

BOOKSELLER & STATIONER

and
Canadian Newsdealer

Official Organ of the Canadian Book, Stationery and Publishing Trades Association
and for Twenty-Four Years the Recognized Organ of the Book, Stationery and Fancy Goods Trades of Canada.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 10 Front St. E. WINNIPEG, 511 Union Bank Bldg. LONDON, ENG. 88 Fleet St. E.C.

PUBLICATION OFFICE: TORONTO, NOVEMBER, 1909



**YOU HAVE
HAD TIME
TO THINK
IT OVER**

WHAT?

That special proposition we first offered you some months ago. Do you remember what it was? Well, to put it briefly, it was this: We offered, and still offer, to any dealer sufficiently progressive to keep the hinges of his front door from getting rusty, the sole representation in his town for

**UNDERWOOD'S
CARBON PAPERS
AND RIBBONS**

Do you realize exactly what this means? Just this: you take and handle goods that are a known quantity; that as a result of accuracy and skill in making and systematic advertising are in constant demand.

You don't need to load up with a big stock—just enough to enable you to make quick turnovers, and you don't part with our active co-operation until the goods are in the hands of the consumer.

It would pay you to take the agency for your town. Suppose you let us have your decision to-day.

JOHN UNDERWOOD & Co

NEW YORK 90 Richmond St. East TORONTO LONDON, ENG.

Underwood's Inks last as long as the paper.

SPECIAL BARGAIN

Over a Million
XMAS AND
NEW YEAR
POST CARDS

100 different

highly embossed and colored. A regular
5 cent seller.

100 Assorted at \$1.00

1000 Assorted at 6.50

5000 Assorted at 30.00, sent prepaid

Largest assortment of other lines at equally
low prices.

Ask us to quote on SPECIAL VIEWS of
your town or your store.

Order now.

Headquarters for all kinds of novelties

Illustrated Post Card Co.

334 Notre Dame Street West
MONTREAL

Prospects Are Good Brighten Up Your Store

It is not a bit too early to start the ball rolling and encourage the "Early Shopping" idea by making some display yourself. We would suggest a Holly window, it will remind your customers of the approaching Holiday Season. We have,—

Holly Crepe Streamers

Holly Crepe Tissue

Holly Crepe Napkins

Holly Boxed Papeteries

Holly Boxed Pen Holders

Holly Boxed Fountain Pens

There exists great scope and opportunity for the display of good taste in a window that must influence the buying public. We have a splendid line.

Warwick Bros. & Rutter, Limited
Manufacturing Stationers **TORONTO**

BOOKSELLER AND STATIONER



GOODALL'S English Playing Cards

ARE SOLD BY THE LEADING WHOLESALE
Stationers

SALON, SULTAN SERIES
Handsomely Boxed and Gold Edges

IMPERIAL CLUB SERIES
The Leading 25c. Card

COLONIAL SERIES (Gold Edges)

LINETTE SERIES
1909, Special Large Indexes

ORDER THROUGH YOUR JOBBER

AUBREY O. HURST
REPRESENTATIVE

24 SCOTT ST.
TORONTO



The Hall Mark of Honesty

on a fountain pen, or indeed on any article, is essential if the buyer is to place confidence in its merits. This brand on S. & B. Fountain Pens signifies our willingness to assume the responsibility in connection with their manufacture. You seldom find a brand on "cheap" goods. The maker is seldom proud of them. Why a customer prefers branded goods is because of his inherent belief in the good faith and honesty of purpose which inspired the maker to put his seal on his finished work.



This is a guarantee that the quality is there and appears only on

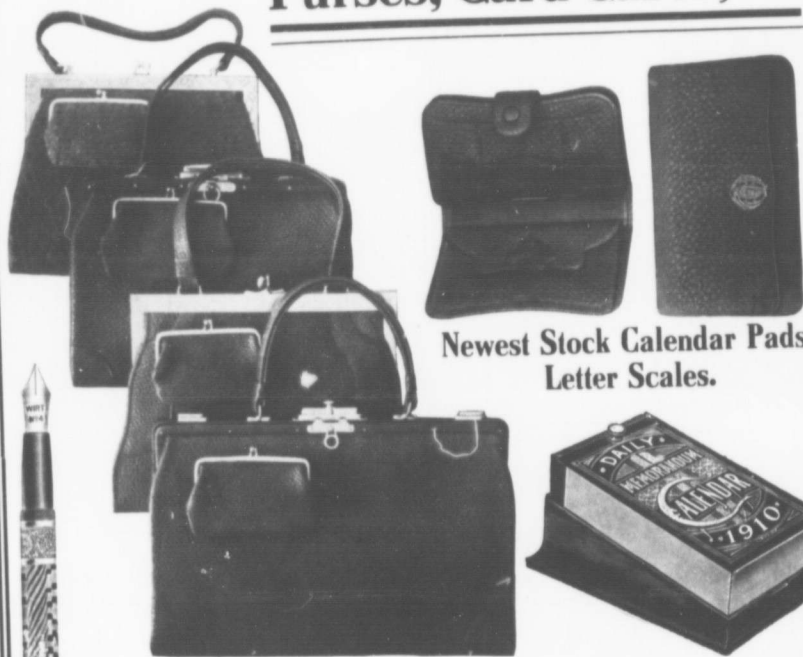
Sanford & Bennett FOUNTAIN PENS

Whether you want S. & B. fountain pens for imprint orders or otherwise matters little. Of one thing you are certain. You'll get all the merit that our trade mark implies. Goods that the leading stationers and jewelers in Canada and the United States are willing to risk their reputations upon must first conform to certain high standards of quality.

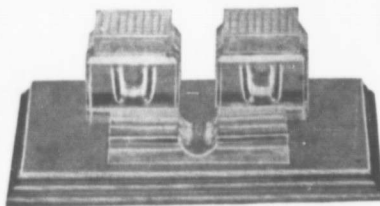
The fact that S. & B. Pens are handled by this class of trade is a pretty good indication that the pens are alright and meet the requirements of people who can afford to discriminate. Suppose you send for our catalog - if for nothing else than just to see how well we can suit you. You will find us specially prepared for rush orders for holiday trade.

SANFORD & BENNETT CO., Jewelers' Court, 51-53 Maiden Lane, New York.

