a successful bookselling and stationery business. The dealer needs education along the lines of improved store arrangements, improved window displays, improved newspaper advertising, improved book-keeping methods, etc., and it is our purpose to offer a course of study in these lines.

The old idea used to be that the trade paper was an advertising circular, by means of which jobbers kept retailers posted on their wares. This is an entirely erroneous conception. The trade paper, first and foremost, is a newspaper giving the news of the trade, and secondly, it is a trade educator. That is its scope. Undoubtedly, if it fulfils these purposes, it becomes an admirable medium through which the wholesaler and jobber can reach the retailer.

A phase of the problem of retailing which we have unfortunately neglected to a considerable extent in the past, is the giving of advice as to what should be done during the weeks coming between one issue and the next. Our view has been retrospective rather than prospective. For instance, what dealer, after a Christmas season, does not look back and regret that he had forgotten or omitted to do certain things, which would have been highly profitable to him. Our purpose will be to endeavor, as far as possible, to advise him ahead what to do.

Sometime, possibly during the quieter weeks following the holiday rush, we would like to find out what value our readers place on the book review. There is a great diversity of opinion on the subject. Some would have it that the book review is absolutely useless. Others see in it a useful form of advertising. We want to discover, if it is going to help the trade to have more reviews in the newspaper press.

Our office at 88 Fleet Street, London, England, is always wide open to receive, assist and entertain Canadian booksellers and stationers, visiting the Old Land. Do not feel any diffidence about making the office your headquarters while in London. It will give our English manager, Mr. McKim, and his staff, great pleasure to have you call and make use of the various facilities provided.

Mr. F. B. Bagshaw, bookseller and stationer, Portage la Prairie, Manitoba, was in London in August, and, just by chance, came upon the office. In a letter to the editor, he says: "I can assure you that I wasted no time in calling upon your representative, who was, I am satisfied, highly pleased at meeting with a Canadian bookseller, and did his utmost to make our visit as pleasant as one as could be wished for. I feel I would not be doing quite the square thing did I fail to express my appreciation of the kind courtesy of your Mr. McKim, and the hearty Canadian greeting which he extended to Mr. C. D. McPherson and myself during last August, while we spent two delightful weeks in the world's capital."

We want to get hold of ideas for booming Christmas trade. Those of our readers who have invented or adopted schemes, which they have found useful in building up business, are invited to send them in. Such of them as we deem of interest and value, we will publish in future numbers of Bookseller and Stationer, paying regular space rates for the same. Every reader of the paper is urged to participate in this exchange of ideas. It doesn't matter, if you don't think you can describe your plan properly. We want the idea and we don't care a bit about the language in which it is written down.

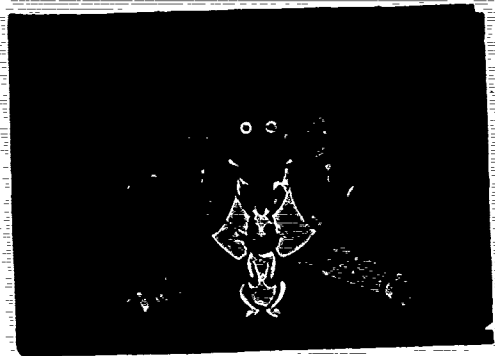
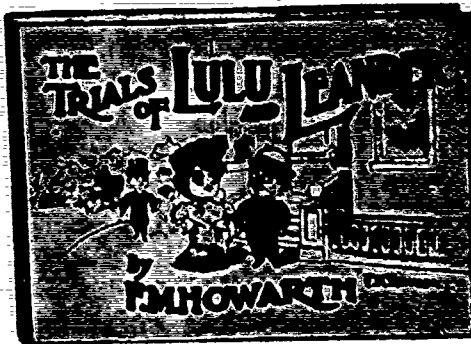
On another page we make an important offer regarding a holiday window-display competition. We are most anxious to see a large entry list and we would urge all our readers to participate in this contest. Full particulars will be found elsewhere.

SOME SUGGESTIONS ON WINDOW DRESSING

THE question of window dressing is one which, in the opinion of the writer, has far too little attention paid to it. Of course the topic, on its successful accomplishment, is fraught with considerable difficulty, but never must it be forgotten even for sixty seconds that it is, so to speak, the index to the contents of the establishment. That fact being granted, it therefore becomes apparent that the subject is one deserving of the most serious consideration on the part of the retailer and those wholesalers who make any pretence at window dressing. When the thing has to be done it is no use remarking to yourself that "window dressing is an awful nuisance." That is very well known. Everything that entails work and thought is a bore to many people, yet it is absolutely essential to the success of a business that the window should be well and smartly dressed. It is one of those troublesome incidentals of life which have to be attended to if one is to reap the full benefit of his trading. Customers come and stand in front of the shop and look into the window to see if what they are in search of is there. If it is not, perhaps they go to the next establishment, where it may possibly be on view. Into that trader's pocket goes the money. Probably it would have been in yours had the same article been on view.

Naturally in such a small compass as a window it

still further. There is nothing that the average person likes more than a smartly dressed window. It is to that establishment he will go in preference to all others, and it is into that trader's banking account that the money goes. Another thing, the trader should be careful about is the correct ticketing of all the goods displayed. Nothing is so annoying to buyers who go in after a certain article that has taken their fancy, than to discover when they are in the shop that, owing to some unforeseen circumstances, the price marked on the goods is not the correct one. Without casting reflections on the trade as a whole, we know that certain traders think that this mode of procedure is a smart way of getting the customers inside their establishments. It may be, but did they only know the damage they inflicted on their business, it is questionable whether they wouldn't reconsider their line of action. Whether these customers who, to put it mildly, have been "gulled" will again patronize that particular business is open to considerable doubt. Anyhow, the writer for one, having been bitten himself in this respect, would not think of going into the shop where he had previously been "taken in." Perhaps traders do not know this, but the writer is acquainted with the interesting fact that many methodical people make a note of the shop where, in their own language, they have been "swindled." Whenever opportunity occurs they mention



HINTS FOR XMAS WINDOWS.

A-Display of this Amusing Series of Books will be Sure to Draw Attention.

would be simply absurd and unreasonable to presume that the trader can squeeze into this limited space everything that his shop contains, and no sensible trader, with a love of order, would endeavor to do so. What the business man does is to commune, as it were, with himself on the advisability of exhibiting this article or that, always bearing in mind those lines which are newest and most constantly in demand. Having come to a final decision on the matter, he sets his assistants cleaning the windows, both inside and out. This having been accomplished, the trader begins to formulate his scheme for the showing of his goods to the best advantage. Something in this line, one of these, and so on until the shop window is the index to the contents of the shop. The careful trader does not shoot in his goods as a coal catman delivers a ton of fuel, he has everything in order. The front portion of the window comes first, and the succeeding layers in due course, until all is finished, and the whole presents the looker-in with a compact idea of what the establishment can supply, and what obsolete lines have made room for the very latest production.

In this manner the trader does much, not only to retain his regular customers, but also to build up the trade

the name of the establishment to their friends, saying, "Don't go there, old chap," or, "My dear, I would not think of shopping there," and the incident is related fully, with perhaps a little varnish, which adds color to the affair. The trader should see, therefore, that this particular way of doing business does not pay in the long run.

While on the same subject, let me revert again to the actual window dressing. If you really don't think you are capable of dressing your shop window in such a manner as will attract passers by, and your old customers among them, or your dislike of the work prevents you from putting your whole soul into the operation and thereby spoil the result, I would strongly advise you to put somebody on the job who really likes the work. It will pay you in the end.

Don't forget also to always have a few lines handy for the children, and let the children know you have got them. Sooner or later they will drag papa or mamma, or both, into your establishment, and it will be a question of "Poor Pa or Ma (slight deviation from old-time ditty) Pays." Lastly, always present plenty of attractive new lines and have the window well lighted inside as well as out.

PRIZES FOR CHRISTMAS WINDOWS

IN order to encourage window-dressers in our Canadian book and stationery stores, Bookseller and Stationer is going to offer two money prizes for photographs of the best displays made between now and the end of the year. We will also pay for all photographs submitted, which are found to be of sufficient merit, to be reproduced in the paper. The following rules will govern the competition:—

(1). The window display must be in a Canadian store, where Bookseller and Stationer is regularly received.

(2). The display must be the work of the principal or one of the employees in the store.

(3). Photographs must be taken at the expense of the contestants and must be sent in to the Editor of Bookseller and Stationer, 10 Front St. East, Toronto, not later than January 15, 1907.

(4). Displays must be distinctively Christmas in flavor.

(5). Photographs must be of a single window; where a dealer has two holiday windows, two photographs should be submitted.

(6). There are no limitations as to the size or style of the photograph, provided it is a clear print and can be easily reproduced.

(7). Photographs must be accompanied by a written description of the contents and arrangement of the display, with the name of the window-dresser.

For the best photograph submitted in compliance with these rules, we will give a prize of \$10.00 and for the second best a prize of \$5.00. For any other photographs submitted, which we deem of sufficient value to reproduce, we will pay the sum of \$2.00 each. As we are anxious to secure a supply of photographs of good Christmas windows, dealers should not hesitate to enter the competition, on the ground that they imagine they stand no chance of winning a prize.

The decision will be in the hands of three competent judges, whose names will be published later, and the result of the competition will be announced in our February number. We will reserve the right to hold back the publication of the prize-winning windows until next fall, should we deem it advisable.

NATIONAL BUSINESS SHOW AT NEW YORK

By Our Own Representative

THE National Business Show held at the Madison Square Garden, New York, from October 27, to November 3, was, undoubtedly the big success the promoters anticipated. Never before has such an extensive and complete line of office appliances and business systems been brought before the public. Practically all the typewriter manufacturers were represented, while the adding machines, coin counters, envelope sealers, letter folders, check writing machines and check protectors, time registers, etc., were numerous and interesting.

The manufacturers of fountain pens were there in force. The L. E. Waterman Company had a big show, as did the A. A. Waterman Company. Aikin and Lambert had a tasty exhibit of their high grade line of fountain pens, and gold and silver pencils, and pen holders.

The various lines of loose leaf devices were interesting, and showed that much progress had been made in the manufacture of this line of goods. Practically all the exhibitors stated that they were getting more business than they could comfortably handle, and that the loose leaf business will, in the near future, be of such huge volume as to astonish the old-fashioned stationer.

Several manufacturers of carbon papers were represented, Mittag & Volger having a nice exhibit on the main floor. This firm informed Bookseller and Stationer that their Canadian business was very satisfactory.

The duplicator people were well represented. Mr. A. G. Penman of the Dupligrph Company of Detroit and Toronto had an exhibit of the Dupligrph. The Beck Company of Montreal and New York, had a good show, and the Dans Duplicator Company of New York, were represented.

The post card people did a big business, and it was interesting to notice that there was a good demand for English cards, several lines from that country being exhibited by American agents.

The lines of small wares, such as paper clips, pens, pencils, etc., were numerous, and the booths were usually

well crowded. The C. Howard Hunt Company, had an exhibit of steel pen making.

There can be no doubt at all that the show will do much to educate the business world to the use of modern "tools of business," and the trade, wholesale and retail, can hardly fail to receive direct benefit. The show had the effect of convincing the writer, to a greater degree than ever, of the absolute necessity of the retail stationer keeping in close touch with the new lines on the market, and of having in his employ a salesman who can demonstrate the advantages of modern business appliances. There are a lot of stationers in Canada who could add very greatly to their income by developing trade in modern office supplies.

Amongst visitors to the Bookseller and Stationer booth, were: Mr. Matthews, of the Matthews Co., picture frame makers, Toronto; Thos. S. McEae, of the American Lead-Pencil Co., N. Y., who expects to be in Toronto at an early date; Albert M. MacLeod, stationer of Sydney; C. Jackson, of Bates & Jackson, Buffalo, engravers, (Mr. Jackson is a Canadian); Kelsey Burr-Gould, of the Rotograph Company, New York and London; Norman E. Peel, of the Red Star News Company of London, Ont.; Mr. Penman, of Penman & Sprang, Toronto and Detroit, and Mr. Grand, of Grand and Toy, Toronto.

Other visitors to the Show were V. M. Wright, of the loose leaf department of Charles F. Dawson, Montreal; John H. Damp, United Typewriter Co., Toronto, O. B. Stanton, O. B. Stanton & Co., Toronto, Rolla L. Crain, Ottawa; A. T. Chapman, Montreal.

W. H. Pearslee, who travels Canada for Mittag & Volger, had charge of the exhibit of that concern—which was one of the best in the building. Mr. Pearslee was pleased to hear that the traveler's taxes are to be abolished. He expects to visit Canada at an early date.

Mr. Ritchie of the Canada Business Show Co., Montreal, was here and succeeded in selling space to a number of exhibitors. He reports that practically all the space is now sold.

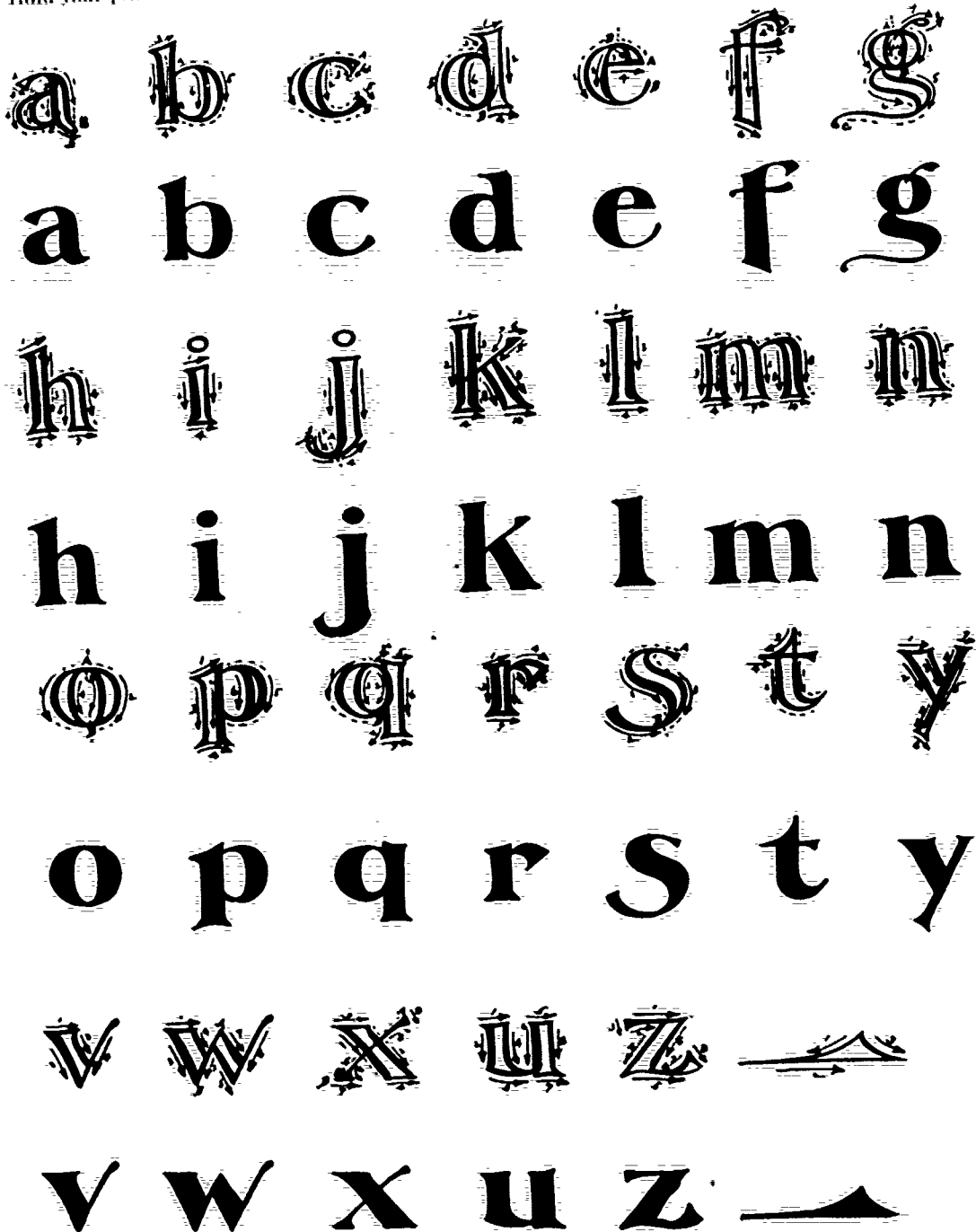
SHOW CARD WRITING

BY CRAFTSMAN.

(Continued from October Number.)

BEFORE writing a card it must be laid out properly. You should allow as much margin as possible all around the card. The quickest method for ruling margins, centring the matter, is to hold the card slanting in your left hand, allowing the lower end to rest on the table. Hold your pencil far from its pointed end tight-

be obliged to hold the pencil almost horizontally, so that your other fingers are at right angles with the edge of your card. Beginning at the lower end, draw the pencil toward you, now rule the other three sides in the same manner, always holding your pencil tight and your fingers in the same positions. This method of ruling will take



SMALL LETTER ALPHABET.

ly with the thumb and index finger, in a slanting position. Now with your three other fingers outstretched in the same manner as for ruling with the brush, as shown in a previous article, rest the ball of the little finger on the side, partly under the edge of the card, and the end of the second finger on top of the card. You will, of course,

one-tenth as long as if you first measured and then ruled the margins, and can be learned quickly. You must learn to centre in this manner. You should not use much pressure against the edge of the cardboard while gliding the fingers along, as it may cut the fingers like a knife. Rule lines across the centred space according to the

height of the various letters, two lines for capitals and one line for lower case. If your card is dark and to be lettered in white, gold or color, rule the lines lightly with chalk; otherwise use a pencil.