We Keep the Largest Assortment and Best Value in
**Fine Leather Goods, Ladies' Bags,
Purses, Card Cases, Etc.**



Newest Stock Calendar Pads,
Letter Scales.



INK STANDS

Own make and
styles unequalled.

**PAUL E. WIRT'S
FOUNTAIN PENS**

"Get the Best."



Pocket and Office Diaries, 1910.

BROWN BROS., LIMITED
STATIONERS, TORONTO



DAVIDS' CELEBRATED INK

Unsurpassed for
Quality and Value

Electro-Chemical

BLUE BLACK FOUNTAIN PEN CARMINE

Manufactured by
Thaddeus Davids Co.
New York. Established 1825



BROWN BROS.

Limited

Canadian Agents, Toronto

E. MORRIS & CO.

(Wholesale)

STATIONERY SCHOOL SUPPLIES POSTCARDS

LOCAL VIEW POSTCARDS

We have the exclusive handling of the Products of
Three of the leading German Postcard Factories—
Specialists in their own particular style of card.

CHROMOTYPE BLACK and WHITE
HAND-COLORED SEPIA-BROWN
MARINE-BLUE

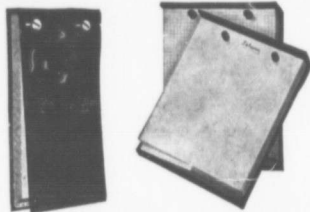
PRICES from \$4.50 m.

Write for samples, which will convince you that
we are showing high-grade cards only.

VANCOUVER, B.C.

TATUM

Loose Leaf "Post Price Book"



Patented July 13, 1909

Bound in Full Flexible Levant Grain Black Cowhide. Carried
in stock in EIGHT SIZES with SEVEN FORMS of rulings.

This binder and twenty-five other styles of
LOOSE LEAF HOLDERS AND BINDERS
fully described in our separate 40-page catalogue.

150-Page Catalogue of STATIONERS' SPECIALTIES
mailed on request.

THE SAM'L C. TATUM CO.

Manufacturers of Stationers' Specialties, Loose Leaf Devices,
Power Paper Punches and Perforators

No. 3318 Colerain Ave., CINCINNATI, OHIO, U.S.A.
New York Office, No. 197 Fulton Street

Your Ink Counter

is a source of steady profit only when satisfied cus-
tomers re-order. To make sure of re-orders sell

Carter's Writing Fluid

Always satisfies. Unsurpassed in fluidity, perman-
ence and fine writing qualities. Writes a restful
blue and dries a deep black.



No. 11

Quarts, Pints
and
Half Pints
have
Carter's
Patent Pourout.
No metal to
affect the ink.

Lightest and
most convenient
packing saves
on carrying
charges.
Most handsome
and
most convenient
package.

The Carter's Ink Co.

154 Craig St. West, Montreal
Boston New York Chicago

"More Popular than Ever"

That was the trade verdict on the 1908 Dennison Holiday lines—and the verdict of the trade is merely an expression of public approval. This year

Dennison's Holiday Gifts and Gift Dressings

are *even more* attractive and varied in their usefulness. Dennison Specialties are decorative counter goods—fast selling, profitable, attractive, satisfactory, usable. In the eyes of Christmas Shoppers they possess peculiar charm because they are beautiful, yet practical; out-of-the-ordinary, yet not bizarre; of real value, yet not expensive.

The Dennison lines should be the prominent feature in your 1909 Holiday Stock.



The articles pictured on this page give some idea of the great variety of the Dennison Holiday Lines, among which may be found

- | | | | |
|------------------|---------------------------------|------------------------------|--------------------------|
| Christmas Cards | Bells, Garlands and Decorations | Lunch Sets | Jewelry Cleaning Outfits |
| Christmas Tags | Crepe Paper in Rolls | Table Decorations | Sealing Wax Caskets |
| Christmas Labels | Decorated Crepe | Handy Boxes (7 Styles) | Passé-Partout Outfits |
| Christmas Seals | Tissue Paper | Jewelry Cabinets (29 Styles) | Doll Outfits |
| Gift Dressings | | | Doll House Outfits |

and many other seasonable, salable, profitable goods. Write for a copy of the

Dennison Holiday Catalogue for 1909

Illustrates and prices the Dennison Christmas Lines in full. If located near any of our stores a visit will be profitable to you.

Dennison Manufacturing Company

The Tag Makers

BOSTON 28 Franklin St.	NEW YORK 15 John St. 176 Nassau St., 27th St. Box, 205 Ave. and Broadway	PHILADELPHIA 3007 Chestnut St.
CHICAGO 25 Randolph St.	ST. LOUIS 410 North 4th St.	

INVITATION CABINETS



Each Cabinet contains 25 Invitation Cards and 25 Envelopes to match.
Suitable for Invitations or Correspondence.

Holland Linen Series

Trade Mark Registered

Fabric Finished Cards and Envelopes

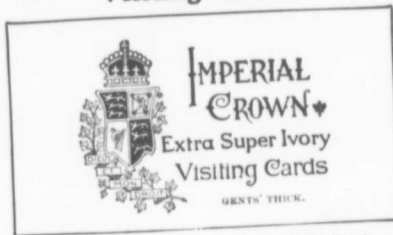
NO.		Price per 100 boxes.
1161.	Billet or Visiting Card size, plain, 2½ x 3½	\$15.00
1160.	Countess Size, plain, 3 x 4½	18.00
1159.	Oxford Size, plain, 3¼ x 5	20.00
1157.	Royal Size, plain, 3½ x 5½	24.00
1158.	Royal Size, Engraved "At Home," etc., 3½ x 5½	30.00
1158½.	Royal Size, Engraved "Afternoon Tea," etc., 3½ x 5½	30.00

Old Berkshire Series

Velvet Finished Cards and Envelopes

1193.	Billet or Visiting Card size, plain, 2½ x 3½	14.00
1190.	Oxford Size, plain 3¼ x 5	17.00
1191.	Oxford Size, Printed "At Home," etc., 3¼ x 5	20.00
1192.	Oxford Size, Printed "Afternoon Tea," etc., 3¼ x 5	20.00

Visiting Cards



Gents', Misses' and Ladies' sizes in all lines, both Thick and Thin, all packed in boxes of 50 Cards.