All the reading matter on the card should now be impossible over the three ranges. This feat, so say promulgated by making the crudest kind of lines, so that you can tell what the letter is and note the spacing between the words. You can use chalk for this purpose on your dark cards. After your card is thoroughly dry, rub out the chalk lines. If the lead pencil lines do not vanish, dip your sponge rubber into a little pumice stone powder, and you will soon have a clean card. The best lay-out for most cards is in straight lines. Use as few styles of letters as possible. Many cards look best by using all capitals, others are more effective when the principal words or top line only are "displayed" in capitals. Avoid using curved lines.

Paper Edging.

A refined, finished appearance can only be given to a card, when mounted on a frame, by binding the outer

of your work table) place one end of your strip on top of the card, the desired distance from the outer edge, holding the extreme end of the strip in the left hand thumb and forefinger. The right hand thumb must be stroked back and forth on the top of the strip. When firmly attached to the top, press the side of the right hand gently against the strip to the side of the frame, and the part of the strip that projects you must turn over to the back part of the frame, finally taking a dry rag and rubbing the edging smoothly on to the sides of the frame. When you reach the corner of the frame, hold the paper strip firmly to the side of the frame with the left hand, allowing it to project over the top without attempting to fasten it to the top of the card as you did in the beginning, until you first with your right hand thumb make a diagonal crease at the corner of the frame, then proceed to glue down the top and the sides as before. Edging may be of a contrasting color or match the card.

If you find that your letters have a tendency to slant perversely from right to left when you wish them to ap-



NUMERALS

edges of the frame and the top of the card with paper. This is readily done by gluing on narrow strips of paper, which can be bought in innumerable varieties in long rolls, or sheets 22x28 inches, either with smooth glazed surfaces or embossed, including gold and silver effects, floral designs, or in imitation of all sorts of textures, veneers or marbles. These strips should be cut from 2 to 3 inches wide according to the size of card and width of edge required. On half sheets the edging on the top of the card is usually one-quarter of an inch wide, and on whole sheets it should be from three-eighths to one-half inch wide.

When the strips are cut, place about ten on top of each other on a sheet of newspaper. Have the side of the strips which are to receive the glue facing upward. Fill your glue brush thoroughly, removing surplus glue by stroking it against a sheet of paper as though you were painting a board. Now cover the back of the first strip evenly with glue, and beginning near the centre of any top edge of the frame (which must project over the edge

near upright, begin all your work by slanting the letters from left to right. Do this in all your practice work for three or four weeks. You will then find that your lettering will be almost perpendicular, as it should be, whenever you try to make it so. The reverse method should be practiced when the letters have a tendency to slant from left to right.

Grease Spots.

At times cardboard becomes greasy from the perspiration of the writer's hand, or otherwise. Water color will not "catch on" at such spots, but will be streaky. Several methods are employed to overcome this. Mix a thimbleful of bicarbonate of soda in a tablespoonful of water, wipe some of this over the greasy surface, then repaint. Others use soap water for mixing the color. One or two drops of oxgall mixed into the color is another preventive. The last method is somewhat objectionable, as the oxgall has what is considered a somewhat offensive odor.

HINTS ON PUSHING CHRISTMAS TRADE

By Arthur Conrad.

AFTER all is said and done it is the period between now and December 25, that is the bookseller and stationer's harvest-time. His stock is one that is peculiarly suited to the demands of the holiday shopper. His store is always the centre of attraction during the rush weeks, preceding Christmas, or, if it is not, it should be bearing this in mind, a few suggestions on how to make the most of this period, should not come amiss.

At this late date, it is hardly in order to make much comment on the character or extent of the stock. Doubtless the bulk of the Christmas goods have been received, or, at least, have been ordered and it is now too late to give much advice on this phase of the problem. Still, it is never too late to repair an omission and it would be as well for dealers to make a careful study of their stock and see that each department is fully equipped.

Are You Fully Stocked?

The first item, then, is to examine the stock carefully and find out, in the light of the experience of previous years, if there is a sufficient supply of each particular article likely to be in demand. Dealers all know that they are liable to shortages, which they regret after the season is over.

Particular care should be taken to have a good supply of Christmas and New Year post cards, as it is evident that there will be a big run in this line this year. Calendars and Christmas cards are also assured of an excellent sale. Holiday papeteries appeal to a great many people and the beauty of this year's designs will render them particularly suited for gift-purposes.

Is Your System Arranged?

If it be too late to say much about stock, it is certainly not too late to refer to system. An immense amount of the success of the season's business will depend on the adoption of a sound system. Dealers all know, when they look back at their earlier experiences, that an absence of fore-thought, which is only another name for system, has hampered their actions and diminished their profits. If they would be guided by the dictates of their own common-sense, they would utilize the comparative calm of November to work out a plan of campaign, which would relieve their minds of much worry and keep things moving smoothly in December.

About Handling Goods.

Some importance should be attached to the handling of goods. Many dealers are careful up to a certain point. They pay a great deal of attention to the sale of goods but, once an article has been sold, it seems to lose interest to them. It is bundled up carelessly and sent to the purchaser's residence in a don't-care manner. This is a big mistake. Arrangements should be made early for a tasty and careful handling of goods sold. Something a little neater than the ordinary wrapping-paper, something a little neater than twine, will give an air of distinction to a parcel, that will in time pay a dividend to the merchant, who adopts this plan. Little holly seals or address labels decorated with holly, are also very pleasing and will tend to show purchasers that you have a care for their purchases.

A Programme of Window Display.

A second piece of advice is to arrange a programme for window displays. The frequency with which changes should occur depends on circumstances. With a large stock to draw from, plenty of help at hand and good display facilities, daily changes may be possible, but this is not often the case. The average dealer can only aim at semi-weekly changes, or even weekly changes. The point is that the changes must be made with regularity and in a progression towards a climax about December 20. The dealer should aim during the period selected to bring before the public eye, every item in his Christmas stock. Here is a time-table which may be found useful:

Date.	Right Window.	Left Window.
November 19	Calendars and Gift Books.	Writing Sets and Papeteries.
" 22	Leather Goods.	Toys and Games.
" 25	Xmas Cards and Albums.	General Fancy Goods.
" 28	Pictures and Xmas Magazines.	Playing Cards and Games.
December 3	Sets of Books, Prayer books, etc.	China and Glassware.
" 6	Picture Post Cards and Albums.	Leather Goods.
" 10	Special Stationery.	Calendars and Gift Books.
" 13	Toys and Games.	Framed Pictures.
" 17	General Fancy Goods.	Christmas Decorations.
" 20	Composite Window.	Composite Window.

This table is merely intended as a suggestion. It may suit one dealer and be of no use to another. What is desired is that the dealer should make out a similar programme of displays, suited to his particular case and adhere faithfully to it.

It is not intended that the window should be entirely re-dressed each time. A skillful dresser can retain back-grounds and slip in changes with ease in the foreground, altering the character of the window without much trouble.

Pre-Arranged Advertising.

It will be found helpful to pursue a similar plan with your advertising. When the Christmas rush comes along, you have no time to think out and write down advertisements. These should all be prepared before-hand. If your paper be a weekly, it will not be hard to make out the six or so ads to go in between now and Christmas. Try a different tack each time and hit home six times. If you advertise in a daily, it is imperative to change your copy every issue. Suppose you have not time or inclination or ability to handle daily changes yourself, get the young man at the newspaper office to help you out. He will be glad to do it in order to retain your patronage. In your advertising, impress on the public the advantage to be gained by trading with you and make the advantage real. Let the people know the arrangements you have made to facilitate their buying, the novelties you have secured. In fact, be as personal and direct as you can.

Mailing Facilities.

A useful suggestion is to bestow some attention on the large number of purchasers of Christmas cards and calendars in the way of providing writing and mailing facilities. In the corner devoted to the sale of these lines, there should be placed a writing desk, a supply of envelopes of all sizes and a private post-box, to which a card should be attached telling how often it is cleared. A good idea is to put on enough extra on the price of each card to admit of giving stamped envelopes in each case. This fact, well-advertised, is bound to bring in business. The same idea extends to the picture post-card lines now selling at three for five, may be sold stamped at three for ten.



MAKE PEOPLE LOOK.

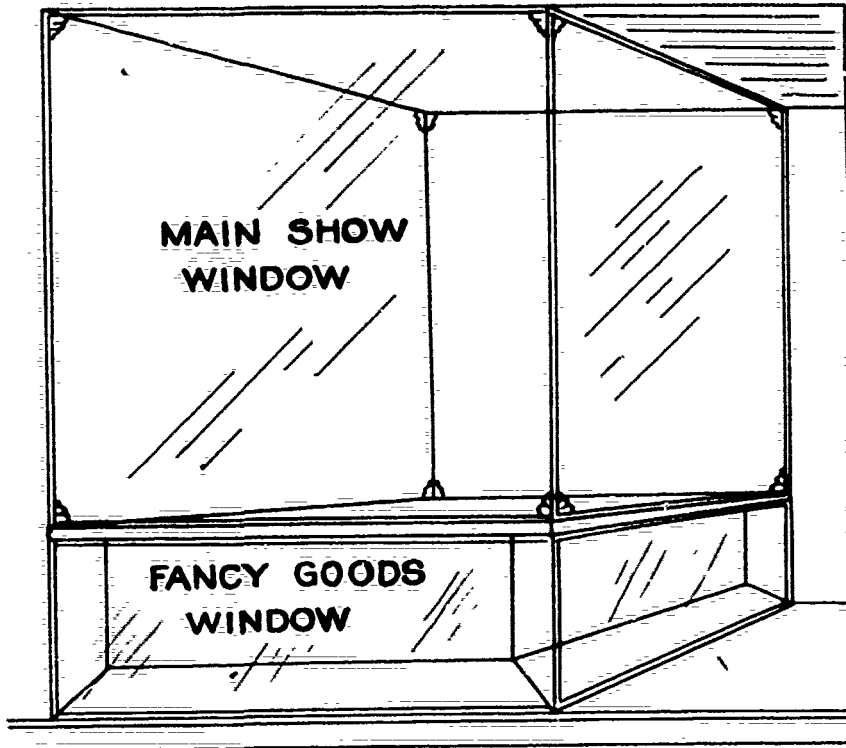
ASKED once to give a reason for his almost phenomenal success as a shopkeeper, a shrewd man of business replied without hesitation: "I always found a way to make people look into my shop window."

That was such a simple thing that most people would never have thought of it. But it was a very important one. Make people look into your window. For it fol-

could be worth buying. That was their mistake, but it wasn't their fault.

And the other shop? Ah! The young man who ran that concern had no capital to speak of, and he could have gone over and dusted up all his stock in much less than half a day. But people simply had to look into his window. He made it like a magnet. Sometimes he had practically all his stock in it. He was always devising new schemes to arrange things in an artistic manner and catch the eye of the public.

And when anyone looked into that shop, how that young man was bustling round! How he did polish up his window glass, his counter, his scales, and—himself! He was always polishing up something. And he was so alert and cheerful and so obliging that his customers



SIDEWALK

Diagram of a Novel Window Arrangement.

lows that if you can induce people to stop and look you will have more chances of doing business. It is the people who stop and look who, oftener than not, come inside to buy, and not those who go hurrying past.

There were two shops in the same street. One of them really had a much better chance than the other, for the proprietor had more capital and a bigger stock. But, goodness, how dreary the place was! The window was as dingy and solemn as a funeral, and all the sunshine seemed to get shut off, somehow, before it could shine through the glass. And the master of the establishment was always gloomy and went about everything in a heavy, ponderous way that made folk tired to look at him.

So intending customers were repelled by the place, and came to the erroneous conclusion that nothing in it

thought he must be doing a splendid trade, and that made them go to him again.

It's an instinct in average mortals to patronise success. They like to say, in effect, that they helped such-and-such a man to make his fortune. The more prosperous they think you, the more willing they generally judge your prosperity or otherwise by the look of your window.

So keep your window so that people will simply have to look at it.

The illustration on this page is one of a window which is calculated to make people look. It is a device for separating small articles from large articles. By means of it, a dealer can show wall paper and papeteries at the same time without confusion. The change can be easily made in any window by raising the base a couple of feet.

**MONTHLY REPORTS
FROM TRADE CENTRES**

MONTREAL.

Some Important Changes—A Big Merger—Lines that are Selling Well—Personal Notes.

Office of BOOKSELLER AND STATIONER,
237 McGill Street, Montreal,
November 2, 1906

H. WOODCOCK has taken over the store and stock of W. Drysdale, who was recently appointed to the position of customs appraiser, Montreal, and will carry a new and large stock of stationery and books. When the store is renovated it will be one of Montreal's best west end stores.

Among the prominent Montrealers who attended the Business Fair in New York, were: E. J. Kastner, secretary of the L. E. Waterman Company, Limited, and Mr. Wright of C. E. Dawson & Company.

Both in wholesale and retail circles linen finish writing paper and envelopes are selling remarkably well. A few retailers report a shortage in this line, but there is a good supply ordered for Christmas, and it is merely a question of delivery. Paper mills supplying this line report brisk business, with sales beating all records.

W. O. Huston of the Dennison Manufacturing Company, was in Toronto during the end of last month.

Wholesale houses report heavy sales for Christmas trade, some selling all the stock they carried. Retailers are busily marking their Christmas goods and everything points to a record year.

The sale of leather postcards, which dropped off so suddenly, some months ago, has apparently revived. Jobbers have brought their stock from the back of the shelves and report a brisk trade.

That the pin plays an important part as a requisite in office stationery, may readily be believed, when it is learned that three large corporations in this city purchased from one dealer, within a few days, the aggregate amount of 319 dozen boxes.

The Dan Publishing Company of Ottawa, Montreal and Quebec, publishers of Blue Book Statistics, have their offices in town at present.

The Rolland Paper Company are making a new paper for covering purposes, which is being extensively used in the making of catalogues for Christmas. The new paper is made in five shades, and of various weights, and shows some fine cloud effects.

During the past month there has been a very satisfactory trade in mercantile stationery, the paper used in the loose leaf systems has been the top nocher.

Fountain pens of the better class have had a brisk demand and jobbers declare that their sales for Christmas have been very heavy.

• • •

The most interesting event in business circles to-day is the merging of the business of E. M. Renouf, and The Cambridge Society of Canada into a large corporation. The business of E. M. Renouf, retail and wholesale, will hereafter be known as the E. M. Renouf Company, Limited, and Mr. Renouf will have full management of this business. Already large premises have been leased from the H. V. Morgan Company, Limited, on Union Avenue, to be used as a warehouse and publishing house. It is the

intention of the company to eventually erect a large building on St. Catherine Street, as even now with the acquiring of the new premises there is an insufficiency of room to properly conduct the business.

Something of the extent of the business done by the Cambridge Society might be learned from the fact that their publications are spread throughout the Dominion, and branches have been established in many centres. This company handle a very high and exclusive line of books, and have at present, contracts with about thirty of the best publishing houses in the world. Mr. Ross of the Cambridge Society is a man of wide experience in the publishing business, and has been most successful in building up a fine trade.

This is by no means an amalgamation intended to control the prices in the trade, but is meant to concentrate efforts in the selling of such books as are most difficult to handle in this country. The company purpose publishing educational works, scientific works, college text books, school supplies and general literature. There will be two distinct branches of the business, one to be known as the E. M. Renouf Company, Limited, and the other as the Renouf Publishing Company. The name of the holding company to be The Cambridge Corporation Limited. This change in the last name has been deemed advisable as many were prone to think the Cambridge Society as only handling religious books. In no way will the retail business of Mr. Renouf be favored more than another customer who sells their publications. It will simply be an outlet for their books, and the trade will be supplied from the wholesale end of the business upon the same basis as the branches of the company. With such a concentration of effort the higher class of books will, it is expected, meet with better patronage in Canada than in the past.

WINNIPEG.

October Business Good—Office Supply Trade—Changes in the Trade—Best Selling Books.

Office of BOOKSELLER AND STATIONER,
Room 511 Union Bank Building,
Winnipeg, October 31, 1906

OCTOBER business is reported by local booksellers to have been the best on record. The College openings were responsible for large sales of text books and general book and stationery trade has been more active than usual.

Richardson & Bishop are going after the office supply trade in energetic fashion, sending canvassers through the office buildings regularly each week, to solicit orders for stationery and miscellaneous supplies. The plan seems to be succeeding very well.

Booksellers have many inquiries for Ralph Connor's new book, "The Doctor," and advance orders are numerous. Without doubt, it will be the biggest seller for the Christmas trade, and Western dealers are ordering big supplies.

D. C. Nixon of Winnipeg, has bought "the Fair," in Moose Jaw, Saskatchewan, and intends considerably enlarging the scope of the business. Fancy goods will not be dropped, but a large supply of books and stationery will be placed in stock.

Preparations are being made for a big Christmas trade, and stocks are arriving daily. Dealers express considerable satisfaction at the promptness of deliveries this year.

Among the newer books prominently featured in interior and window displays by the Winnipeg book-

sellers, might be mentioned the following: "The Treasure of Heaven" by Marie Corelli; "Adventures of Billy Topsail" by Norman Duncan; "The Undertow" by R. E. Knowles, and "The Fighting Chance" by Robert Chambers.
F. R. M.

LONDON, ENGLAND.

New Books of the Month—Trouble over the Times Book Club—Picture Post Card Notes—Slow Payments.

Office of BOOKSELLER AND STATIONER,
83 Fleet St., E.C.

London, October 23, 1906.