Chesterfield	-	Fine Ivory White.
Berkshire	-	Superfine Ivory White.
Imperial Crown	-	Extra Superfine Ivory White.
Holland Linen	-	Extra Superfine, Fabric Finish.

W. J. Gage & Co., Limited,

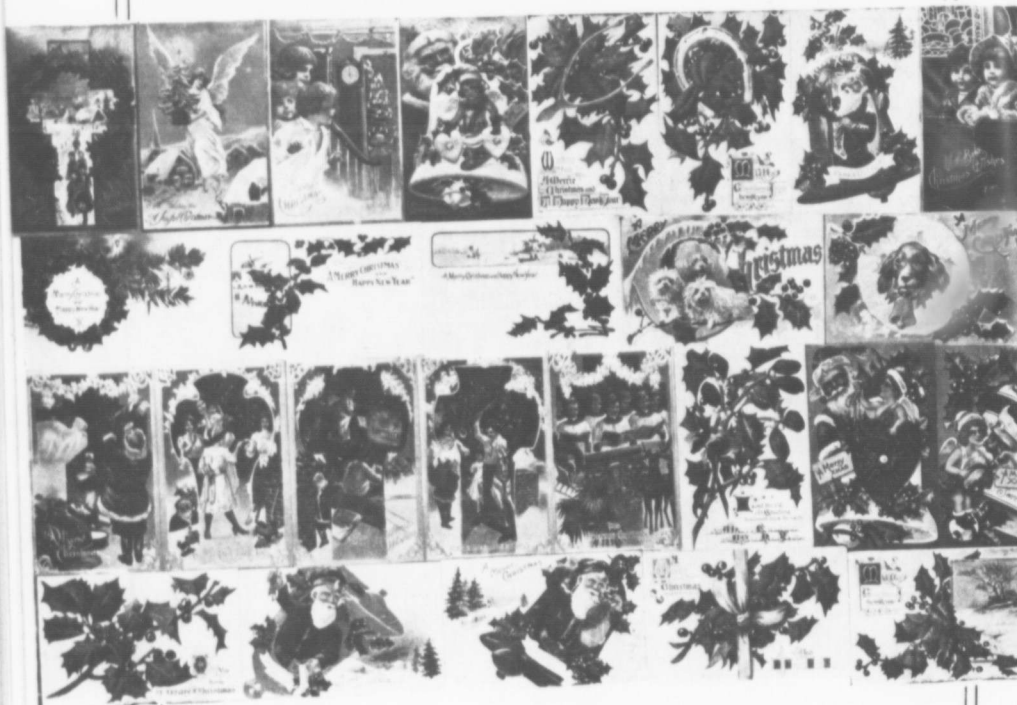
MANUFACTURING
STATIONERS,

Toronto, Ont.

PAPER MILLS AT ST. CATHARINES, ONTARIO.

BOOKSELLER AND STATIONER

A SAMPLE OF OUR VALUE



X. H. LINE

Wonderful value. 128 designs, heavily embossed,
rich colorings. Greatest value on the market.

\$1.00 PER 100

\$7.50 PER 1,000

We show an enormous range of Xmas and New Year
Post Cards, Booklets, Seals, Stickers, Tags, etc.

DROP A POST CARD FOR CATALOGUE

THE PUGH MANUFACTURING CO.

1 and 3 JARVIS STREET : : : TORONTO, CANADA

BOOKSELLER AND STATIONER

XMAS SUGGESTIONS

your customers will appreciate

The

"SWAN" FOUNT PEN

The Best Present.

*For Intimate and Good Friends
and to those one wishes to pay
a nice compliment. ❀ ❀ ❀*

All that
Pens should
be ❀ ❀ ❀

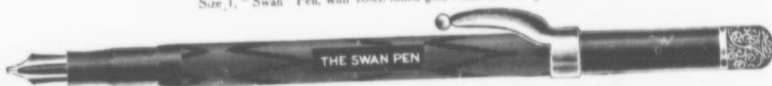
PRICES:

\$2.50 3.25 4.00
5.00 7.25 8.50
upwards to \$50.00

All that
Gifts should
be ❀ ❀ ❀



Size 1, "Swan" Pen, with 18-ct. rolled gold bands encircling holder.



Size 1, "Swan" Pen, with chased top and "Swan" Pocket Clip, rolled gold and silver.



Size 1, "Swan" Pen, Barrel Covered, Chased, rolled gold or silver.



Size 1, "Swan" Pen, Fully Covered, Hammered Silver, 18-ct. rolled gold and solid gold.



Size 5. Suited to users of large holders. In plain and engine turned patterns only. Silver or rolled gold.



New Size 4, "Swan," Wide Bands. Many other sizes and patterns.

For a simple, inexpensive gift, especially young students or clerks



"LONGSHORT" STYLOS

❀ ❀ **SHOW PROMINENTLY** ❀ ❀

*Catalogues and
Advertising Matter gladly
Sent Post Free*

MABIE, TODD & CO., Manufacturers

124 York Street, TORONTO
Head Office: 79 and 80, High Holborn, London, W.C., England.
And at Manchester, Paris, Brussels, New York, Chicago and Sydney

BOOKSELLER AND STATIONER

Tuck's Valentines for 1910

The Most Complete and Comprehensive Line in the market

Original in Conception
Quaint Effects

Perfect in Execution
Unique Designs

Dainty Love Missives

Humorous Conceits



Heart Shapes

In All Sizes.

Comical Climbers

Seven Designs
New and Startling



Valentine

Post Cards

in bewildering variety from original designs of well-known artists

High Class
Comics

Dainty
Novelties

Unique
Mechanicals



Write for our Handsomely Illustrated Booklet.

The best interests of the trade will be served by withholding their Valentine orders until they have had the opportunity of inspecting the line offered by

Raphael Tuck & Sons Company LIMITED

9-17 ST. ANTOINE ST., MONTREAL

London

Paris

Berlin

New York



SEASONABLE GOODS

Tally Cards New Designs and Styles **Bridge Tally Cards** An entirely new line
French Papeteries The latest Parisian styles (double envelopes). The first showing in Canada.

See these lines with our travellers now on the road, or samples mailed on application.

SMITH, DAVIDSON & WRIGHT, Limited
 WHOLESALE STATIONERS AND PAPER DEALERS VANCOUVER, B.C.