CONSIDERING that it was the first "British Publishers' Number" that Bookseller and Stationer has produced, the October number was very gratifying. The advertising pages of that number certainly contained the best portion of the publishers' winter announcements, and every effort was made in the editorial columns to mention such books as were being particularly pushed in Canada. There might have been more publishers' announcements were it not for the fact that not a few houses prefer to leave the sale of their books in Canada to other publishers. Thus a great number of F. V. White & Company's books, as well as of Eveleigh Nash's, are sold to the Dominion by George Bell & Sons, and by T. Fisher Unwin. Smith, Elder & Company, find that to sell their colonial rights is a policy that suits them best. There were, of course, a number of publishers who should have been in, but were not, but their absence from the paper was due to no forgetfulness on the part of the Bookseller and Stationer. For instance, George Newnes, Limited, whose announcement in this issue will be welcome, had not yet made satisfactory preparation for Canadian trade. It is hoped that the next "British Publishers' Number" will be an improvement in every respect. But a great deal must depend on Canadian buyers. Dealers, wholesale and retail, will be serving the best interests of their trade organ (whose interests are the interests of dealers themselves) by mentioning the Bookseller and Stationer when placing their orders. On this a great deal must depend. In the meanwhile, it is not too late for subscribers to take another look through the British advertisements in the October number.

There are a few new books this month, which are worthy of attention. To their "Art Library," series of 3s. 6d. works, Geo. Newnes, Limited, have added "Correggio" by Selwyn Brinton; "Ingres" by Octave Uzanne; "Michael Angelo" by Dr. George Gronau. To their 7s. 6d. series of Drawings by Great Masters, they have added "Leonardo da Vinci" by Lewis Hind, and "Gauguin" by Lord Ronald Sutherland Gower. To their National Gallery series, at 3s. 6d. per volume, the latest additions include "The North Italian School" by Sir Charles Holroyd, "The Central Italian School" by Sir Charles Holroyd, and "The French, German, and Spanish Schools" by Walter Bayes. George Newnes, Limited, are amongst the first to realize the Canadians' love of art, and they are confident that these productions will be appreciated by the reading public. The illustrations are certainly very fine, and the reading matter as interesting as it is instructive. To their 3s. 6d. thin paper classics they are adding "The Autobiography and Confessions of De Quincey."

T. Fisher Unwin's latest productions include "Soul Stealers" by Ranger Gill (otherwise Guy Thorne); "Men of Crag" by Guy Boothby; "The Great Court Scandal"

by Wm. Le Queux, and "Saba Macdonald" by Rita. To Unwin's 6d. paper covered editions, "Some Notions and a Moral," has been included. This somewhat short work is interesting, because it was one of the late Mrs. Craigie's earliest works. "A School for Saints," and its sequel "Robert Orange," both by the same authoress, are among the 6d. novels.

Crosby Lockwood & Son, are pushing an extensive range of scientific, technical and industrial books. Reference to their advertisement elsewhere in this issue will give a better idea of the class of works they turn out.

Duckworth & Co., 3 Henrietta Street, Covent Garden, London, W.C., are another house who are anxious to push their Library of Arts in Canada. They also specialise in the Lives of the Saints and in Children's Books, some of the latter, by the way, beautifully illustrated and charmingly written as they are, would make happy Xmas presents.

Three of Heinemann's novels to come out at the end of November are: "Love's Trilogy" by Peter Nansen; "The Trial Together" by H. H. Bashford; "The Expensive Miss Du Cane" by S. MacNaughton. These are published at 6s. each.

The pictorial postcard publishers are all very busy and report that the outlook for Xmas trade is good. There has been, and still is, a very brisk enquiry at home for all classes of Greeting cards, New Year and Xmas cards, and for Valentines. Xmas cards in real photo effects are exceedingly popular. One cannot help being surprised that the retail home demand should be so good, considering what bad times the trade has experienced of late. It is scarcely an exaggeration to say that the "English stationers' lot seems to get worse every year." What with the increased number of members in the trade, the encroachments of other trades, the circulating libraries, the mail-order houses, things are pretty bad.

The latest trouble is "The Times" Book Club. The publishers of "The Times" have formed what they call a "Book Club," but what is in reality a clever scheme to boom their circulation. To all subscribers to "The Times" they allow books free, like any free library, and also the right to purchase at ruinously low prices not second-hand books alone, but new publications. This scheme of selling books almost for nothing, one might say, is seriously harming booksellers, publishers and authors alike. A strong crusade is being organized against the publishers of "The Times" and their methods, and it is hoped by cutting off their sources of supply that their policy will be rendered impossible.

With regard to the export trade of pictorial postcards, most publishers report good business. Two houses, however, occur to mind, who say that their Canadian business does not reach expectations. This is peculiar, since one of them, at least, turn out cards of the very highest order, and quote very reasonable prices.

Just here, it might be mentioned, that there has been complaint from quite a number of houses that Canadian pictorial postcard reporters are slow in paying their accounts, of course an occasional delay may be passed without comment, but, unfortunately, it is true that on more than one occasion Bookseller and Stationer has been approached by firms over here who have shipped to Canada, and have found it exceedingly difficult, sometimes impossible, to obtain payment. This sort of thing does not redound to the credit of Canadian business men, and leads one to wonder whether some pictorial postcard houses in the Dominion are not getting overstocked.

O. P.

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, Saskatchewan, Alberta, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P. E. Island and Newfoundland.

OFFICES:

- CANADA—**
 MONTREAL (Telephone 1266) 232 McGill Street
 TORONTO (Telephone 2701) 10 Front St. East.
 ST. JOHN, N.B. (J. Hunter-White), No. 3 Market-Wharf.
 WINNIPEG, (P. R. Munro) Room 511-Union Bank Building.
 Telephone 3726
- GREAT BRITAIN—**
 LONDON, ENO. (J. Meredith McKim) 48 Fleet St. E.C.
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- FRANCE—**
 PARIS, Agence-Havas, 8 Place de la Bourse.

Subscription, Canada and the United States, \$1.00.
 Great Britain and elsewhere 1s-6d.

Cable Address: "ADSCRIPT," London; "ADSCRIPT," Canada.

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NEW ADVERTISERS.

- American Code Co., 83 Nassau St., New York City.
 Beegles, J., & Co., 10-11 Little Britain, London, England.
 Carbon Paper & Ribbon Co., 34 Adelaide St. W., Toronto.
 Chas. Beck Paper Co., Philadelphia, Pa.
 Crosby-Lockwood & Sons, 7 Stationers' Hall Court, London, Eng.
 European Post Card Co., St. James St., Montreal.
 Newnes, George, Limited, London, England.
 McGregor, W. E., 160 Victoria Street.
 Pelouze Scale & Mfg. Co., 118 W. Jackson Blvd., Chicago, Ill.
 Young Bros., Richmond and Church Streets, Toronto.

MINIMUM EQUIPMENT OF SCHOOLS.

BOOKSELLERS and stationers, who deal in school supplies, should make it a point to investigate the equipment of their local schools. Perhaps many of them are not aware that a minimum equipment for schools in the province is prescribed by the Education Department of Ontario. This equipment is as follows:

A globe, not less than nine inches in diameter and properly mounted; a map of the hemispheres; a map of each continent, a map of Canada; a map of Ontario; a map of the county (if a suitable one is published); a map of the British Empire; a map of the British Isles; an atlas or a gazetteer, a standard dictionary for each class room (with English pronunciations); a numeral frame (for an adequate supply of loose cubes); a good clock for each class room, kept in good condition, a set of mensuration surface forms and geometrical solids, a blackboard set for each class room (one protractor, 15 1-2 inches; triangle, 24 inches, a pair of compasses, two pointers, a graduated straight edge); a pair of scales, with weights, to weigh from half-ounce to ten pounds; a set for measure of capacity (pint, quart, gallon), a set for square and cubic measures; a school library of the

minimum value of \$20.00 for each teacher employed, increased annually after December, 1907, by at least \$10, until the value for each teacher-employed reaches \$100.00. A suitable book case shall also be provided.

If the dealer can discover that the schools in his locality are deficient in any of these items, he should make no delay in bringing the shortage to the attention of the School Board. Then, if he is unable to secure this business, it is his own fault largely.

OUTSIDE WORK.

ABOUT this time of the year there is always plenty of opportunity to do outside work. For instance, take the case of the private greeting card. A bright clerk with a sample book can undoubtedly do a good business in this direction among the wealthier people of the community. Jobbing houses provide facilities for cornering this trade, which entail next to no expense to the retailer. In fact, all he has to do is to book the orders, send them in, deliver the cards and pocket the profits. There are other lines to be sold outside at this time of the year. Almanacs and office supplies for the new year are needed and a live salesman, going around among the offices, is sure to get some business. Renewals on magazines should also be collected before the end of the year.

TRAVELERS' TAX MAY BE ABOLISHED.

DURING the recent conference of Provincial premiers held in Ottawa, which consulted Sir Wilfred Laurier on divers questions relative to the welfare of the provinces, there was a satisfactory consideration of the tax on non-resident commercial travellers which is levied on them by the provinces of British Columbia and Prince Edward Island and the tax on foreign travelers in Quebec Province. As the tax stands to-day in the province of Quebec, it calls for the payment of \$300 per year for those travelers calling on liquor firms; a yearly tax of \$100 on those calling on wholesale houses only; \$200 per year on those calling on both wholesale and retail houses. A six months license is sold and cuts these figures in half. British Columbia has a nominal tax of \$100 on all travelers representing firms outside the province. Prince Edward Island has a nominal tax of \$20 on travelers who represent firms outside of the province. These three provinces are seriously considering a withdrawal of the tax, much to the joy of all those concerned. With the abolishing of this business-restraining tax, there will be removed the veritable thorn from the side of enterprising commerce.

In these columns the various phases of the question have been discussed from time to time. It is sincerely hoped that the next reference made to it will be its obituary notice. Such a task will be superlatively pleasant.

There is but little satisfaction to be derived from such a law, its benefits were probably known only to the provincial treasury coffers; long ago it was condemned by prudent men who thought that if protection were re-

quired, from trespassers on Canadian commerce, the tariff should serve that purpose, and if one province claimed more protection than another, it was a feeble way of admitting weakness, or a very questionable method of relieving distressed poverty.

The repealing of the law will once again open the doors of these provinces to all comers and stamp out a petty piece of provincialism that is not in keeping with the spirit of the age. They will be freed from a stultifying yoke of which they were ashamed. It is a sagacious decision and will be hailed with delight by all those who hold their province on the same level as their sister provinces.

THE SCHOOL BOOK COMMISSION.

SINCE our last issue, several more sessions of the Ontario School Book Commission have been held. The principal witnesses examined have been Mr. A. W. Thomas, secretary-treasurer of the Copp, Clark Co., Mr. Frank Wise of the Macmillan Co. of Canada, Mr. E. M. Trowern, secretary of the Retail Merchants' Association, Mr. Albert Britnell, the Toronto bookseller, Mr. E. S. Caswell, of the Methodist Book Room, Mr. George M. Rose, of Hunter, Rose Company, Mr. George M. Morang, of Morang & Co. and Mr. Charles B. Fleming of the Norwood Press, Norwood, Mass.

What has been the subject of much sensational comment in the press was the statement of Mr. Thomas that the Copp, Clark Co. had paid Thomas Nelson & Sons, \$30,000 in order to take the place of the latter firm as contractors for the publication of public school readers. Why this transaction should be twisted into a corrupt act, is hard to understand. Nelson & Sons would hardly give away the privilege they enjoyed.

Mr. Trowern presented the grievance of the booksellers, as already outlined in these columns. His evidence showed that the price of school books was being cut by department stores to such an extent that this branch of the bookseller's trade was being ruined. He advocated the rigid enforcement of a one-price system throughout the Province.

THE BOOK WAR IN ENGLAND.

A MANIFESTO, issued by the Publisher's Association in England, gives a clearer explanation of the troubled situation in the book trade in the Old Country, than anything yet published. It goes into the whole matter thoroughly and shows how the Times Book Club, the source of all the trouble, owed its origin to a desire on the part of the publishers of the Times to increase its circulation and advertisement revenue.

"The first move was to father the circulation of the ninth edition of the 'Encyclopaedia Britannica,' which having served its purpose over here, and fallen into the hands of an American syndicate, was re-introduced to the British public by all the processes familiar to the Transatlantic promoter. It was eagerly swallowed by the public, who believed, on the strength of the reputation of the 'Times,' that they were getting a new work, and regarded it as a great bargain.

"The success of the 'Encyclopaedia Britannica' led to the American syndicate being entrusted with the task of reviving the sale and advertisements of the 'Times,' and the method of accomplishing this was the capturing of the book trade. . . . From the first, the selling of books has not been an end in itself, but only a means to an end—viz., the financial improvement of the 'Times' newspaper. 'No library,' said the 'Times' in its first prospectus of the book club, 'has ever been established with the deliberate object of spending money instead of making money.'"

The writer deals with the bookseller, who, he says, cannot afford to compete with the conditions offered by the Times Book Club. This process of squeezing out is familiar to everyone who has followed the formation of trusts. It is commonly resorted to until the ring is complete, and then prices are raised again.

Under the heading of a "significant admission," the writer remarks: "The 'Times' Book Club boasts that its members get all the privileges of a circulating library 'for nothing'; it enables its readers 'to read, for nothing at all, the new books as they appear.' This statement is most significant; 'for nothing' of course means on payment of £3 18s. (or 3d. a day) inclusive of the 'Times,' and it is capable of two interpretations: (1) either threepence a day is 'an exorbitant price' for the 'Times' if the library can be thrown in for nothing, or (2) they are carrying on a large and expensive business at a loss, in order to crush the booksellers, and by creating a monopoly repay themselves subsequently."

THE HOLIDAY ATMOSPHERE.

THERE is such a thing as a holiday atmosphere and it is a very potent force in merchandizing. Applied at the proper time, it is bound to cause a stampede of the buying public. This atmosphere should not be introduced into your store too early or too late. If you start your decorating and arranging too soon, the public only look and do not buy, while your goods lose their freshness. The moral is, do not shove your Christmas goods forward too rapidly, but bring them out by degrees. Utilize your windows and your advertising carefully with reference to them and about the end of the month announce a general opening of Christmas goods. This will tend to keep customers interested right up to the time when buying in earnest begins.

LABEL YOUR PARCELS.

OUR attention has been directed recently to the carelessness of retailers in sending back goods to the jobbers. In many cases parcels come in without any indication whatever about them as to who has sent them. Of course, this is the retailer's loss. How can the jobber give credit, when he does not know to whom to give it? It is not to be expected that he will go to the expense of finding out the party sending back the goods, if he has a better way of spending his time and money.

Therefore, dealers are advised for their own good to label their parcels carefully, being always sure to state by whom they are sent. It is also as well to send a letter at the same time, giving particulars about the forwarding of the parcel and a list of its contents.

MACMILLAN'S FALL PUBLICATIONS

KIPLING "Puck of Pook's Hill"

Illustrated. \$1.50.

"Certainly Kipling at his very best."
—*Mail and Empire.*

"A splendid piece of literary craftsmanship"
—*Saturday Night.*

Shows once more those gifts of imagination and literary art which place Mr. Kipling easily at the head of all contemporary English writers."

—*Sunday World.*

"Kipling has proved a veritable Puck in the witchery with which he has endowed the incidents of history so vividly brought before the reader that they become absolutely unforgettable"

—*Toronto News.*

JACK LONDON "White Fang"

With Colored Illustrations, \$1.50

50,000 copies sold in advance of publication. The reverse story to the "Call of the Wild," and equally virile and convincing.

CRAWFORD "A Lady of Rome"

\$1.50

A story of modern Roman society, in which an interesting plot full of power is developed in dramatic situations.

LE QUEUX "The Invasion of 1910"

With Maps, &c., \$1.50

"A bold conception, and a clever execution."
—*Canadian Baptist.*

"A remarkable *tour de force*. The most indifferent readers will find themselves considering unheard of possibilities."
—*Toronto News.*

"Sure to arouse controversy, and will serve a good purpose."
—*Toronto Globe.*

PIERRE LOTI "Disenchanted"

A Romance of Narem Life

\$1.25

"There is much that is touching in the condition of the poor enslaved Princesses who are the heroines of the book. We dare not begin quoting a book of which every page is a picture."

—*London Times.*

WEYMAN "Chippinge Borough"

\$1.25

An absorbing story of love and politics in the days of the Reform Bill in England.

CAREY "No Friend Like a Sister."

\$1.25

A bright, sweet story of sisterly affection that will delight this favorite author's wide circle of readers

CONISTON

BY WINSTON CHURCHILL - - \$1.50

More than 200,000 copies have been already sold. By general consent it is THE great American novel.

THE MINIATURE SERIES OF COPYRIGHTS

Each of these books in holiday binding, is enclosed in an ornamental box, and the series includes some of the most important and impressive books that have appeared within the past 20 years.

Specially attractive terms are offered on assorted lots of 10, 25, 50, or 100. Write to the publishers for them.

Lyman Abbott—The Great Companion.

" The Other Room.

Jas. Lano Allen—The Kentucky Cardinal.

" Aftermath.

Julia C. R. Dorr—Cathedral Pilgrimage

" Flower of England's Face

T. B. Saunders—Goethe's Prose Maxims.

F. Harrison—The Choice of Books.

Carl Hilty—Happiness

Sir J. Lubbock—Pleasures of Life

H. W. Mabie—Parables of Life.

R. G. Moulton—Biblical Idylls

R. G. Moulton—Biblical Masterpieces.

" The Book of Psalms.

Mrs. Oliphant—Makers of Florence.

F. T. Palgrave—Golden Treasury.

" Golden Treasury, 2nd Series.

F. G. Peabody—The Religion of an Educated Man.

Mrs. H. Ward—Amiel's Journal.

Wm. Winter—Shakespeare's England.

" Old Shrines and Ivy.

" Gray Days and Gold.

" Brown Henth and Blue Bells.

Mabel O. Wright—Friendship of Nature.

THE MACMILLAN COMPANY OF CANADA
21 Richmond St. W., TORONTO LIMITED

NEWS OF THE BOOK WORLD

THE PUBLISHING FIELD.

CANADIAN publishers have now brought out nearly all the books promised in their fall lists, and the work of filling orders is being pushed rapidly forward. Jobbing houses have their hands full with import business, which has, this year, attained proportions never reached before. The Fall trade in school books is practically over.

On November 15, will be published a book, the initial sales of which are said to far exceed those of any other book ever published in this country. The book is Ralph Connor's "The Doctor," of which the whole of the first edition of 25,000 copies has been placed already by the jobbing houses. Winnipeg alone has put in orders for 5,000 copies. The sale is an extraordinary one for Canada, and booksellers should wake up to the fact that the Connor books are a gold mine for them.

The Fall list of the Macmillan Company of Canada, has been practically closed with the publication last week of "Chipping Borough," the new novel by Stanley J. Weyman. "White Fang" by Jack London appeared during the preceding week. These publishers report gratifying sales of Rudyard Kipling's "Pack of Pook's Hill," which they consider their foremost fall book.

From the Toronto office of Henry Frowde, the Oxford University Press, there appeared late last month the new novel by Rev. R. E. Knowles of Galt, "The Undertow," for which extensive advance orders had been booked. The author's earlier work "St. Cuthbert's" won great praise and an equally great, if not a greater success, is assured for the new book.

The Musson Book Company have all but completed their list, which is this year a most extensive one, embracing many books, highly suitable for gift purposes. Their latest fiction publications are "In Treaty With Honor" by Mary Catherine Crowley and "The Queen's Hostage" by Harriet T. Comstock. This house reports a splendid fall business in import lines.

William Briggs' warehouses are congested with shipments of books, chief of which are the volumes in the great Everyman's Library, of which 200 different titles are now on the market. In the list of their own publications, everything is now out. Second editions of "The Guarded Flame," "Treasure of Heaven," and "The Call of the Blood" are in the press. Within a few weeks they will have ready a Canadian edition of a new book by Baroness Orczy, introducing once more the Scarlet Pimpernel.

The Westminster Co. have just brought out a remarkable book by Professor J. E. McFadyen of Knox College, Toronto, entitled, "The Prayers of the Bible," which is unique in religious literature. The book is divided into four parts. The first part is in the nature of a treatise upon the prayers of the Bible. The character and contents of Biblical prayer are analysed and its inward and outward conditions described. There are sections on the prayers of Jesus and the prayers of Paul and a very suggestive section on "The Difference that Jesus Made." Part II consists of three sections which deal with modern prayer. The nature and contents of

prayer, the form of prayer, and the respective advantages of free and liturgical prayers are discussed. In Part III, the prayers of the Bible are collected: first, the prayers of the Old Testament (arranged under various heads such as Petition, Intercession, etc.), then the prayers of Jesus; and finally, the other prayers of the New Testament. Part IV, contains a selection of Biblical prayers for modern use also arranged according to form and subject.

Nearly all the books on McLeod & Allen's fall list are now on the market. Their best seller is Robert W. Chambers' "The Fighting Chance." A new book by Harold MacGrath, of which the title has not yet been announced, will be ready in ample time for the Christmas trade. Within a week or so, the following books will be ready. "Rich Men's Children" by Geraldine Bonner. "Romance Island" by Zona Gale. "Saul of Tarsus" by Elizabeth Miller and "Jewel Weed" by Alice Winter.

Activity reigns in the book department of the Copp, Clark Co. Almost immediately will be published "The Lost Leader," by E. P. Oppenheim and "The Woman of Babylon" by Joseph Hocking. Later in the month William Le Queux, "The Mysterious Mr. Miller" will appear and also "The Second Book of Tobiah" by Una L. Silberrad. "Helena's Love Story," by Guy Thorne will be out in time for Christmas. The Copp, Clark Co. have just brought out "Frank Brown" by F. T. Bulen, a healthy and invigorating story of the sea. They have also provided a second edition of "The Saint" by Antonio Fogazzaro.

In a country where the agricultural, mining, and building industries are carried on so persistently, and in such ever increasing volume, the works of Crosby Lockwood & Son, whose announcement appears in this issue, cannot fail to be of interest. Space is too limited to mention even briefly any particular one of their publications. It must suffice to say that they are a leading house for the publication of scientific, technical, and industrial books. Whether the subject treated be engineering, agriculture, hydraulics or commerce, or mining, it is treated skilfully and exhaustively by accepted authorities. Crosby Lockwood & Son are represented in Canada by Smith, Briggs & Co., 21 Richmond Street West, Toronto.

Natts & Co., 17 Johnson's Court, London, are publishing, for the Rationalist Press Association, a selection from Hume, in the form of a sixpenny reprint. It comprises the two important essays, "An Inquiry Concerning Human Understanding" and "An Inquiry Concerning the Principles of Morals." Together with the above there is published a new popular edition, in the form of an Extra Series, of Mr. Chilperic Edward's version of the Hammurabi Code under the title of "The Oldest Laws in the World." The same publishers are also issuing two other sixpennies. In the first, under the title of "A Few Footprints," Mr. J. Passmore Edwards, the well-known philanthropist, furnishes some interesting autobiographical chapters. The other sixpenny deals with "Socialism: Its Fallacies and Dangers," and is a trenchant analysis of the policy which

at present appears to be uppermost in the counsels of the Labor Party.

Leard & Lee, Chicago, with their usual enterprise, have published a small hand book, containing the list of words, the spelling of which has been reformed by President Roosevelt and the advocates of reformed spelling. The book also contains a list of amended spellings recommended by the Philological Societies of England and America and a history of the reform movement.

Brown's "Comprehensive Nautical Almanac" for 1907 is out. It contains the daily tide tables for 1907, with a full digest of astronomical and other phenomena, required for purposes of navigation. It also supplies lists of lights, fog signals, beacons on buoys on the coasts of the United Kingdom,—in fact a mass of valuable matter for the mercantile marine. It is published by James Brown & Son, Glasgow, at one shilling net.

George Bell & Sons, York House, Portugal Street, W.C., London, announce the publication in their York Library of a new edition of Anthony Trollope's *Barchester Novels*, with an introduction by Frederic Harrison. In addition to the ordinary thin paper issue at 2s. net per volume, there will be a library edition at 3s. 6d. net per volume. The set will consist of six volumes.

SCOTTISH BOOKS.

VALENTINE & Sons, Ltd., Dundee, Edinburgh, and London, have recently produced vest pocket editions of the Scotch poets, Burns and Scott, handsomely bound in satin tartans; words and music of Scotch Songs and "Songs of Burns," "Gems of Irish Songs" bound in green satin; birthday books with choice selections from English, Scottish and Irish poets. Larger editions of the song books bound in tartan and green satins, handsomely engraved and with gilt edge are also on the market for Christmas trade.

The "Shire Series" published by this company is meeting with great success in the old land and to her sons abroad these books should prove a boon. There are ten in the series, Roxburghshire, by Sir George Douglas; Ayrshire, by William Harvey, F.S.A. Scot; Yorkshire, North Riding, by William Andrews; Kerry, by Clement K. Shorter; Devonshire, by W. H. K. Wright, F.R. Hist. Soc.; Warwickshire, by W. Salt Bassington, F.S.A.; Perthshire, by Prof. J. E. A. Stegall, M.A. (Camb.); Lancashire, by Deas Cromarty; Aberdeen shire, by Rev. R. A. Watson, D.D. All these books are well illustrated and contain the most authentic historical sketches.

THREE CHARMING ART BOOKS.

EACH recurring holiday season, L. C. Page & Company, Boston, produce a number of charming art books, which are alike a delight to the eye and a pleasure to the mind. This year they have published three handsome volumes, "The Cathedrals of Northern Spain," "The Art of the Venice Academy," and "Rambles in Normandy."

The first-named is by Charles Rudy and is uniform with the other volumes of the Cathedral Series, embracing Northern and Southern France, England and the Rhine. It is handsomely bound with a choicely designed cover and gilt top. There are thirty-two cathedrals illustrated, each appearing in a brown tint on a decorated insert. The text supplies information in most readable form of their history and architecture together with much

of interest concerning the bishops, rulers, and other persons identified with them. (Boxed \$2.00 net.)

After much the same style of binding and printing is "The Art of the Venice Academy," by Mary Knight Potter. It belongs to the Art Galleries of Europe series, of which five volumes have already been published. There are upwards of fifty inserts, reproducing in duogravure the art treasures of the academy. The text gives a brief history of the building and of its collection of paintings, as well as descriptions and criticisms of many of the principal pictures and their artists. (Boxed \$2.00 net.)

"Rambles in Normandy" is by Francis Miltoun and is profusely illustrated with drawings by Blanche McManus. These are exquisitely reproduced in brown tones. The rambles are merely the record of personal experiences in and off the beaten tourist track and the book is the result of some years of wanderings and residence in the province. (Boxed \$2.00 net.)

SOME INTERESTING JUVENILES.

AMONG the mirth-provokers of the present season, one must certainly not overlook "Animal Serials," a collection of drawings by E. W. Blaisdell. Mr. Blaisdell has depicted not any animals in human guise, that he frankly confesses he has come to think in terms of animal life. And so he shows us here the foibles and fancies of Mr. and Mrs. Rabbit, Miss Hippopotamus, Mr. Bear, Colonel Lion, Major Elephant, and all the other members of jungle society. Each group is given in series of sketches, with a brief word of running comment. (Crowell & Co., \$1.00 net.)

Of especial appeal to girls is "Meg and the Others" by Harriet T. Comstock, illustrated by M. P. O'Malley, which appears in the series of Twentieth Century Juveniles. It is a tale of a little girl of the long ago, her playmates and her adventures, as they were related to two other little girls, after supper time, by their grandmother. Meg was the name of the old-fashioned child, and she was subject to most of the failings of present-day, happy, healthy, adventurous young folks. Then there was a Boy, spelled with a capital letter, if you please, who was very much in evidence; and, lastly, another girl, who wore very fine clothes and lived quite near by—for those days. Among them, the trio managed to keep things lively. (Crowell & Co., 75 cents.)

The "Tenting of the Tillicum" by Herbert Bashford, is a rattling good camping story. Tillicum is Indian for "friend," and the four boys who adopted it were to test the meaning of the name before their outing came to an end. It was in the days when Tacoma was still a village that these boys set forth across Puget Sound in a row-boat well-stocked with supplies. Pitching their tent in a sheltered cove near the beach, they divided their time between hunting and fishing. Each day brought its own incidents, many of which were exciting. (Crowell & Co., cloth, 75 cents.)

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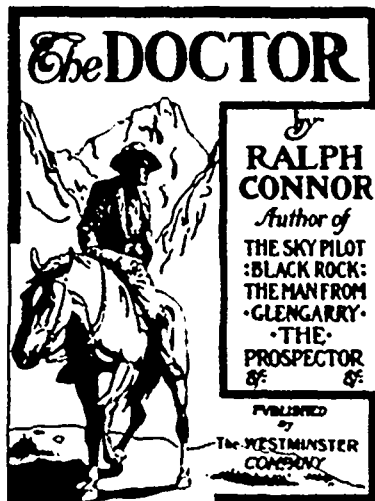
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- Red Fox. By Chas. G. D. Roberts. Cloth \$2.00
 Brier Patch Philosophy. An animal book.
 By William J. Long. Cloth net 1.50
 Edictic Etiquette. By Gideon Wurdz
 (Chas. Wayland Towne)75
 The Bravest Bead I Ever Saw. Edited by
 Alfred H. Miles 1.50
 The Billy Whiskers Series By Frances
 Trego Montgomery.
 Billy Whiskers. Color. illus. Picture boards 1.00
 Billy Whiskers' Kids. Col. illus. Picture bds. 1.00
 Billy Whiskers, Jr. Color. illus. Picture bds. 1.00

MISCELLANEOUS

Knas with Santa Claus. By Frances Trego.
 Montgomery. Picture Boards \$1.00

Squirrels and Squawks from Far Away For-
 ests. By Burton Storer. Boards. 1.00

We have on hand an assortment of attractive
 Mission Toy Books to retail at 15c, 25c., 50c. and
 75c.

Our "Holiday Sign" is sure to attract custom-
 ers. Price to the trade \$2.00 net. To have these
 specially printed would cost at least \$10.00.

Hymn Books and Roman Catholic Prayer
 Books: all styles and prices.

POETS

Twenty of the popular poets: Longfellow, Words-
 worth, Milton, Shakespeare, Mrs. Browning,
 Tennyson, etc., beautifully bound in Lizard Skin,
 at \$2.00, and in Mottled Skiver or Shark Skin
 at \$1.50.

ANNUALS

Little Folks. 476 pages. Picture board cover.
 Cloth back. 75c.

The Canadian Children's Treasury. For the
 young: picture-board cover. 25c.

The Quiver. For Sunday and general reading.
 Cloth, \$1.75.

Cassell's Magazine. Everybody knows it. Pro-
 fusely illustrated. Cloth, \$2.00.

Child's Companion. Picture-boards: profusely
 illustrated. 40c.

Our Little Dots. Picture-boards, profusely illu-
 strated. 40c.

Octtager and Artizan. Picture-boards: profusely
 illustrated. 40c.

NOW is the time to complete all the different lines of your Christmas Stock.

THE COPP, CLARK CO., Limited,

Publishers, **TORONTO**

**THE MAGAZINE
COUNTER**

Clip out the following paragraphs and paste them up in a conspicuous position. Customers may be attracted by an item and sales result.

1906 CHRISTMAS NUMBERS.

THE Christmas Scribner will contain many beautiful drawings in black and white and some remarkable reproductions in colors of paintings dealing with early Irish history by Henry McCarter. There will be stories by Kate Douglas Wiggin, F. Hopkinson Smith, W. L. Alden and others.

Everybody's Christmas Number will overflow with Christmas cheer. Eugene Wood writes "A Christmas Thought," which will warm the cockles of the most cynical heart. Thomas W. Lawson enters the field of fiction with a story of high finance "Where the Toys Come From" by Vance Thompson will delight the children's hearts.

The Christmas Pall Mall will be a seasonable production, nearly double the size of the average issue. There will be a fine collection of short stories, well illustrated and "A Christmas in the Alps" by Mrs. Le Blond, "The Christmas Tree" by William Hyde, "The Harlequinade" by D. C. Calthrop and "Ghosts and the Spirit World" by Professor Richet.

The Christmas Metropolitan is rich in stories and illustrations. Among them are "Fanch" by Henry C. Rowland, "The Return of Cal Clawson, B.M." by Birdsell Briscoe, "The Call from the Past" by Leonard Mettrick, "The Fulfillment of Prophecy" by Cecil G. Pangman, "Hunker Bill's Dog" by Arthur Stringer, etc.

Four fine color pages will appear in the Christmas Century, including "Maude Adams as Peter Pan," "The Belle of the Christmas Ball," "The Death of Eve" and "Ave Maria." There is a splendid list of short stories and a long installment of the new serial by Frances Hodgson Burnett, "The Shuttle."

Beginning in the Christmas Number, Appleton's Magazine will contain a new serial by Maxim Gorky, entitled "Mother," the story of the uplift of a man from the depths by the power of his mother's love.

Among the readable contents of the November Chambers Journal are "American Railway Accidents," "The New Century Frictionless Motor," "Awakening of Hudson Bay," "Advance of the Telephone," "Notable Australians," "The Sovereign and the Foreign Office," "A New Mummant."

A new volume begins with the November number of St. Nicholas, which presents a most attractive appearance. There is a pretty animal story by Frances Hodgson Burnett and a new serial by George Madden Martin with many other attractive features.

BOOKS.

Out-of-print books supplied. No matter what subject. Can supply any book ever published. We have 50,000 rare books.

BAKER'S BOOKSHOP, John Bright St., Birmingham, Eng.

Successful Advertising
How to Accomplish It

Successful Advertising
How to Accomplish It —
by J. ANGUS MACDONALD

New York Herald:
The book will be found of the greatest utility to business men.

Profitable Advertising, Boston:
It is an authoritative work and one that will prove of incalculable benefit to the advertiser.

Printer's Ink, New York:
Mr. MacDonald searches out the inner advertising principles of each business and sets them forth clearly and briefly. His matter all through the book is distinguished for compactness and clarity, and is written in a sprightly, forceful way.

Ad. Sense, Chicago:
It is without exception the most complete encyclopedia of advertising information I ever came across.

London (Eng.) Times:
It expounds the whole philosophy of push and publicity.

Dundee (Scotland) Courier:
The book is, in short, the most sensible and practical treatise on the subject which has yet been published.

Progressive Advertising, London:
Mr. MacDonald's book should be in the hands of every advertiser, whether he is spending £50 or £500.

MACLEAN PUBLISHING CO., Ltd.
MONTREAL TORONTO WINNIPEG

THE ILLUSTRATED
OUTDOOR NEWS
MONTHLY

A high-class magazine of 64 large pages (8 x 12 inches type), devoted to Hunting, Fishing, Shooting, Baseball, Football, and ALL CLEAN RECREATION.

Superbly Illustrated
The Best Writers

No other publication just like it. It is a beauty and will sell to any man who believes in healthful, clean sports.

Fully Returnable

Price, retail, **15 cents** — to the trade, **11 cents.**

ORDER A FEW COPIES FROM YOUR NEWS COMPANY.