Holiday Stationery

The popularity of attractively boxed writing paper as a Christmas gift is increasing from year to year. Every indication points to a greater demand this season than ever before for holiday papeteries.

We have an exceptionally attractive line for the holiday season of 1910. The "fillers" are high grade stock of the best materials and most pleasing finishes, fully up to the well-known "Made in Berkshire" standard. The boxes themselves are to be found in extensive variety of size, shape and design, and at a wide range in price. This line includes the famous paper

CRANE'S LINEN LAWN

in white and the beautiful new shades, daybreak pink, willow green, orchid, aeroplane and vintage. These shades are steadily increasing in popularity, and are to be much in vogue this winter.

If you have not yet placed your holiday order, it will pay you to get in touch with us at once.

Eaton, Crane & Pike Company
 Pittsfield, Mass., U.S.A.
 Toronto Office, 42 Adelaide Street West



If you get stuck on
Fancy Calendar Pads for 1910

It will be because your competitor had Elliott Pads and you didn't.

Proof of the superiority and salability of Elliott Fancy Calendar Pads will be cheerfully sent you in shape of a complete sample line if you write us for same.

Also remember the Elliott Line of Art Calendars.

THE
CHAS. H. ELLIOTT
 COMPANY
 Philadelphia, Pa.

You Have Reason to Be Thankful

THINGS look good out West. With an abundant harvest safely stored, the stream of immigration steadily increasing, money plentiful and the hum of industry awakening the people to a sense of prevailing good times, it would be a singular business man who would not feel thankful for such prosperity. In consequence of the bigger business outlook, the approaching holiday season should find you fully prepared. But does it? Are you sure your stocks are large enough? Isn't there something you have overlooked? Investigate, and if you need anything, trust us to get it to you in time at prices which will give you additional cause for thankfulness. Don't delay. To-morrow's opportunities haven't arrived yet—and to-day's are here. So order now.

CHRISTMAS
 GOODS
 DOLLS, GAMES,
 GIFT
 BOOKS,
 FANCY GOODS

CLARK BROS. & CO., LIMITED :: :: :: **WINNIPEG, MAN.**

"Victor" Quality



Quality is the argument that convinces people. You can prove to them that the

Victor Gramophone

is the best musically and mechanically. This means greater business and more profit for you. Tell people that the voices of the greatest singers in the world are recorded exclusively for the Victor-Gramophone; that the foremost bands and orchestras make records for the Victor-Gramophone only—you will be abundantly repaid for your efforts—Victor-Gramophone profits are worth looking into. Send for catalogs and dealers' prices.

Berliner Gramophone Co.
MONTREAL LIMITED

The Northern Mills Co.

PAPER MANUFACTURERS

PRINTING AND WRITING PAPERS

Super-calendered, Velvet and Machine Finished Book, Litho and Antique Printing, Engine Sized Writing and Envelope Papers, White and Tinted Bond.

Typewriter Papers (Glazed and Rough Finished), Envelopes, Bill Heads, etc.

Ask for "Canadian Bond," "Provincial Bond," "Adelia," "Northern Mills," and "Federal Writing Manilla."

Head Office, Montreal, 278 St. Paul St.

Mills, St. Adele, Que.

Have You Money to Invest? Are You Interested in Finance?

If so, our present offer will interest you.

The Financial Post

Canada's weekly Investment and Financial Journal will be sent you from date to January, 1911, for the sum of \$3.00, the amount of the regular annual subscription. This introductory offer means that you would receive **THE FINANCIAL POST** from now until the end of this year free of charge.

The special articles and Editorial Comment of **THE FINANCIAL POST** are acknowledged by Canada's leading financial men to be both authoritative and interesting, and in addition, reliable and complete information is always to be found of stock movements, bond and debenture issues, dividends declared, real estate, mining and financial news generally.

Your best interests will be served by availing yourself of this offer.

Ask for sample copy

Address:

The Financial Post of Canada
TORONTO

"WELLINGTON" PHOTO SPECIALTIES

PLATES PAPERS FILMS

No order too small for best attention

WAUD & CO., 13 St. John St., MONTREAL



POST CARDS

Always latest lines in Postal Cards, Series, Comics, Love Subjects, Expensive Cards, special for Holidays; Booklets, Tinsel Powders, etc. Ask for prices. All orders promptly attended; a trial order will convince you. **SPECIAL:** A nice assortment of 500 Post Cards Christmas and New Year, for \$5.00.

EUROPEAN POST CARD COMPANY
146 St. James St. MONTREAL

Trafalgar Works
Bradford, Eng.

Star Works
Accrington, Eng.

LONSDALE & BARTHOLOMEW, LTD.

Publishers of the "ART SERIES"
Private Greeting Christmas Cards
and Carbon Pictures.

Sample albums free, showing cards printed complete in exact state as delivered to customers.

Write for samples and particulars.

DO IT NOW

LONSDALE & BARTHOLOMEW, LTD.

300 St. James St.,

Montreal

“
W
O
R
L
D
”

We Don't Advertise

merely to sell *more* Blotting, but to sell *better* Blotting Paper

NONE BUT THE GOOD KINDS

are worth advertising. Our slogan is *quality*. If you have not used

“WORLD” “HOLLYWOOD”

or

“RELIANCE”

Send for samples and see the qualities.

THE ALBEMARLE PAPER MANUFACTURING Co.

Makers of Blotting Paper Only

RICHMOND

VIRGINIA

B
L
O
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T
I
N
G



ABOUT six months ago we booked an order for shipping tags (the cheapest kind we make) for a Company shipping castings and machine parts.

The other day they wanted another lot of tags and we suggested using a tougher tag. It didn't take much to persuade them, as the cheaper tag was not sufficiently strong to carry their heavy merchandise. We are now running their order on a four grade better tag.

Let us check up your tag situation. Samples of all kinds on request.



**SOUTHAM'S
SHIPPING
TAGS**

PRICES
ON ALL GRADES
IN STANDARD
OR ODD SIZES
ON APPLICATION.

**SOUTHAM LIMITED
MONTREAL**

Ticket, Tag and Label Department

DECIDE NOW AND SEND FOR THESE ASSORTMENTS

READY SELLERS LARGE PROFITS

We put up these sample assortments with great care
THEY CONTAIN ONLY PROVEN SELLERS

Calendars

Sample Assortment - \$9.45

72 Calendars, all different, all with local views of your town, some hand painted, others trimmed with metal bells, ribbon, etc., etc.