SEND TO US FOR FINE POSTERS AND FREE ADVERTISING MATTER.

~~~~~

**Outdoor News Company**  
4 WEST 22ND ST., NEW YORK



# STATIONERY DEPARTMENT



**AMONG CANADIAN STATIONERS.**

**S**PECIAL efforts are being made at present by manufacturing stationers to push their lines of holiday papeteries. There is a good selection for the reasonable prices.

Valentines are beginning to be talked about, and none too soon. St. Valentine's day is only three months away, and those, who remember the delays of by-gone years will do well to order early.

Dealers should not forget to have on hand, before the Christmas rush, an adequate supply of those accessories so necessary about Christmas time. The envelope assortments to be used in connection with the sale of Christmas cards and calendars are always valuable, as are also the dainty holly seals to be attached to Christmas stationery. Christmas bells and similar decorations for the home and the Christmas tree, are very necessary to make the stock complete.

Prices in all the staple lines continue steady, despite labor troubles in Germany, and advances in the United States.

**CREPE PAPER ART.**

**I**T is undoubtedly owing largely to the activity of the Dennison Manufacturing Company, that crepe paper has become a staple of the trade. \$50,000 are spent annually by this company to educate the people to see its decorative beauty and daily utility.

Besides this, an extensive campaign is carried on; scarcely a magazine appearing without a full-page advertisement which directs the customer to "ask the dealer for Dennison's goods." Enterprising dealers are not slow to profit by this publicity by carrying a full line to meet the demand.

Another way in which Dennison helps the dealer and builds up business is by a bureau of information about crepe paper, which supplies books of instruction and information as to the varied uses of the article.

New decorative patterns and designs are continually being planned by skilled designers and artists to meet the need of the changing times. This year's line displays many new and artistic features that must appeal strongly to every dealer who realizes the possibilities of trade in Dennison crepe paper.

**FOUNTAIN PENS MORE EXPENSIVE.**

**A**DVANCING prices in the rubber market have forced prices on the rubber used in making fountain pens 55 per cent. higher than they were at the beginning of the year, says the American Stationer. Three advances have been made. The first was 15 per cent., which stood for three months. The next advance was 15 per cent., and that lasted three months longer. The third advance was 25 per cent., which was intended to cover any possible increase up to next January.

The rubber people have an arbitrary way of dealing with their trade which is somewhat disturbing. For example, an advance is made which is to hold good for three months, and all the rubber contracted for is sold at

that price, provided it is delivered within the three months limit. But any left over costs 10 per cent additional, provided an advance is made at the end of the three months.

To save the advance users of the rubber attempt, so far as possible, to secure deliveries of their purchases inside the specified limit. But rubber men do not hurry about deliveries, and some manufacturers have paid the additional 10 per cent. the past year.

The increased cost of the rubber of which the barrels are made has made fountain pens more expensive, and manufacturers are compelled to ask more to cover the additional cost of the raw rubber. Whether another advance will be made January 1, next, is not now known, but there are some indications that the price will advance still further. Some have thought that the cost of rubber would double inside the year.

**SHOWING SPRING LINES EARLY.**

**I**N the United States, manufacturers of papeteries are already sending out salesmen with samples of spring lines. Conditions in the trade have changed materially in the past few years. Formerly spring lines were not shown, on the road, at least, until after the holiday goods were virtually out of the way. Now salesmen sometimes go out with the spring line and are so situated that they can sell holiday goods at the same time, if desired. It is an indication of the rash of modern business. It is the effort of every manufacturer to be first in the field which creates this intense rivalry. But there isn't the slightest doubt about it being a good thing for the trade. It keeps all manufacturers alert and compels them to exert extraordinary efforts to get their goods out.

**TRADE RETURNS FOR AUGUST.**

**G**OVERNMENT trade returns for the month of August are now available. The values of the principal articles imported into Canada, falling under the head of stationery, are as follows:

|                                | Great Britain | United States | Germany |
|--------------------------------|---------------|---------------|---------|
| Boxed Papers . . . . .         | \$ 4,886      | \$ 11,787     |         |
| Envelopes . . . . .            | 1,325         | 4,350         |         |
| Lead Pencils . . . . .         | 4,631         | 9,068         | 8,883   |
| Pens, Penholders, Rulers . . . | 2,915         | 10,596        |         |
| Writing Ink . . . . .          | 3,493         | 3,635         |         |
| Playing Cards . . . . .        | 7,136         | 3,275         |         |

Compare these figures with those recorded for August, 1905.

|                                | Great Britain | United States | Germany |
|--------------------------------|---------------|---------------|---------|
| Boxed Papers . . . . .         | \$ 4,831      | \$ 13,691     |         |
| Envelopes . . . . .            | 1,826         | 2,871         |         |
| Lead Pencils . . . . .         | 1,360         | 9,286         | 7,154   |
| Pens, Penholders, Rulers . . . | 4,826         | 7,537         |         |
| Writing Ink . . . . .          | 1,209         | 3,502         |         |
| Playing Cards . . . . .        | 2,950         | 3,312         |         |

It is seen that there has been a decrease in the value of boxed papers imported, an increase in the value of envelopes, an increase in the value of lead pencils, pens,

# STATIONERS AND BLANK BOOK MAKERS

## A NEW DEPARTURE IN LOOSE LEAF

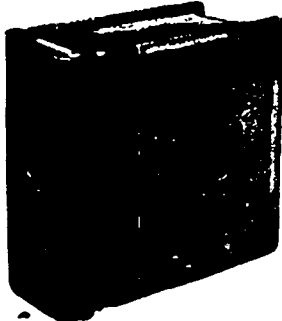
There is a bigger profit in Loose Leaf Devices than in Bound Books—if you buy our metal parts.  
**YOU SAVE DUTY ON BOUND GOODS AND DO YOUR OWN BINDING**

Have your own monopoly on Loose Leaf Devices. Don't pay the manufacturers of bound up Loose Leaf Devices two profits when you can do this work in your own factory, in your own way, and make the binder's profit, the dealer's profit and save the duty also. You can compete with any Loose Leaf concern in the world if you do this. You may perhaps think that your men cannot do Loose Leaf work. Order a sample line of metals and try it, and THAT IDEA WILL BE PROMPTLY EXPLODED.

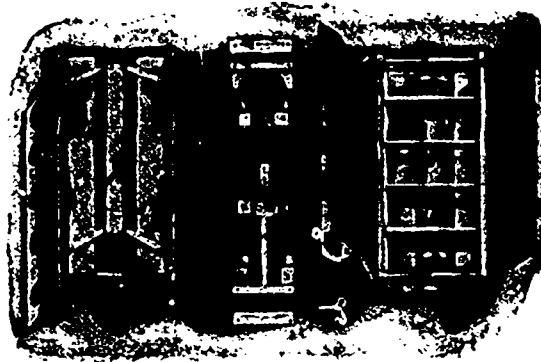
Full Leather Bound  
 Cannot Mar the Desk

Note the Simplicity of Construction

The same cover may be used on a 1 1/2, 2, and 3-inch back. Locks and unlocks with double the speed of any binder made.



LOOSE LEAF METALS FOR EVERY PURPOSE CARRIED IN STOCK OR MADE TO ORDER



Note the absence of superfluous parts in mechanism. No chains or springs to get out of order. Made of high grade cold rolled steel.

**THE W. J. S.**  
 LOOSE LEAF BLANK BOOK (METAL) BOUND

Three views showing the detailed construction of the W. J. S. Loose Leaf Blank Book Metal

WE DO NO BINDING.

Patented February 13, 1906

WE SELL METAL PARTS ONLY

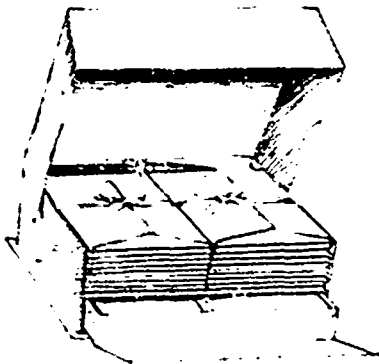
- Round Back Ledger Metals
- "C" Clamp Transfer Metals
- Automatic Order Binder Metals
- Eureka Price Book Metals
- Flat Back Ledger Metals
- Loose Sheet Order Springs
- H. G. King Hook Metals
- Newspaper Files, etc., etc.

Send us your name to-day and we will send you FREE a line of Loose Leaf Literature containing valuable information on the subject.

DO IT TO-DAY

BE PROGRESSIVE

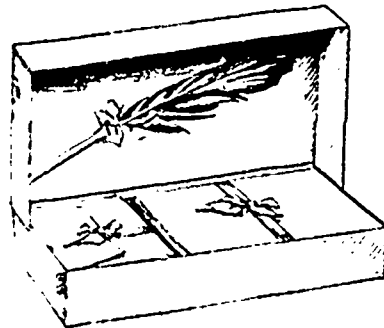
**THE W. J. SCHULTZ TENACITY CO.,** Successors to **W. J. SCHULTZ** 114-124 Opera Place, Dept. CINCINNATI, OHIO



# Papeteries

FOR

# Christmas Trade



- WALDORF—24 24 - - - \$3.60 per dozen.  
White, Steel Grey, Helio, Sea Blue.
- ANGELUS—24 24 - - - \$3.60 per dozen.  
White, Light Blue.
- MOROCCO LINEN—20 20 - - - \$3.60 per dozen.  
White, Light Blue
- ACTAEON CLOTH—24 24 2 sizes—  
Small, \$1.80, Large \$2.00 per dozen  
White, Sea Blue
- HAUTE FANTAISIE—20 20 - - - \$3.60 per dozen.  
Cream, Grey, Sea Blue

**The COPP, CLARK COMPANY, Limited**  
 64 and 66 Front St. West, TORONTO

penholders, rulers, writing ink and playing cards. Particularly in the items, writing ink and playing cards, has the increase been very noticeable

Of course, it is hardly fair to make comparisons when we only consider a single month's imports. For instance, large importations of playing cards may come in in July one year and in August the next. However, from the experience of dealers, it looks as if there had been really a marked increase in the importation of the various lines not made in any quantity in Canada. The decrease in imported papereries is what would be expected in view of the increased activity of the Canadian manufacturers

**PENCILS ADVANCED IN U. S.**

**A**CCORDING to The American Stationer, lead pencils are the latest to receive attention from the price raisers, and all pencils costing \$3.60 per gross or less have been advanced 5 to 25 cents per gross. The reason assigned is the increase in cost of all materials, supplies and cedar used in the manufacture of pencils of these grades. This announcement says that all unfilled orders in hand when it was made will be billed at the old prices. A new price sheet is in course of preparation, which will be issued shortly, and it is suggested that dealers interested send for this price sheet.

The change will not affect prices in Canada where sharpened pencils, program pencils, slate pencils and any pencil on which the price is \$2.75 per gross or more.

The change will not affect prices in Canada where the competition between German and American makers has brought the price down to a lower level than anywhere else in the world.

**TRADE NOTES.**

Joseph H. Healey, jeweler and stationer, Wheatley, Ont., has sold out his business to G. B. Hillmer.

Repeat orders for Wexford Weave notepaper and envelopes are coming in nicely at Warwick Bros. & Rutter's warehouse. This sterling brand is in great favor among the trade and the business done this fall has been far in excess of that for any previous year.

The Illustrated Post Card Co., Montreal, have largely increased their warehouse accommodation in the Temple Building to provide for increased necessities of the business. They now have a bright suite of rooms allowing for the better handling of stock and more prompt delivery of orders.

Another line, which makes good during the holiday rush, is the fancy writing set, comprising paper knife, envelope opener, pens and pencils. Warwick Bros. & Rutter show many choice sets, ranging in price from 15 cents to \$3.00.

**HOT-PRESSED VELLUM.**

**A** "HOT-PRESSED" paper is one that is made more is the finest paper made, being used by artists to beautiful by being pressed between hot plates. It do their best work upon. Up to the present time the price of this paper has been so high as to make its use prohibitive for correspondence purposes. Recently, however, the Eaton Hurlbut Paper Company of Pittsfield, Mass., have devised a means for making hot-pressed vellum, at a price that the public can afford. Thin hot-pressed vellum is fine to look upon, and is very easy to write upon as well.

**Christmas Bells**

**RED TISSUE PAPER. QUICK SELLERS.**

**No. 48—40c. per doz.      No. 84—75c. per doz.      No. 94—80c. per doz.**

The following are large sized Bells and will sell readily at 25 cents and 50 cents each.

**No. 104—\$1.20 per doz.      No. 114—\$1.80 per doz.**

Bells strung in sets of three sizes.

**No. 15885—Green, \$1.75 per dozen sets**

**No. 15886—Red, \$1.75 per dozen sets**

A large variety of Flags and Garlands for decorations

**The Copp, Clark Company**  
LIMITED

**64 and 66 Front Street West, Toronto**

**More  
Higgins'  
Drawing Inks**



**CHAS. M. HIGGINS & CO.**  
ORIGINATORS AND MANUFACTURERS  
**INKS AND ADHESIVES**  
 NEW YORK - CHICAGO - LONDON

Main Office, 271 Ninth Street 1 BROOKLYN, N.Y.  
 Factory, 240-244 Eighth Street 1 U.S.A.

Were sold in 1905 than any previous year of their history, by a large percentage. This is proof positive that when all is said and done, both discriminating consumers and dealers know how to sift the chaff from the wheat, and cleave to that which is good.

**Higgins'  
Drawing Inks**

are the best made, and are deservedly the Standard Liquid Drawing Inks of the World.

THE  
**PEERLESS**  
BRAND

(OF CANADIAN MANUFACTURE)

**Typewriter Carbon Paper  
 AND  
 Typewriter Ribbons**

Are absolutely guaranteed to give satisfaction

Pen and pencil carbon paper for order and counter check books a specialty

Upon receipt of a post card we will be glad to convince you, by quotations and samples, that we can, better than any others, satisfy your wants.

We deserve a trial because we are Canadian manufacturers. The merits of our product will deserve a continuity.

**Carbon Paper and Ribbon Mfg. Co.**  
 LIMITED  
**TORONTO, CANADA**

RETURNED  
 Nov 14/06  
 to [Signature]  
 Cut No. 52  
 Page No. 56  
 [Signature]

**CLARK BROS. & CO., LIMITED**

WINNIPEG

**NEWEST FICTION, BERLINER GRAMOPHONES,  
 HOLIDAY PAPETERIES and TABLETS, PRINTERS' SUPPLIES**

Most Complete Stock in Canada for Booksellers and Printers

**CLARK BROS. & CO., LIMITED**

WHOLESALE STATIONERS.

WINNIPEG, M.A.N.



Canadian Office:  
**37 Melinda St.,  
 TORONTO**

**The BEST is Always the STANDARD**

The *STANDARD* of an article is set by the *comparison* of other articles with it, so when other papers are compared to *Eaton-Hurlbut's Fine Papers*, they acknowledge that our papers are the *BEST*.

*EATON'S HOT PRESSED VELLUM* is the *newest* one of these *papers*. Write for samples to-day.

**Eaton-Hurlbut Paper Co.**  
 Pittsfield, Mass.

# INK

Do you want to sell an ink absolutely satisfactory--guaranteed,  
**WILL NOT CORRODE**  
**WILL NOT THICKEN**  
**SUPERIOR TO IMPORTED**

Then let us quote you prices. **THEY CAN'T BE BEAT.**  
**WRITING, COPYING, CRIMSON, Etc.**

**CANADIAN INK CO.**  
 37 WELLINGTON STREET  
 MONTREAL

Brick, Tile, Roofing, Glazed and Fancy

# PAPERS

Carried in stock in a large and attractive line for the Stationery Trade.

Send for sample book 77 showing the assortment, and price list 116.

**CHAS. BECK PAPER CO., LIMITED**  
 PHILADELPHIA, PA.



**JOHN HEATH'S PENS**

A good pen is a good servant, and John Heath's Pens are made to serve: ALWAYS READY AND ALWAYS WILLING.

They were first 45 years ago, and are still leading the way. British made of British steel. Write for samples.

LONDON AGENCY  
 8 St. Bride St., LONDON, E.C., ENGLAND

## The Ledgerette Bill File



A small, loose-leaf ledger for petty and transient accounts. Indexed, easy, simple.

Ledgerette, with 500 statements "in blank," retails at \$2.00; costs dealer \$12.00 per dozen. Sample prepaid, \$1.25. Write

**W. R. ADAMS & CO.,** 40 W. CONGRESS ST., DETROIT, MICH.  
 Sole Manufacturers

## "ROB ROY" PENS

SOLD BY  
**ALL STATIONERS**  
 in 6d., 1/- and  
 Gross  
 Boxes



Registered

This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of "Waverley" Pens which Hinks, Wells & Co. have for 33 years and upwards (from to Sept. 1901) manufactured for and supplied to the Proprietors thereof

**HINKS, WELLS & Co., Birmingham, Eng.**

## To Canadian Stationers:

"They come as a Boon and a Blessing to men."  
*The Pickwick, the Owl and the Waverley Pen.*  
 Your stock is incomplete without the Boons and Blessings—

## The Waverley Series of Pens

They are irreproachable in quality and extensively advertised.

Sold by the leading wholesale houses.

Sample cards and trade price lists sent per return mail

**MacIven & Cameron, Ltd., Waverley Works, Edinburgh**



# C. F. Rumpff & Sons

Established  
 1850

MANUFACTURERS OF

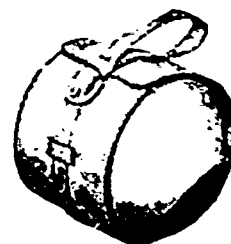
## FINE LEATHER GOODS

WRITING CASES, HAND BAGS, MUSIC ROLLS,  
 PHOTO FRAMES, CIGAR CASES, POCKET FLASKS, etc. etc

PHILADELPHIA, U.S.A.



Bridge Whist Sets



Collar Rolls

New York Salesroom - - - 683 and 685 Broadway



# VENUS PENCILS.

THE BEST THE WORLD PRODUCES  
17 DEGREES—SOFTEST TO HARDEST MADE

SAMPLES AND PARTICULARS ON REQUEST.

LONDON, ENG. **AMERICAN LEAD PENCIL COMPANY, NEW YORK**



Persons addressing advertisers will kindly mention having seen their advertisement in this paper.



## PELOUZE POSTAL SCALES

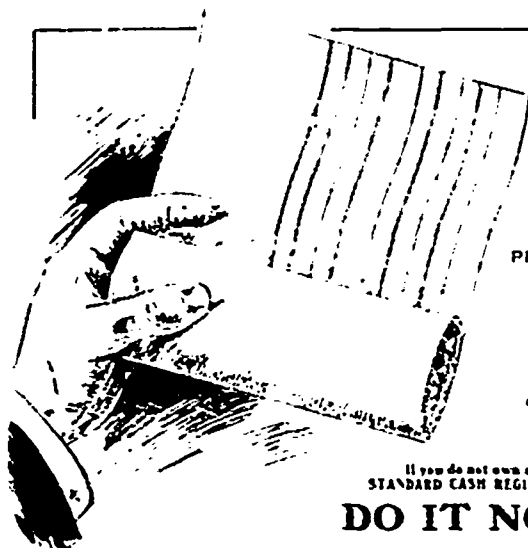
Invaluable to the Office, Store and Home

They tell instantly the exact cost of postage in cents on all mail matter. Warranted Accurate. Several sizes.

NATIONAL, 4 lbs. - - \$3.75    STAR, 1 lb. - - - \$2.00  
UNION, 2½ lbs. - - 3.00    CRESCENT, 1 lb. - - 1.50  
COLUMBIAN, 2 lbs. - 2.50

Buy through your Jobber.

PELOUZE SCALE & MFG. CO. - - Chicago.

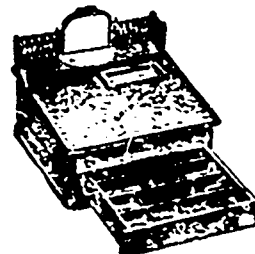


## Cash Register Paper for All Kinds of Registers

Mail us your orders  
Only first class Stock used

PRICES AND QUALITY GUARANTEED

Write for  
Catalogue  
and Price List



If you do not own a  
STANDARD CASH REGISTER  
**DO IT NOW**

WE HAVE THEM IN OPERATION TWELVE YEARS WITHOUT REPAIRS

**STANDARD CASH REGISTER CO.**  
Wabash, Indiana, U. S. A.

Price like this cut - \$30.00  
No. 1, same mechanism,  
plain top - 25.00

Guaranteed for two years.  
Five per cent off cash with order

# C. Brandauer & Co.'s - Limited



SEVEN PRIZE MEDALS.

## CIRCULAR POINTED PENS

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

London Warehouse : **124, NEWGATE STREET, E. C.**

Canadian Agents: SMITH, BRICCS & CO., 21 Richmond St. W., TORONTO

# FANCY GOODS AND NOTIONS

## JEWELRY AS A SIDE LINE.

**T**HE man who is on the hunt for quick selling novelties for the Christmas trade cannot do better than devote some of his counter space to fancy jewelry. Chains, necklets, dog collars, combs, pins, etc., are the lines that experience with this stock points out as most profitable.

The wearing of some kind of chain or necklet is a popular fad, and, provided it is artistic in effect, the fashionable woman does not mind that the stones are mock, and the metal not the pure article.

The manufacturer has taken full advantage of this attitude and has provided an extensive line to sell at all prices. These goods are particularly suitable from now on, and even after the holiday rush is over a well selected stock, that is toned up with the novelties as they are introduced, will be found to be a profitable proposition.

Pearls must be placed first, as they lead all along the line. Agate imitations can be had centred with pear-shaped wax beads to retail as low as 15c. Single, double and three-row necklaces, either all the one size or in graduated sizes are all selling. String pearls are also big sellers. More expensive, but still strong sellers, are the dog collar effects, the better ones with bars of brilliants, or of rolled gold with pearls.

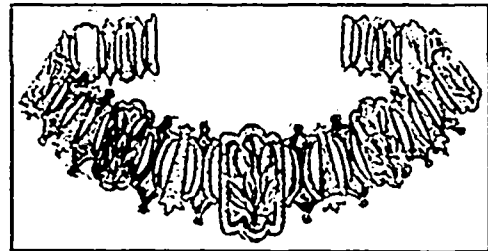
All kinds of bead necklets are decidedly good; in fact the trade seems to be taking all it can get of them. Cut glass beads, and also dull glass beads in amethyst, sapphire, garnet, green and turquoise, are all shown. Spar beads are another good line. A line of these pointed out as particularly good, had tiny crystals or straw-colored glass between the larger ones of spar. Various shades of coral in both necklets and dog collars are becoming increasingly popular, the latest novelty in this line being of pinkish agate, showing tiny streaks in a slightly darker shade, and having the effect of pale pink coral. These come in single string necklets and form a lovely neck finish for evening wear. The growing favor in which black is regarded is well reflected in necklets and beads. Dull-finished jets are particularly good sellers, and the bright jets enjoy an almost equal popularity. Dog collars are good in both kinds, and are extra attractive when of bright jet, with bars of brilliants, giving the now fashionable black and white effect.

Carved wood beads, imitating those of bog oak, are sold by the string, but though necklets and necklaces are big sellers, there is little demand for long chains now. Delicate neck chains of fine gold, with crosses, glass hearts, or fancy pendants, are another attractive line that is in demand. Dog collars made of engraved plates of Roman gold, green gold, yellow gold, and tinted gold, connected by tiny chains, are a late novelty. These goods, can be recommended, as, notwithstanding the moderate price at which they can be retailed, they will keep their color, and they have the appearance of much more expensive goods.

### Combs.

The present style of hair dressing renders a comb or several combs indispensable, not only to keep the hair in place, but also as a finishing touch to the tout en

semble of the coiffure. Not only is the vogue of combs an assured one, but the fact that better class goods are the leading sellers, should be carefully noted. Not so long ago it was the 25c. comb that the trade banked upon, whereas now it is the 75c. and the \$1 combs that are the sellers. Nor is there any great persuasion necessary to sell attractive goods at higher prices. This is a fact that can be most strongly pressed when holiday buying is in progress and merchants will do well to make a strong feature of these better goods. The more expensive combs are put up in leather jewelry cases, and for all but the very cheap goods neat cardboard boxes are provided. Though side combs are selling the chief call is for the large comb, and the one with the high back and the deep teeth is the seller. The latest fashion is in favor of the comb with the curved ends. The latest novelty is the comb set with mock jewelry—amethysts, coral, topaz, sapphire, turquoise, rubies, emeralds, etc. These are used alone and also in combination with brilliants. Brilliants are strong sellers, both mounted and set, though the latter style has, perhaps the preference. Cut steel is a favorite mount, and combs mounted with engraved metal, that is, a mount of fine gold, etc., will have an engraved pattern in oxidized or bright silver. Mounts of Roman gold or colored are now largely rele-



Dog Collar of Roman Gold

gated to the 25c. line. There is a growing call for a good, plain shell comb to sell at 25c. to 50c., and here combs with the olives are again to the fore. Shell combs are the leading sellers, but novelties in amber and crystalline are seen. The grey or pearl, but only in the plain effect, is a good seller, the inference being that it is an old lady's comb. Safety combs are included in the novelties shown.

### Fancy Pins.

Fancy pins are indispensable articles now that the lingerie and lace blouses, lace yokes, and fragile fancy collars are so much worn. Beauty pins have been big sellers, but something new is now required. Dainty little brooch pins are taking their place. There is not so much call for the set now, the demand centering on the single pin or brooch. Many pretty little novelties in this line are showing and they will repay stocking for the Christmas trade.

Jewelled collar supporters are another good line. There are two or three kinds on the market, but the most practical shown so far has pins that fasten into a bar of celluloid.

**A WONDERFUL CODE.**

**T**O a Canadian belongs the credit of having devised the most useful and economical cable code yet invented. In "Mitchell's Self-Testing Safety Code," the extreme of condensation, combined with the utmost simplicity, has been obtained. This code, now being placed upon the market in the Dominion by the Macmillan Company of Canada, is a handsomely printed and bound volume, arranged systematically and concisely. The results obtained from it are almost startling in their comprehensiveness. Whole sentences can sometimes be codified in one word, while the time taken in accomplishing this result is marvellously short. Only those who have examined the book, can realize what can be done by means of it. Not only is the code most comprehensive; it is also safe, being provided with tests, which render mistakes next to impossible.

Users of the code will be benefitted in another way. The Mitchell Self-Testing Code Company intend to establish branches in all the principal commercial centres of the world, to which messages can be sent for translation and delivery to non-users of the code. This service will more than double the value of the code.

**SOME PERSONAL NOTES.**

Mr. John Heinberg, representing W. B. Conkey Co., Chicago, was noticed in Toronto recently.

Mr. Walter Street, bookseller, Bleury Street, Montreal died last month after a short illness, aged 63 years.

Mr. William Copp, vice president of the Copp, Clark Co., Toronto, sailed last week to visit the publishing

centres of England and Scotland, in order to make arrangements for the firm's publications next year.

Congratulations are in order to Mr. John Sutherland of J. & J. Sutherland, Woodstock, on the birth of a son, Charles Robert, on Friday, October 26.

Mr. C. A. Caldwell of Dana Estes & Co., Boston, has been laid up in Toronto for the past month with a sprained ankle. He is able to be out and around on crutches now.

Mr. Henry Altomus, head of the publishing house of Henry Altomus & Co., of Philadelphia, died Oct. 20 at his home in that city from a complication of diseases. He was 73 years of age.

A visitor to the trade in Toronto this week was Mr. W. L. Taylor, buyer for T. C. Allen & Co., Halifax. Mr. Taylor reports good business down in Nova Scotia with all the Halifax stores doing a good fall trade. His own house has had an exceptionally successful year.

Mr. George R. Warwick, president of Warwick Bros. & Rutter, is off once more on his annual trip to the fancy goods centres of Europe, to secure import novelties for Christmas 1907. The opening of the import samples will take place as usual early in March.

Miss Tweedie, bookseller and stationer, Moncton, N.B., spent a few days in Toronto recently on her semi-annual buying trip. She reported business good. "In fact," said she "there are books to burn and money to burn." Miss Tweedie is always a welcome visitor to Toronto.

Last month the death occurred in Toronto of Mr. John M. O'Loughlin, who at one time carried on a stationer's business in St. James St., Montreal, and later opened a store in Winnipeg. At the time of his death Mr. O'Loughlin was connected with the Wall Street Stock Exchange.

# VALENTINES



**St. Valentine's Day, February 14th**

We carry and control the most unique and up-to-date lines offered to the Trade.

**Lace Valentines**  
**Comic Valentines**  
**Valentine Post Cards**  
**Novelty Valentines**

etc., etc., etc.

All our travellers are now showing samples.

**The Copp, Clark Co., Limited**  
 64 and 66 Front St. W., Toronto

## The Busy Man's Magazine

The Cream of the World's Magazines  
Reproduced for Busy People.

\$2.00 per Year

The MacLean Publishing Co., Limited

Montreal Toronto Winnipeg

The most popular pens are

## ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333

Business, 048, 14, 130.

Broad Points, 312, 313, 314.

Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:

THE BROWN BROS., LIMITED  
TORONTO.

## YOUNG BROS.

Manufacturers of

### FANCY GOODS

107 CHURCH STREET  
TORONTO

We manufacture a very exclusive line  
of artistic Xmas Novelties that  
no dealer can afford to  
be without.

Has Our Traveller Called on You?  
If Not, Write us

# PROFIT without RISK

## PRIVATE GREETING CARDS

Artistic, Novel, Refined



YOU take the orders from your customers and WE execute them complete, allowing you a big discount.

SAMPLE BOOKS are ready for delivery.

We send a Sample Book gratis, with all particulars to any first-class dealer, upon request.

ADDRESS:

### RAPHAEL TUCK & SONS COMPANY, Ltd.

ST. ANTOINE ST., MONTREAL

LONDON

PARIS

BERLIN

NEW YORK

## PICTURE POSTALS

Have you seen our new

**ENAMEL CARDS**—Illustrating principal Canadian scenery, such as the Rockies, Muskoka, Montreal, military scenes, etc. Finished in the highest possible manner. \$2.00 per hundred or \$17.50 per thousand.

**CHRISTMAS CARDS**—Large and varied stock. All prices.

**LEATHER CARDS**—With velvet maple leaf. Something new and original. \$6.00. Large assortment of other leather cards, \$3.50 up.

**"GREETINGS FROM CANADA"**—Actual views of Canada showing in the letters. Very neat. Sure sellers. \$1.25 per hundred.

**POSTAL ALBUMS**—At rock bottom prices.

**Illustrated Post Card Co.**

*Everything in Picture Postals*

**TEMPLE BUILDING - MONTREAL**

## *Imperial Series Postcards*

**To the Trade:**

Write Quick for Samples and Prices.

WE LEAD IN

**Black and White  
Our Colored Cards**

STAND ALONE

MONTREAL      TORONTO      QUEBEC  
OTTAWA      HISTORIC      SPORTING  
FISHING      HUNTING  
NORTHWEST SCENES

**ALBUMS and RACKS**  
Always adding to our already well-assorted stock.

**The Picture Postcard Co.**

P.O. Box 334, OTTAWA, ONT.

# Picture Post Cards

Write for our new prices on Colored Picture Cards, reproduced from Photographs by our patented quadri-color process. Our clubbing proposition will interest you, and we will gladly mail samples of our latest productions.

**Warwick Bros. & Rutter**

LIMITED

Makers of  
Picture Post Cards

**TORONTO**


PICTURE POST CARDS


**THE POST CARD SITUATION.**

**P** EOPLE have the habit nowadays,—at least most people have, if they're not too young or too old,—of buying post cards, and naturally they always ask, "Have you anything new?" And the dealer can nearly always answer in the affirmative, for the styles of post cards vary as frequently as the seasons.

The view card worked overtime all summer and consequently is nearly exhausted. While the view card goes South for the winter, the fancy cards will take its place and from present indications will feel just as much overworked at the end of the winter and spring as the View Card does this fall. In the summer the public wanted View Cards and wanted them to show their friends at home just what they were seeing. But now everybody is back home and people are exchanging high class and fancy priced cards with people they met on their vacation. Both in Canada and the United States the tinselled card is growing in favor, while the real photo card is coming out very strong again.

A year ago the majority of dealers said comics were "dead," but in spite of their predictions the comic card is more active than ever and is, if possible, more humorous.

Up to the present time the machine made leather cards were manufactured exclusively, in the United States. Now, however, progressive firms are establishing plants of their own and will in future make their own stamped leather cards in Canada.

Perhaps no other industry has developed as rapidly as has the post card business, and it will interest some to know that Canada is far ahead of the United States in this line, post cards being comparatively unknown in some states and consequently there is still big business to look after and a continuance of the present boom is assured for some time to come, while a steady growth is anticipated where the post card is now firmly established.

**ATTRACTIVE CHRISTMAS LINES.**

**Q** UITE a triumph for Canadian art has been achieved by W. G. MacFarlane, Toronto, in his various Christmas publications, notably the Maple Leaf series of post cards, calendars and booklets. These lines are purely Canadian product—Canadian artists, Canadian engravings, and Canadian printing on Canadian paper. This one feature will serve to make this series one of the popular selling lines of this season.

The Maple Leaf Series Xmas post cards are reproductions of eight paintings in oils by C. M. Manley, and the subjects chosen are a happy selection. Each card bears some typical Canadian picture tastefully decorated with maple leaves and holly.

Mr. MacFarlane's Santa Claus cards are meeting with phenomenal success. These were published rather late for last year's trade, but had a big run notwithstanding. This year the demand is very large, and the fact that the idea is being copied by a leading publishing house in the United States is sufficient proof that

they will "take." They are especially designed for the young folk.

While the above lines of post cards are exclusive, Mr. MacFarlane has several other imported lines, which are also very handsome. Among these mention might be made of the Stewart & Woolf Line, the A. & M. Line, and Raphael Tuck & Sons. All numbers in these lines are very carefully selected and display a wealth of

**A BIG ORDER.**



Mr. John Sutherland of J. J. Sutherland, Woodstock, placing an order with the representative of the Copp, Clark Co., Limited, Toronto, for 25,000 local view cards, at Woodstock, September, 1900

coloring, embossing, gilding, etc. Dealers should not delay in placing final orders for Xmas post cards. Last year delay resulted in loss of profits to many. There will be a big call for Xmas cards during the last few days of the season, and wise dealers will stock well in this particular Xmas line.

Mr. MacFarlane is better prepared than ever to handle mail or rush orders with satisfaction. A Christmas

catalogue is being issued. It describes the different lines of post cards, Calendars, Xmas leather Cards, etc., fully illustrated