They sell retail at 10, 15, 20, 25, 35 and 50 cents.

The 72 cost you \$9.45

They sell for \$18.60

In ordering, send 4 or 6 views or postcards to copy.

Xmas Novelties

Sample Assortment - \$9.45

72 pieces, all different, including burnt leather and wood novelties, decorated card and silk articles, etc., photo frames, tie racks, hat pin holders, match holders, etc., etc.

They sell retail at 10, 15, 20,

25, 35 and 50 cents.

The 72 cost you \$9.45

They sell for \$18.60

Pyrography

Wood stamped for home burning
Sample Assortment - \$10.70

52 pieces, all different, including one outfit, boxes, panels, tie racks, match holders, pipe racks, photo frames, etc., etc.

They sell retail at 10, 15, 20, 25, 35, 50, and 75 cents and \$1.00.

The 52 pieces cost you \$10.70

They sell for \$19.85

NOTE THE PROFITS - THEY ARE WORTH WHILE

Catalogues and pamphlets mailed on request Every article we sell we manufacture

Manufacturers of Leather
and Fancy Goods

YOUNG BROS.

TORONTO

107 and 109 Church St.
150 King St. East

American Branch - Falls Street, Niagara, Falls, N.Y.

Higgins' Inks and Adhesives



The Higgins' Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. PRICE LISTS AND DISCOUNTS ON REQUEST.

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

Originators and Manufacturers of Inks and Adhesives

MAIN OFFICE, 271 Ninth St.
FACTORY, 280, 304 Eighth St.

BROOKLYN, N.Y., U.S.A.

National BLANK BOOKS

TRADE



MARK

MADE in all sizes, rulings and bindings to meet every requirement of the accountant. They contain paper of extra fine quality—the best products of the Holyoke Mills being used for the purpose.

The National Line also includes a wide variety of Loose Leaf Ledgers, Price Books and Memorandums.

National Blank Book Co.

HOLYOKE

MASSACHUSETTS

BOOKSELLER AND STATIONER

AT LAST!

A PERFECT

Retails at \$1.00

SELF-FILLING STYLO PEN

PATENTED THROUGHOUT THE WORLD



STEWART'S SELF-FILLING STYLO is manufactured on the natural principle of a syringe. The barrel is fitted with a vulcanite plunger, with a specially prepared cork attachment. To fill the pen it is only necessary to immerse the point in ink and draw out the piston rod, the pen is then filled ready for use. The sectional part is so constructed as to admit of the ink being drawn into the barrel, and for the air to enter to automatically regulate the flow of ink. A patent ink trap in the section prevents the possibility of leaking. The point is made of platinum, and is of the finest quality, and the spring needle is specially designed to give a perfect flow of ink without flooding.

STEWART'S SELF-FILLING STYLO (Patented)

Branded with Customers' own names for quantities of one gross and upwards

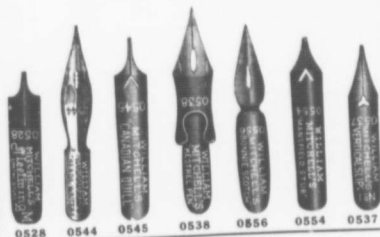
PATENTEES AND SOLE MANUFACTURERS:

CONWAY, STEWART & CO., Ltd., Fountain Pen Manufacturers, 33 Paternoster Row, London, E.C., Eng.

WILLIAM MITCHELL'S

POPULAR PATTERNS!
BEST QUALITY!
BRITISH MAKE!

PENS



The Canadian Catalogue Shows
SPOT COST

THE NEW LONDON ADDRESS IS
No. 8 Warwick Lane

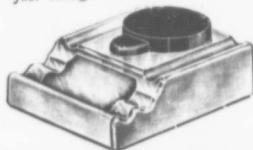
REGISTERED OFFICE AND MANUFACTORY
Washington Works, BIRMINGHAM

WILLIAM MITCHELL (PENS) Ltd.

VICTOR INKSTANDS

"Just enough ink to ink the pen."

Small
Cut
Shows
Our
No. 25



Large
Cut
Shows
Our
No. 35

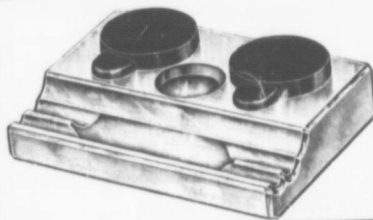
Retail
Price
75c.

Retail
Price
\$1.25

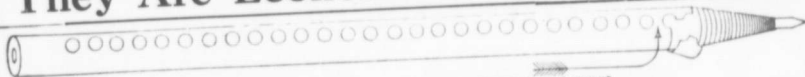
Victor Inkstands keep ink clean and liquid, having an extra large capacity with only a very small exposure to the air. Easy to clean and fill - cannot upset; covers move so easily that they can be opened and closed with the pen point.

LIBERAL TRADE DISCOUNT
Sold by all Canadian Wholesalers

C. H. Numan, Dept. -
354 BROADWAY, - - - NEW YORK, U.S.A.



They Are Economical and Convenient



CUT BETWEEN HOLES AND UNWIND

To sharpen, cut one thickness of paper between the holes, as indicated, and unwind.

Blaisdell Paper Pencils

nor do the points break, and no time is lost in sharpening. rough irregular point of the knife-sharpened pencil. As Blaisdell Paper Pencils are easily and quickly sharpened with a pin or a sharp instrument, they are splendidly adapted for ladies' use. Get with the successful dealers and stock this line. The crayons are made in nine leading colors. For Sale by the Wholesale Trade in Canada.

These are the three great features which distinguish Blaisdell Paper Pencils and which have made for them a permanent place in the regard of pencil users. They are always ready. They waste no lead, the points are always uniform and symmetrical in contrast with the points of ordinary pencils. They are always uniform and quickly sharpened with a pin or a sharp instrument, they are splendidly adapted for ladies' use. Get with the successful dealers and stock this line. The crayons are made in nine leading colors. For Sale by the Wholesale Trade in Canada.



Toilet Cases

Fancy Leather Goods

We make an extensive line suitable for dealers in Fancy Goods, Stationery, Haberdashery, etc.