**A HELP TO POST CARD DEALERS.**

**A** DEPARTMENT that is of value to the post card dealer, has recently been organized by W. G. MacFarlane of Toronto. It is to enable the dealer in keep in touch with the newest lines and be successful up-to-dateness in anything means success in that thing, and up-to-dateness in post cards is just as essential as in any other line

Any dealer wishing samples of the newest things in post cards should send in his name to be placed on Mr MacFarlane's subscription list. These samples will be sent by mail, prepaid, invoiced at the regular wholesale price and the amount charged to the regular account. After inspecting these, they can be kept for reference or sold over the counter. It would be impossible to send samples to thousands of customers without some organized system, and dealers will appreciate this new idea.

**MORE NOVELTIES IN POST CARDS.**

**J.** BEAGLES & Co have some new things to offer Canadian buyers. They are good things too. They are going to push their mammoth Bas Relief Card in Canada for all it is worth. This card, which is three times the size of an ordinary card, is produced in bas-relief effect, either colored or uncolored, also spangled and jewelled. The coloring, of course, is all done by hand and of such fine workmanship that the cards, when framed, would do credit to any drawing room.

The "J.B." series includes a screamingly funny card called "Love, Married, Divorced." This card is a real photo showing a comedian wearing three different expressions of countenance. The amusing part is that they are all very beaming expressions,—of different kinds. This card would be included in the exhaustive range of actors, and actresses, to which Beagles & Co. are constantly adding new sets. There are scenes from recent London plays in plenty.

In Sachet Cards this house has a very extensive range of a very dainty description. Beagles & Co. are convinced that they can compete with the Germans in the matter of postcard albums, and when readers of Bookseller & Stationer are writing them for catalogues of their cards, they will likely find it worth their while to make enquiries for their albums as well. The "J.B." house is at 9-11 Little Britain, London, England.

**NEW AGENCY FOR VALENTINES.**

**V**ALENTINE & Sons, Montreal, have secured the sole Canadian agency for the Bamforth Life Model series of picture postal cards. These pictures are already well known on the market and are steadily growing in favor. They show a select class of life studies which are well nigh to perfection. Some of the hymns, familiar to all, are well illustrated and tend to deepen the sentiment of the words. Then from the "grave to gay," are shown a series of comic scenes taken from life and happily selected to suit almost any situation of life, and appropriate to all occasions for writing.

Another pretty series is "The Cat Series" which show studies from feline life on the bromide cards

# Ocean to Ocean

SERIES OF

## Canadian View Post Cards

**W**E have five different series of Canadian View Cards, consisting of the most notable scenes in the different parts of Canada. If you are interested in Post Cards order a sample box of one hundred.

**Warwick Bros. & Rutter, Limited**

Publishers of  
Picture Post Cards

**TORONTO**

A sample parcel will at once convince you that our lines are the lines that sell.

# Beagles Post Cards

PHOTOS FROM LIFE  
IN RICH GLOSSY BROWN TONE

(Printed in England)

Inexhaustible Selection of New Subjects,  
Actors and Actresses



I WANT SOME OF  
BEAGLES' POST CARDS

- New Series of DOGS
- New Series of KITTENS
- New Series of CHILDREN
- New Series of XMAS CARDS
- New Series of POPULAR SAYINGS
- New Series of BIRTHDAY CARDS
- New Series of FLOWER STUDIES
- New Series of BAS RELIEFS
- New Series in "POMPADOUR" and ENAMEL COLOURING.

9, 10, 11, Little Britain, London, E.C.

### WILLIAM HADDON, Publisher

TIPTON, STAFFS, ENGLAND

Only Publisher of the "Haddon Series" of Pictorial Postcards

ARTISTIC AND UP-TO-DATE

Sample Parcels now ready for the trade

**\$1.00 Post Free**

1000 Picture Postcards printed from customer's own Photos in ColloTYPE for \$3.00.

1000 Postcards printed in color for \$5.00.

### XMAS and NEW YEARS POST CARDS

Large Range of Suitable Subjects

Fancy Post Cards, Floral, Tinselled, biggest assortment in the trade.

A LEADER—Bromo Colored Pearls, 200 designs, per 100, \$5.00

Special German Comic, per 1,000, \$10.00. French and English Description, 500 designs. \$2.00 assortment of any desired lines sent upon request.

THE EUROPEAN POST CARD CO., 140 St. James St., MONTREAL

MENTION

BOOKSELLER AND STATIONER

IN WRITING TO ADVERTISERS

## A SURE TIP

To the Retailer, Selling Colored Post Cards

Do not attempt to increase your sales by selling colored cards at 1c. This is the surest way to kill your trade in them.

Buy the best cards you can obtain.

If you have not seen our samples write for same.

We claim ours are in a class by themselves.

### McFarlane, Son & Hodgson

Wholesale Stationers

MONTREAL

## DON'T READ THIS

UP-TO-DATE  
PRETTY  
SALEABLE

# ALWAYS

SPRING NOVELTIES NOW READY

SOMETHING NEW DAILY!

Colour Printers to the Trade.

STREET, LONDON, E.C.

1 GUILDHALL CHAMBERS, BASINGHALL

## H. VERTIGEN & CO.

THE VERDICT OF ALL WHO SEE OUR  
COLLECTION OF PICTORIAL POST-  
CARDS. WRITE FOR OUR LIST.

# Beautiful

# Elegant

# Artistic



# Post Card Albums

We have on hand for immediate delivery a large assortment of well bound linen covered albums, with artistic cover designs in assorted colors.

The following is an especially good selling line.

|                                       |     |
|---------------------------------------|-----|
| Albums for 100 Cards, \$2.00 per doz. | Net |
| " 200 " 3.50 "                        | " " |
| " 300 " 5.25 "                        | " " |
| " 500 " 8.00 "                        | " " |

For import, 12 doz. or more each we allow 10% reduction. Place your order for the Christmas trade now with

Prices for more expensive album application.

Write for our Catalogue of Souvenir Postal Cards

## Montreal Import Co.

P.O.B. 696

17 St. John St., MONTREAL

IT IS NOT AN EARTHQUAKE  
 Pictorial Post Cards **AGENTS WANTED** Post Card Albums  
**THAT HAS CAUSED USED THE STIR**  
 English Papers **Cardboards, etc.**  
**But the Marvellous Value Given**

BY  
**Ferd. Anthony Horle & Co.,** St. John's Lane LONDON, E.O.



**NEW**  
**SOUVENIR**  
**PURSE**  
**POST CARD**

TRIAL DOZ.  
 \$1.80 Postpaid

Write for prices on our  
 Leather Cards

**W. E. MCGREGOR & CO.,** 150 VICTORIA ST. TORONTO

**Picture Post Cards**


Made to order only according to instructions supplied.

Specialties: Modern Halotype styles, plain and coloured.

Very fine make. First class Goods only.

Well known for efficiency and high-class workmanship.

**Otto Leder**  
 Meissen 19 Saxony  
 Picture Post Card Manufacturer.  
 WHOLESALE EXPORT



ONLY FOR WHOLESALE DEALERS AND POST CARD PUBLISHERS

**MARKERT & SOHN**  
 Graphic Art Works  
 DRESDEN—A. Wintergartenstr. 71

MANUFACTURE  
**PICTURE POST CARDS**  
 OF ALL PROCESSES

SPECIALTY WE MAKE.  
**COLLOTYPE, COLOURED COLLOTYPE, DOUBLE TONE GLAZED and AUTOTYPE POST CARDS, ALBUMS**

Ask for samples and quotations

**W. NEUMANN & CO.,** Wasserthorstrasse 42, Berlin, S. 42

**High-class Collotype Printers**

SPECIALTY: **Collotype Postcards** TO ORDER

**Hand-coloured Collotype Cards**  
**Double-tone Collotype Cards**

**Glossy Collotype Cards**  
**Photochrom Collotype Cards**

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

CHEAPEST PRICES.

WHOLESALE AND EXPORT ONLY

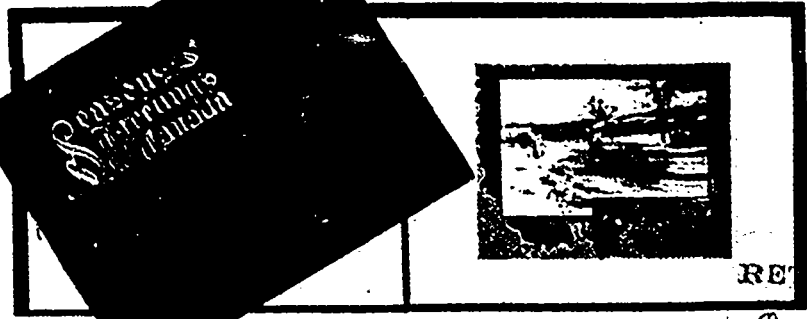
Among the latest arrivals are the birth cards which show some characteristic poses entitled "It's a boy" and "It's a girl." In the Bromide series are also some fine portraits of King Edward, which are taking the popular fancy

plied in size 20x30 inch at the low figure of 20 per ream by small quantities, with very large reductions for quantities up to 100 reams.

F. Anthony Horle & Co., informs Bookseller and Stationer that they will supply samples of either of the

**CANADIAN PRODUCTS.**

In the accompanying illustrations are shown the Canadian Girl calendar and one of the Canadian Souvenir booklets, made by W. G. MacFarlane, Toronto. The former is one of the brightest things being offered for the Christmas trade and is a credit to the publisher. In the booklets, the daintiest of coloring is found and these make one of the prettiest souvenirs of Canada imaginable. Both are the product of Canadian artists and printers.



CANADIAN CHRISTMAS BOOKLET—(W. G. MacFarlane).

**WORD TO THE WISE.**

professionals and others, who make their fancy mounts, attention is called to the fine series of art cover papers issued by Ferd. Anthony Horle & Co. of Cardinal House, St. John's Lane, E.C., London, these papers are issued in some very choice shades ranging from dark art right in to the light

above goods to any of our readers upon receipt of trade card.

**AVOID A BIG OUTLAY.**

Formerly the great difficulty with buyers of picture post cards was to obtain a good variety, without a big outlay. William Haddon, pictorial post card publisher, Tipton, Staffs, England, has made arrangements to provide small or large quantities of all the latest cards in assorted parcels. The Haddon series contains high-class cards only. Mr. Haddon is prepared to make local post cards in color, collotype or half-tone from customer's own negatives at lowest prices.

**POST CARD NOTES.**

Mr. Joseph Avon, manager of the Illustrated Post Card Co., Montreal, leaves next month for Europe, where he will spend some time in purchasing novelties, etc. for next season.

W. J. Gage & Co. have just made a very considerable reduction in prices of some of their lines of embossed post cards and can fill orders for this class of goods in ten days. They report a very large sale for their Platinum series of cards. Samples and prices will be furnished on request.

A particularly beautiful finish of enamel post cards has just been received by the Illustrated Post Card Co., Montreal. These include views of Canada's leading places and scenery in interesting series such as Montreal series, Muskoka series, etc. Cards are finished in the highest possible manner, the enamel glistening like a mirror.

Four cute Valentine post cards are shown by the Copp, Clark Co. which need only be seen to be desired. No. 169 shows a small urchin, proposing to a big-eyed girl and beats the inscription, "This is so sudden." No. 170, shows a small girl posting a letter, with the inscription, "Send my love by mail." No. 171 shows a boy handing a letter to a girl with the words, "My Heart is all for You." No. 168 shows a boy kissing his valentine girl and under the picture the one word, "Bliss."



CANADIAN GIRL CALENDAR.  
(W. G. MacFarlane.)

ors for darker prints and afford a very complete and useful selection. As professionals, and also dealers, are using very large quantities of soft brownpaper for wrapping the season's purchases in, this firm have laid in a very large stock of their satin cap paper. This is sup

RETURNED  
Nov 7/06  
to Owner  
Cut Book No. 57  
Page No. 30  
a.s.s.

# HERE AND THERE AMONG THE JOBBERS

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

The accompanying illustrations give an idea of two of Copp, Clark's assortment of holiday papeteries. Actaeon cloth and Angelus. Descriptions of these and the other boxes in the series have already appeared in these

pictures, which will adorn the walls of any room. Prices range from 70 cents per dozen to \$9.00 per dozen.

...

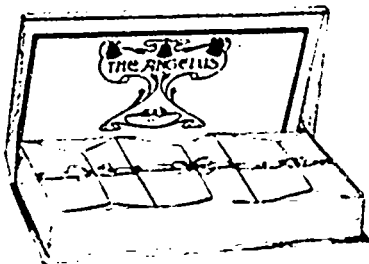
Assortments of various sized envelopes for enclosing Christmas cards are kept in stock by the Copp, Clark Company.

...

W. J. Gage & Co. have just added four new papeteries to their already large assortment of high grade stationery.

...

The Spencerian pen case, illustrated herewith is given with an order for nine gross of Spencerian pens. The case will prove a handsome addition to the counter equipment of any stationery store.



HOLIDAY PAPETERIE (Copp, Clark Co.)

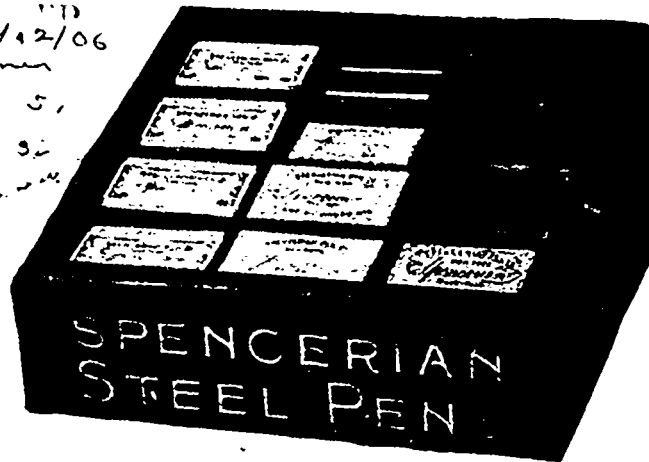
columns. They are choice boxes at a low price and should sell in quantities during the Christmas rush.

...

Dealers should not forget to have a good stock of Maple leaf calendars this year. There is always a demand for these peculiarly Canadian designs to send away to England or the States. The Copp, Clark Co. make a pretty four drop calendar, a calendar booklet and a large hanging calendar with maple leaf ornamentation.

...

Preparations for another big season in valentines are again being made by the Copp, Clark Co. This firm annually carry a very large assortment of staple and fancy valentines ranging in price from one cent to \$15.00. The range includes lace valentines, scenic valentines, novelty and comic valentines, draps and cards. The Canadian Komies, printed in English and French are certain to please.



SPENCERIAN PEN CASE.  
(Copp, Clark Co.)

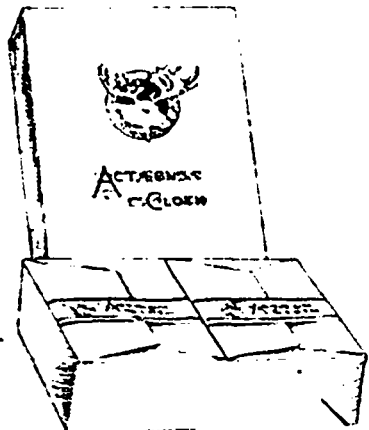
The Popeline Francaise is very dainty and aristocratic, the design of the box being a neat, embossed fleur de lis with red and gold lettering. This number is sure to satisfy the most refined and fastidious trade.

...

In addition to this pleasing, conventional pattern, are three handsome floral designs, all of which are very attractive and artistic. A very effective combination will be seen in the Mousseline de Paris, where a pretty wreath of roses is embossed in green and gold, and tied with a lover's knot.

...

The other new papeteries, the Gironde and Del Monte, are particularly rich and handsome on account of the harmonious blending of colors in the floral designs, and the effectiveness of the gold trimming on the edges of the patterns. The delicate white lily with its slender, green leaves on a pale background lends a charm to the Del Monte, which is unsurpassed even by the rich, purple iris and the scenic design of the Gironde.



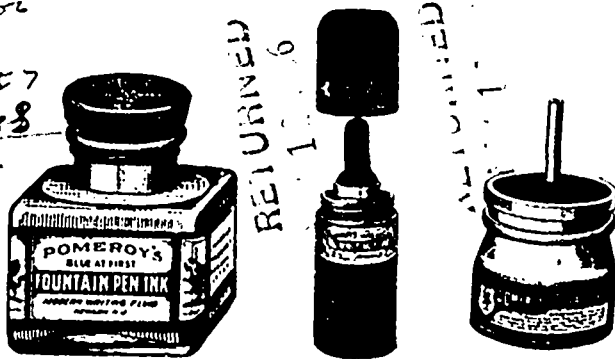
HOLIDAY PAPETERIE (Copp, Clark Co.)

Something entirely out of the ordinary in valentines has been secured by the Copp, Clark Co. in the shape of embossed picture designs suitably inscribed and with ribbon hanger attached. These are in reality high art

The fashionable, fabric finished paper and envelopes are most tastefully boxed with these beautifully embossed gold and colored labels. These new papeteries should interest all stationers, and appeal to the trade very largely.

The retail prices of these papeteries run from .30c. to \$1.25 each and the stock used in all of them is the high grade fabric finished paper now so much in demand. For those dealers who desire to lay in a small stock of salable holiday papeteries nothing could be more suitable. Circulars giving detailed information in regard to this set of papeteries will be furnished upon application to W. J. Gage & Co.

RETURNED  
Nov 12/06  
to Gage  
Cat. No. 57  
Page No. 58  
Gage



W. J. Gage & Co show a new line of fountain pen ink,

No. 1377, put up in a round red, wooden case, suitable for travelers' use, containing inside, a 3 ounce bottle of fountain pen ink. This article retails at 25c. The same firm also show another new line of fountain pen ink, No. 1377.

A handsome square bottle with composition top and packed 1 doz. in a display box. This is a very attractive 10c. bottle of fountain pen ink and gives the dealer a handsome profit.

W. J. Gage & Co. are showing three new lines in ink and white paste.

The handy water well Paste No. 1261 holds 8 ounces which is an extra large quantity. It has a centre water well in which the brush rests and the cover does not screw on but fits in a seat making a nearly air-tight joint. This article will retail for 25c. and looks to be a good one.

The Christmas assortment of papeteries made by W. J. Gage & Co for the coming holiday trade comprises a carefully selected assortment of 16 of the best selling lines taken from their large variety of holiday papeteries.

The stock of blank books is most complete at the warehouse of Warwick Bros. & Rutter and the firm are able to supply any line requested. Towards the close of the year, there always comes a good demand for these lines in preparation for the New Year. Dealers should set that they are ready to handle all the business that comes in their way.

Late orders for holiday papeteries will receive prompt attention from Warwick Bros. & Rutter. This firm's 1906 series contain many choice numbers, including tasty



1907 VALENTINE—(Copp, Clark Co.)

RETURNED  
Nov 12/06  
to Gage  
Cat. No. 57  
Page No. 58  
Gage

hand-painted designs, floral designs, holly designs and a large number of juveniles. Many of the boxes are suitable for other purposes, such as to hold gloves, handkerchiefs, trinkets, etc.

# Decided Advantages

are given to the dealer who keeps in close touch with our lines. There is a continual supply of new papers, tints and sizes, beautiful and attractive, introduced by us. This enables the observing one to keep in stock the fashions in fine correspondence and wedding papers, and adds much to the reputation and profits, for the user of high-grade fashionable goods buys from him who handles the standard, up-to-date line.

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GEO. B. HURD & CO.

Fine Paper Manufacturers

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**AN UNIQUE STUDIO.**

IN the accompanying illustration is shown a picture of E. W. Savory's new studio in Bristol, England. This was an old time mansion, built by one of Bristol's early merchant princes. The house until lately the home of one of Bristol's oldest families is in excellent condition and the heavy oak woodwork and panelling throughout, lends to the studio a most artistic atmosphere. Mr Savory has had it fitted up with separate lunch rooms for the men and girls, and has also provided five or six bathrooms, and lavatories for the employes. Altogether it is a model place. This studio is the headquarters for the private card department to which Messrs. Savory devote so much thought. The people

recently incorporated under Ohio laws for \$75,000.00. The new Company has taken over the business of Mr. W. J. Schultz, who becomes its president.

Since the organization of the Tenacity Loose Leaf Metal Co. the factory of W. J. Schultz has been manufacturing the loose leaf metals for the Company under contract, but of late owing to the heavy demand for these metals, which are sold to bookbinders and stationers only, it has been deemed advisable by the managements of both concerns that they be combined. This combination has among other advantages, that of increased facilities making for prompt delivery and better prices.

Mr. Schultz's business is an old-established one, and



Studio of E. W. Savory, Bristol, England.

RETURNED  
 Nov 12 06  
 to *Bulmer*  
 Cat. No. 57  
 Page No. 34  
*W. J. Schultz*

employed in the hand coloring room are all artists of ability and none of the work is sent outside. At the International Printing and Stationery Trades exhibit held in London in July last, the publishers of Clifton and Graphic series were awarded five first class diplomas for process of manufacture, as applied to these collections. This is of course a unique distinction in the trade

**LOOSE LEAF SUPPLY HOUSE IN CINCINNATI.**

AFTER a year of success at the end of which a 10 per cent dividend has been paid, the Tenacity Loose Leaf Metal Co. of Cincinnati has been absorbed by The W. J. Schultz-Tenacity Co. which was

consists of the manufacture of metal specialties and model making and experimental work for the public. The "Tenacity" line of loose leaf devices are the product of this factory's inventive genius entirely.

The management of the new Company announce that several shares of both the common and preferred stock still remain in the treasury and those persons interested in a safe and profitable investment are invited to invest. Large or small investors being welcome.

Full information in regard to this proposition, as well as in regard to their line of goods, may be obtained by writing to the office and factory of the W. J. Schultz Tenacity Co., 116-124 Opera Place, Cincinnati, O.

**WALL PAPER**

**T**HE Canadian wall paper trade is in good condition. Manufacturers were busy last month filling orders to be shipped by boat. Export trade, though small, is growing, and each year sees a larger number of orders to be shipped before the close of navigation. Some factories have been working overtime to have these orders filled.

The fine landscape borders which were brought out last Spring have proven to be good sellers, and have amply repaid manufacturers for their enterprise. The heavier class of paper has sold a trifle better this year, and there has been a satisfactory demand for higher qualities.

Sanitary papers have sold exceedingly well, and larger orders have been placed than in previous years. It is noticed that these papers are of better design than usual, and that the process by which they are made washable has been improved.

**IMPORTS AND EXPORTS.**

**D**URING the month of August, last, Canada imported 40,712 rolls of wall paper from the United States, 5,583 rolls from Great Britain and 212 rolls from other sources. The value of these importations were \$1,298, \$1,346 and \$42 respectively. During the same month she exported 134 rolls of the value of \$19 to Great Britain, 209 rolls valued at \$16 to the United States, 100 rolls valued at \$10 to Newfoundland and 3,547 rolls, valued at \$522 to other countries.

The import figures are somewhat less than those for August 1905, when we imported a total of 56,609 rolls, as against 46,597 rolls this August. The export figures fall very short of those for 1905, which gave a total of 71,152 rolls as against only 3,981 this year. This can be accounted for from the fact that Newfoundland got in her full supply during the month of August last year and only a small portion of it during August this year.

**TRADE ACTIVITIES OF THE MONTH.**

A. Alstron, stationer and tobacconist, Phoenix, B.C., suffered loss by fire.

Two new fireproof safes have been installed by the L. E. Waterman Company of Canada.

T. A. Argue & Co., drugs and stationery, Grenfell, have sold out to the Grenfell Drug Co.

Abraham Lang and Moses Schleifer, booksellers, Montreal, have registered as Lang & Schleifer.

Thos. B. Welch, Strathroy, has sold his drug and fancy goods business to John Bartholomew.

William Drysdale & Co., booksellers and stationers, Montreal, have been succeeded by H. Woodcock.

The trade mark registered patent covering the words "Clip" and "Clip-cap" has just been secured by the L. E. Waterman Company of Canada.

Sweeney & McConnell, rubber stamp manufacturers and printers, Victoria, B.C., have moved to more commodious quarters on Langley St.

D. E. Hyndman has bought the book and stationery business conducted by Mr. Davidson at the corner of Westminster and Ninth Avenues, Mount Pleasant.

Stamilton St. B.T.V.  
Nov 2/06  
to: ~~One~~  
Cut Book No. 57  
No. N. 62  
a.m.

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**STAUNTONS  
LIMITED**  
Wall Paper Manufacturers  
**TORONTO**

Dominion Photo Supply Company have been incorporated at Toronto with a capital of \$40,000 to manufacture, buy, sell, use, deal in and deal with cameras and supplies.

Business is booming with W. H. Torry & Co. of New Glasgow, who run two stores in the town. Upwards of 1000 copies of magazines per month are sold over their counters.

K. W. Mackenzie, the Edmonton bookseller, has recently made an extension, forty feet long, to the rear of his store, giving increased space for stock and room for a new office.

A. C. Turnbull, bookseller and stationer, 19 King street east, Hamilton, will move one door west about the first of the year. For the next four weeks his stock of stationery, books, leather goods, wall papers, etc., will be sold at 25 per cent. off marked prices.

The L. E. Waterman Co., Ltd., have secured the Canadian patent No. 101,470 on their Clip-caps for their fountain pens. The patent has been granted to W. T. Ferris, secretary of the New York Company and a director of the Canadian Company, who is the inventor of the Clip-cap.

Waterman's Ideal fountain pens captured the Grand Prize, the highest award possible of attainment, at the Milan Exposition in Italy. The Montreal office was recently made aware of this fact, and it was a coincidence that the next day they were notified that the exhibit made by them at the Dominion Exhibition in Halifax had been given the Gold Medal, the highest mark of merit. The Oxford Press, for bookmaking, and the Globe Wernicke people for office furniture, also received awards at Halifax.

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**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 8ths and 16ths, with other useful tables, by EWING BUCHAN. Second edition. Price, \$1.00.

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**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, 50c.

**The Importers' Guide.** A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 1000 billings per piece of 66 yards, by R. CAMPBELL and J. W. LITTLE. Cloth, 7c.; leather, \$1.00.

**The Canadian Customs Tariff.** Revised to date, containing lists of warehousing parts in the Dominion, the Franco-Canadian treaty extracts of Canadian Customs Act, Sterling Exchange, France, German Rixmark, at Canadian Customs values, also a table of the value of francs in English money, Harbor Duties, etc., etc. Cap & Co., each, Price, 50c.

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NEW CANADIAN COPYRIGHTS

Registered at Ottawa during October, 1906.

Charity Ball. Walzes. By F. H. Losey, Op. 215. Vandersloot Music Publishing Co., Williamsport, Pennsylvania.

Baldwin Commandery. March and Two-Step. By Harry J. Lincoln. Vandersloot Music Publishing Co., Williamsport, Pennsylvania.

Lovell's Montreal Directory, 1906-1907. John Lovell & Son, Limited, Montreal.

For Thou Art Holy. Anthem. By Albert Nordheimer (Music) The Nordheimer Piano and Music Co., Limited, Toronto.

G. E. M. Five-Step. By Myrtle de Long Myrtle de Long, Ottawa.

Handbook of Canadian Literature. (English.) By Archibald MacMurehy, M.A., Archibald MacMurehy, Toronto.

O Jesu Saviour. Sacred Song. Words by Donald A. Fraser. Music by Mendelssohn. Harry H. Sparks, Toronto.

To You Is Born a Saviour. Sacred Song. Words and Music by Norman Lambly Harry H. Sparks, Toronto.

When You Dream! Dream! Waltz Song. Words and Music by Chas. E. Wellinger. Harry H. Sparks, Toronto.

Just for a Little While. Song. Words and Music by Harry Herbert. Harry H. Sparks, Toronto.

Southern Airs. Medley. Arranged by W. H. Hodgins. W. H. Hodgins, Toronto.

Our Own Waltzes. By W. H. Hodgins. W. H. Hodgins, Toronto.

Sylvia. Valse Caprice. By Chauncey Haines. Jerome H. Remick & Co., Detroit.

Mary Ann, I'd Like to be Your Man. Song. Words by Mae Sheehy. Music by Al W. Brown. Will Rossiter, Chicago.

In the Silent Deep. Song. By Tom Farrel Will Rossiter, Chicago.

The Tilters of the Sea. Song. By Tom Farrel Will Rossiter, Chicago.

The Sousa-Swing. March and Two-Step. By Chas. A. Brown. Will Rossiter, Chicago.

Little Girl, You Have Caught My Eye. Words by Harold Attridge. Music by Chas. E. Mullen. Will Rossiter, Chicago.

Ye Olde Mill Stream. By Geo. L. Spaulding. Will Rossiter, Chicago.

My Irish Girl. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

Those Are Things That Happen Every Day. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

The Union of the Blue and the Gray. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

Tatters. Characteristic March and Two-Step. By Chas. Cohen. Sam Fox Publishing Co., Cleveland, Ohio.

Shenandoah. American Intermzzo Patrol. By Victor Bendel. Sam Fox Publishing Co., Cleveland, Ohio.

Ye Olde Mill. A Reverie. By Fred W. Adams. Sam Fox Publishing Co., Cleveland, Ohio.

Morrey's Directory, 1906. Carleton, Dundas, Gengarry, Grenville, Lanark, Leeds, Prescott, Renfrew, Russell, Stormont Counties and Bedford Township Union Publishing Co. of Ingersoll, Ingersoll, Ont.

The Up-to-date Phenological Chart. Harry Charles Kemp. Guelph

A Rose Waltz Song. Words and Music by Syble Straymore. Jerome H. Remick & Co., New York.

Puck of Pook's Hill. By Rudyard Kipling. (Book.) Rudyard Kipling, London, England.

The Wilbur Waltzes. Valse Brillante. By Lottie Burk Ware. Lottie Burk Ware, Montreal.

Checkets. March and Two-Step. By Geo. Lewis Whaley, Royce & Co., Limited, Toronto.

Les Pirates du Golfe St. Laurent. (Suite d'un Drame au Labrador.) Publie dans "Le Monde Illustré: Album Universel", Montreal, Que. (Droit Temporaire d'Auteur.) Dr. V. Eugene Dick, Ste-Anne de Beaupre, Que.

A Primer of General Method: Being an Introduction to Educational Theory and Practice on the Basis of Logic. By Sydney Edward Lang. The Copp, Clark Co., Limited, Toronto.

Miscellaneous Poems. By Andrew R. Simpson. (Book.) Andrew R. Simpson, London.

Musson's Concise Parish Register. (Book.) The Musson Book Co., Limited, Toronto.

The Merchant of Venice. (Shakespeare) Edited with Notes by Gertrude Lawler, M.A. Moranz & Co., Limited, Toronto.

Religion, Christ, The Church. By Rev. G. H. Porter, M.A., S.T.D. (Book.) Rev. George H. Porter, Little Metis, Que.

He Said He Was a Friend of Mine. Words by Vincent Bryan. Music by Chas. Robinson. Won't You Throw a Kiss to Me. (Linda.) Song. Music by Wm. McKenna. The Gamester Captain. Careless. (Music.) Hyacinth and Blue Bell. (Music.) Little Boy Blue. Gov. Dundee and Picadilly. Words by R. Melville Baker. Music by Clifton Crawford. Sante Fe. Little and Chorus. Words by R. Melville Baker. Music by Clifton Crawford. Love O' Mine. Fenton and Virginia. Words and Music by Clifton Crawford. Larry. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

God is Near Thee. Sacred Song. Music by T. C. Jeffers. Mus. Bac., Whaley, Royce & Co., Limited, Toronto.

Hamilton Schottische. By Isabelle M. Gray. Whaley, Royce & Co., Limited, Toronto.

Sir Nigel. By A. Conan Doyle. (Book.) A. Conan Doyle, London, England.

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Gray's Theme Tablet (Academy Theme Tablet.) Roland P. Gray, Wolfville, Nova Scotia.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

BELLEVILLE.

1. "Fighting Chance," by R. W. Chambers. McLeod
2. "The Jungle," by Upton Sinclair. McLeod.
3. "Whispering Smith," by F. H. Spearman. McLeod
4. "Alton of Somasco" by Harold Hindloss. McLeod.
5. "Bob Hampton of Placer," by R. Parrish. Briggs.
6. "Cattle Baron's Daughter," by H. Hindloss. McLeod.

CAICARY.

1. "Tides of Barnegat" by F. H. Smith. McLeod.
2. "Fighting Chance," by Robert W. Chambers. McLeod
3. "Treasure of Heaven," by Marie Corelli. Briggs.
4. "Call of the Blood," by R. S. Hichens. Briggs.
5. "Awakening of Helena Ritchie," by M. Deland. Poole
6. "Dream and the Business," by J. O. Hobbes. Copp.





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| Head Office | Capital               | - | \$ 1,500,000.00 |
| Toronto,    | Assets, over          | - | 3,460,000.00    |
| Ont.        | Income for 1905, over |   | 3,680,000.00    |

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### CHARLOTTETOWN.

1. "Treasure of Heaven," by Marie Corelli. Briggs.
2. "Heart that Knows," by C. G. D. Roberts. Copp.
3. "Lady Evelyn," by Max Pemberton. McLeod.
4. "Jane Cable," by G. B. McCutcheon. Briggs.
5. "A Motor-Car Divorce," by L. C. Hale. Briggs.
6. "Adventures of Billy Topsisal," by Norman Duncan. Revell.

### COLLINGWOOD.

1. "Tides of Barnegat," by F. H. Smith. McLeod.
2. "Cattle Baron's Daughter," by H. Bindloss. McLeod.
3. "Whispering Smith," by F. H. Spearman. McLeod.
4. "Coniston," by Winston Churchill. Macmillan.
5. "A Rock in the Baltic," by Robert Barr. McLeod.
6. "The Man who Rose Again," by Joseph Hocking. Copp.

### GUELPH.

1. "The Undertow," by R. E. Knowles. Revell.
2. "Fighting Chance," by R. W. Chambers. McLeod.
3. "Tides of Barnegat," by F. Hopkinson Smith. McLeod.
4. "Coniston," by Winston Churchill. Macmillan.
5. "Jane Cable," by G. B. McCutcheon. Briggs.
6. "Treasure of Heaven," by Marie Corelli. Briggs.

### HAMILTON.

1. "Fighting Chance," by R. W. Chambers. McLeod.
2. "Sir Nigel," by Conan Doyle. Briggs.
3. "Cattle Baron's Daughter," by H. Bindloss. McLeod.
4. "Coniston," by Winston Churchill. Macmillan.
5. "Treasure of Heaven," by Marie Corelli. Briggs.
6. "Tides of Barnegat," by F. H. Smith. McLeod.

### KINGSTON.

1. "Fighting Chance," by R. W. Chambers. McLeod.
2. "The Spoilers," by Rex E. Beach. Poole.
3. "Treasure of Heaven," by Marie Corelli. Briggs.
4. "Cattle Baron's Daughter," by H. Bindloss. McLeod.
5. "Call of the Blood," by Robert Hichens. Briggs.
6. "Blindfolded," by H. E. Walcott. McLeod.

### MONCTON.

1. "Fighting Chance," by R. W. Chambers. McLeod.
2. "Tides of Barnegat," by F. H. Smith. McLeod.
3. "Coniston," by Winston Churchill. Macmillan.
4. "Treasure of Heaven," by Marie Corelli. Briggs.
5. "Jane Cable," by G. B. McCutcheon. Briggs.
6. "The Jungle," by Upton Sinclair. McLeod.

### MONTREAL.

1. "Sir Nigel," by Conan Doyle. Briggs.
2. "Fighting Chance," by R. W. Chambers. McLeod.
3. "Jane Cable," by George Barr McCutcheon. Briggs.
4. "The Treasure of Heaven," by Marie Corelli. Briggs.
5. "Sophia of Kravonia," by Anthony Hope. Harpers.
6. "Call of the Blood," by Robert Hichens. Briggs.

### PETERBORO'.

1. "Fighting Chance," by Robert Chambers. McLeod.
2. "Jane Cable," by G. B. McCutcheon. Briggs.
3. "Treasure of Heaven," by Marie Corelli. Briggs.
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