Send for Illustrated Catalogue

C. F. Rump & Sons Established 1850

PHILADELPHIA, PA., U.S.A.

New York Salesrooms 683-685 Broadway Au - Luncheon Outfit



Au - Luncheon Outfit

"Sports" Playing Cards

The Best Value in the Market

One of Many Varieties



LACROSSE DESIGN

Leaders in a second grade

Good Luck and St. Lawrence

Special card for whist players Colonial Whist

We are headquarters for Playing Cards—Made in Canada—Style and finish equal to Imported Cards.

Advertising Cards of all sorts, Novel designs Coated Litho. and Book Papers


FOR SAMPLES AND PRICES APPLY

CONSOLIDATED LITHOGRAPHING AND MANUFACTURING CO., LIMITED

Successors to The Union Card and Paper Company, Montreal.

Every Man with a Fountain Pen NEEDS THE

Kymox Klip



The only clip that gives entire satisfaction

Steel, 5 cents

German Silver, 10 cents


Rolled Gold, 25 cents

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Discount to the Trade on application.

Consolidated Safety Pin Co.

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Good opening for a hustling young manufacturers' agent to take over the representation of a number of American houses in Canada. Write, giving all necessary qualifications, etc., to

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that we are supplying the two largest cities in America and the U.S. Government with solid crayons is evidence that the best and cheapest are made by

The Standard Crayon Mfg. Co.
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A Modern Device



The Acme No. 2 Binder

This is a machine that drives a flat staple that holds. It penetrates the thickest and toughest paper and will not tear the thinnest. Easy and convenient to work and will not get out of order, because it is simply made. The price is moderate and is one of the least inducements that will sell it to the busy office worker.

Ask your jobbing house about it.

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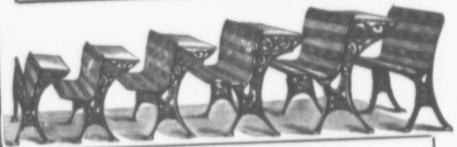
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CAPITAL	\$1,400,000.00
ASSETS	2,182,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.98

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Incorporated 1851
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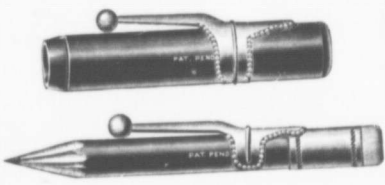
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HON. GEO. A. COX, President,
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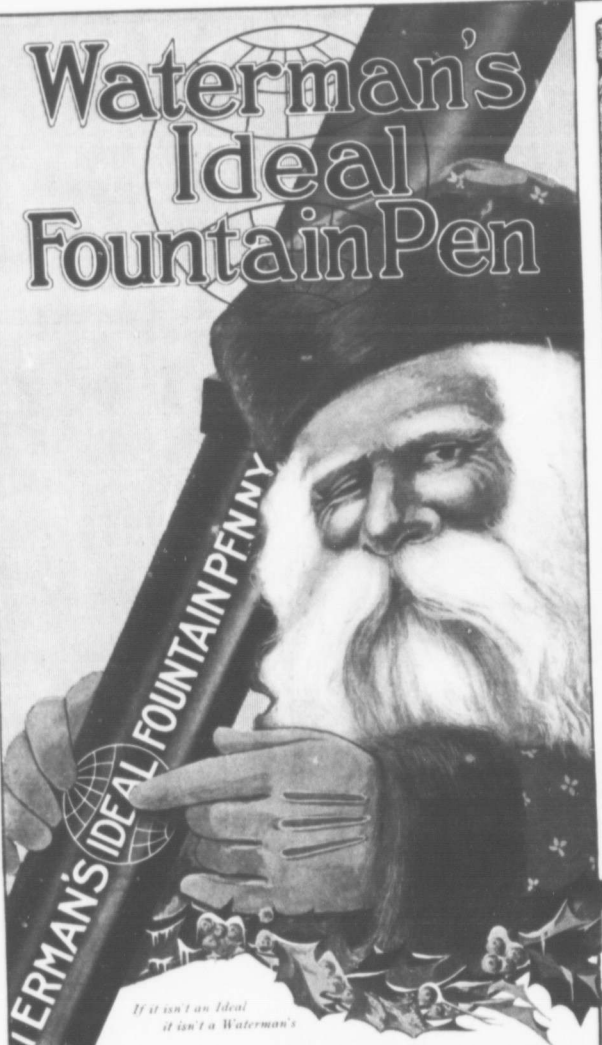
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BOOKSELLER AND STATIONER

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it isn't a Waterman's*

The Effect of Twenty-Five Years of Advertising

The advertising of Waterman's Ideals has continually increased with their sales. This year our Christmas Gift publicity, of which the above is a counterpart, will be the largest campaign ever conducted. The quality has always been maintained on the highest plane of perfection and new lines and styles added until, to-day, every demand that may arise can be fulfilled from this one standard line. The millions of users of Waterman's Ideals are the permanent advertisers of the pen. Replenish your stock at once and receive the sales benefits of our national campaign for this one universal gift line.

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 Extra
 German Silver 25 cents
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Bookseller and Stationer

and Canadian Newsdealer

A monthly journal devoted to the interests
of the Bookselling and Stationery Trades

Subscription: One Dollar a Year
Single copies : : Ten Cents

Vol. XXV

TORONTO, CANADA, NOVEMBER, 1909

No. 11

Encouraging Convention Held by the Canadian Trade

Third Annual Meeting of the Canadian Book, Stationery and Publishing
Trades Association—Important Steps Taken to Build Up the Organ-
ization — Several Prominent Men Speak at the Trade Dinner.

TORONTO, OCTOBER 26.—The third annual convention of the Canadian Book, Stationery and Publishing Trades Association, brought to a close to-day, marks a forward step in the progress of the organization. Apart from the fact that the convention was the most interesting and successful ever held, steps were taken at it to enlarge and develop the Association, which will make it a real power for good in the trade.

The attendance was representative of the best elements in the bookselling business. The proceedings were marked by a desire to accomplish something and the entertainment features were enjoyed by everybody.

The First Session.

President Cloke took the chair at 2 p.m. yesterday (Thanksgiving Day), and the proceedings were opened in the usual way by the reading of the minutes of the last annual meeting. Then followed the Secretary-Treasurer's Report. The secretary pointed out some of the difficulties he had had to contend with, in the apathy of the trade on the one hand, and in the limited time he had at his disposal to give to the affairs of the Association. He referred to the work of the Executive Committee in arranging to admit the publishers and wholesalers to membership and to the efforts which had been made to induce the Education Department to relieve the difficulties of the trade. He further explained the steps which had been taken by the Association to show the Department how seriously the booksellers had been injured by the reader contract with the Eaton Co.

The financial statement showed a small balance to the credit of the Association.

President's Address.

Mr. Cloke then delivered the presidential address. He expressed gratification at the encouraging attendance, being particularly pleased to note the presence of a representative from the Province of Quebec. He hoped to see at future meetings representatives from all parts of Canada. He reported that he had called on the Minister of Education and had done what he could to secure satisfaction for the trade but without avail.

He pointed out that while the trade had great cause for thankfulness in the prosperity of the country, yet the book trade was not securing the advantages it should, because of a lack of organization. There was hardly an item of merchandise but what the price of it had gone up, with the exception of books. Books were cheaper and

to-day a book could be purchased for 25 cts. which used to be worth 60 cts. In England they were trying to put a stop to these cheap editions. Cheap books were a detriment to the trade and not an advantage.

The cost of selling goods was at least 25 per cent. This was a conservative figure. Publishers should give a third off. Eighty-four cents should be the highest prices for a \$1.25 book.

Mr. Cloke felt that there should be a local organization in every town, village and city in Canada. He would take as their motto "Proper prices, proper profits, proper protection."

R. J. Edgar's Paper.

R. J. Edgar, of Owen Sound, who had been invited to address the booksellers on "The Department of Education and the School Book Question," was unable to be present but sent in a paper on the subject which was read by the President. In his paper Mr. Edgar commenced by explaining that his criticism of the Department was aimed at their policy of changing text-books without due notice being given to the public. His desire was for a square deal to all concerned. "The bookseller does not deserve persecution from the Department, but on the other hand he should have all the assistance righteously obtainable from the Minister of Education. Why so? Because in the first place he ranks well in any community. He is coeval with the revival of education, and as a landmark of civilization he may be said to be the outcome of the printing press. He has no monopoly, his income is not fabulous, he is a necessity rather to be nourished, then crushed by an enlightened Educational Department."

Mr. Edgar took issue with the Deputy Minister, who had asserted that the department were not responsible for the dealings between the booksellers and publishers, which were carried on with regular trade conditions. He asked if authorized school text books, the sale and price of which were controlled by the Department, were under regular trade conditions. Most certainly they were not.

Poorer Books.

He also took issue with the statement of the Department that "our chief object is to produce larger, cheaper and better books," contending that while they might be larger, they were really not cheaper and certainly not better books. "Is there any comparison of Eaton's Primer and First Book, with the discarded Morang Part I and Part II? The readers are not cheaper and better but on

BOOKSELLER AND STATIONER

the whole drayer and inferior as would naturally result from the huge advertising scheme of the publishers."

The Department had promised to find out why the publishers of the readers had been unable to supply the demand but as yet they had not done so. Mr. Edgar did not blame the publishers for the delays but he did blame the Education Department, who should have given the contract to a bona fide publishing house with some experience of the supply and demand.



J. G. CLOKE, HAMILTON
President 1909-'10

Mr. Edgar referred to the Deputy Minister's statement that school boards might by resolution continue the old books in use and the minister's announcement that the boards had been notified to this effect in July. This was not the case in Owen Sound at any rate.

In the United States the Government furnish a new book to all for the exchange of an old text book. This principle might well be considered for Ontario.

"A gross injustice has been done the people of this province through the mistakes made by the Education Department and the bookseller has been the chief sufferer," concluded Mr. Edgar.

General Discussion.

A general discussion followed the reading of Mr. Edgar's paper. G. W. Solman, M.P.P., Chatham, felt that the Association's appeals to the Department had not been altogether in vain. He believed that it had stopped public tenders. Since the letting of the reader contract, the other new books had been given to legitimate publishers. He believed that there was very little danger of any more books going to the Eaton Co. He believed that 20 per cent. on school books was a pretty good discount. It was at least better than free distribution.

J. Taylor, Hanover, did not consider 20 per cent. a sufficient discount, when the cost of doing business was from 20 to 23 per cent. and even higher. There was no money in handling books at the price. Express rates added immensely to the cost. Then there were always poor people who had to be supplied with books for nothing. The government should either relieve the booksellers altogether of the work of distribution or else give them a decent profit. He was opposed to the principle of free distribution and believed that the children should own their own books.

A. T. Chapman, Montreal, felt that discussion would be better if pointed. He would like to see a resolution introduced. For the government to require the publishers to sell single copies at the trade discount was absurd and illogical. It should not be allowed for a minute.

A. L. Geen, Belleville, believed that all this talk about the school book business was giving the Eaton Co. too much publicity. He pled for united action with other trades in securing relief.

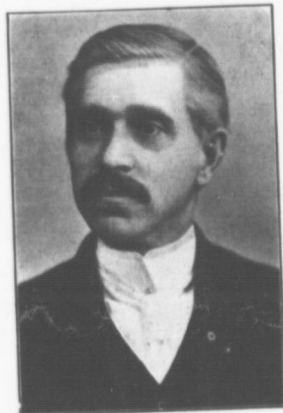
M. G. Hay, St. Thomas; C. L. Nelles, Guelph; Geo. Mason, Wingham; and Henry Button, Toronto, also spoke, and finally a vote of thanks was passed to Mr. Edgar for his paper. This brought the afternoon session to a close.

The Banquet.

At 6.30, the members, having been joined by a number of the publishers, wholesalers and travelers sat down to a fine repast in the private dining-room of the hotel. At the head of the table were seated Hon. W. L. Mackenzie King, Minister of Labor; Controller Hoeken, Toronto; J. S. Willison, editor Toronto News; Geo. H. Locke, Public Librarian; D. C. Hossack, Toronto; Mr. Elson, editor the World, and Richard Brown, the dean of the trade. After the viands had been disposed of, the toast list was proceeded with. The King's health was first honored and then the company drank to the health of the guests.

Hon. Mackenzie King responded in an eloquent speech in which he pointed out the responsibilities of the booksellers and the opportunity which was theirs to mould the thoughts of young Canada. He was followed by D. C. Hossack and George H. Locke, both of whom spoke on a high plane, encouraging the booksellers to greater effort.

The toast to the Press was introduced briefly by Henry Button, manager of Cassell & Co., J. S. Willison, editor of the Toronto News responded; followed by Editor Elson, of the World.



A. H. JARVIS, OTTAWA
Vice-President 1909-'10

The Travelers, the Trade and the Association were toasted in turn, among the speakers being George Mason, of Wingham; Richard Brown, of Toronto; G. W. Sulman, M.P.P., Chatham; M. G. Hays, St. Thomas; C. L. Nelles, Guelph; B. G. Hay, Toronto. The evening was

BOOKSELLER AND STATIONER

brought to a conclusion about eleven o'clock, every one expressing delight at the good things provided.

TUESDAY MORNING.

A short session of the Executive Committee was held at 9.30 and the general meeting opened at 10.15. The first item of business was the presentation of resolutions.

Resolution No. 1.—That the following statement be presented at once to the Hon. Minister of Education,—The booksellers and stationers of Canada in annual session assembled have passed the following resolution and submit it to you trusting that you will grant their request. "That the clause in the text book contracts compelling publishers to sell their books by the single copy at the twenty per cent. discount be eliminated and that they be allowed to charge published prices for the books in quantities less than twelve copies."

Moved by A. A. Perry, seconded by John L. Widman, that this resolution be adopted. Carried.

Resolution No. 2.—That we the booksellers and stationers consider the time has come when the wholesale trade and jobbers should make all invoices F.O.B. Toronto, as it is not justice to the retailers that cases and cartage should be charged on merchandise at the point where goods are purchased.

Moved by C. W. Wood, seconded by F. H. Chapple, that this resolution be adopted. Carried.

Resolution No. 3.—That we deprecate the fact that the wall paper manufacturers in Canada have combined in such a way as to harass the trade and raise the price of their products unduly and believe it would be in the best interest of the trade and the consumer if there was competition among the factories and believe that the combination should either be dissolved or the Association peti-



A. T. CHAPMAN, MONTREAL
Member of Executive

tion the government to lower the rate of duty on wall paper.

Moved by G. W. Sulman, seconded by George Porter, that this resolution be adopted. Carried.

Election of Officers.

The election of officers was then proceeded with and resulted as follows:—

President:—J. G. Cloke, Hamilton.
Vice-President:—A. H. Jarvis, Ottawa.
Executive Committee:—G. W. Sulman, Chatham;
John F. Sifton, London; C. L. Nelles, Guelph; Wm. Tyrrell, Toronto; A. T. Chapman, Montreal.
Secretary-Treasurer, W. A. Craik, Toronto. (Ap-



G. W. SULMAN, M.P.P., CHATHAM
Member of Executive

pointed by Executive Committee and holds office under them).

Addresses.

Four excellent addresses were now delivered before the Association. The first speaker was George H. Locke, Toronto's Public Librarian, who pointed out how the Public Library, properly understood and properly managed, was a great help to the bookseller, teaching a love of books to the public.

Mr. Locke was followed by A. F. Sheldon, of Chicago, the great authority on salesmanship, who took this vital problem as his subject. For over half an hour he held his hearers' closest attention, as he threw new light on the important part salesmanship holds in any business. This address alone was worth coming to Toronto to hear.

Weston Wrigley, secretary of the Retail Hardware Dealers' Association spoke next, explaining lucidly some of the ways in which his Association works up interest in its annual convention. A. T. Chapman of Montreal was the last speaker and he gave his listeners some admirable pointers.

What is Being Said.

Some of those present at the meeting have taken the trouble to write to the secretary on their return home to express their appreciation of the convention. All these letters indicate a very general satisfaction with the arrangements and with what was accomplished. From which, it is evident that the Association is very much alive and will be heard from in the future.

Another Shot From Mr. Mason.

W. A. Craik, secretary—"After thirty years of experience as a "philanthropic" and professional benefactor of the human race in the bookselling business, I feel that

I have been strongly identified with the turtle variety and have only just poked my head out through the hard shell of exclusiveness, and the banquet "done" it. Mr. Ireland, of Owen Sound, in writing the other day, in reference to the government's action in the school book matter said: "We are in the soup," so I have been thinking since I got your note that if we as booksellers had all been in Toronto on the evening of the 26th and had the Prince George's soup into us we would get some inspiration and become a power which the government would have to reckon with, but the fact is in a great measure we have local jealousies, also a spirit of indifference to our own welfare, and heretofore not being properly united our demands are refused by the autocrats of departments. There is no trade in Canada to-day which is harder hit from every side. What with the government and a hundred and one other circumstances to combat, the trade is in a bad way; were it not for selling hair pads, pins, needles and soap, where under the canopy of heaven would we be? perhaps politicians—which would be worse. However, I was impressed with the members of the trade at the convention, not a job lot, but worthy citizens of a great country, and I trust, sir, that your efforts in conjunction with Mr. Hay will make the Association one of the best in Canada, I would say to my brethren of the trade and others who handle the goods as a side line, to help build up the Association by influence, by presence at meetings and by financial assistance, as guns cannot go off without powder.

GEO. MASON."

Still Other Enthusiasts.

Albert L. Goen, Belleville.—"Permit me to thank you for the successful and enjoyable gathering of the booksellers and stationers in Toronto on Thanksgiving Day. I am fully persuaded that such conventions are of great benefit to merchants. They tend to broaden our ideas and to strengthen that good fellowship which should exist among us. We had many good things but what I enjoyed most of all was the practical address of Mr. Sheldon. I am satisfied that if we had a union of all branches, our 'Prayme' could be relieved."

J. G. Cloke, Hamilton.—"Convention was the best we've ever held, the attendance was good, every session was full of interest, the address and speeches were inspiring and helpful. All present seemed to take a lively interest in the proceedings. The banquet was a great success."

J. R. Wells, Hamilton.—"I enjoyed and appreciated the meetings and dinner held in Toronto last week. Although, only a two year old member, the Association has been a decided benefit to me, in many ways. As regards the convention, anyone connected with the trade, would have enjoyed the breezy speeches of the various members, variety of subjects handled by men of wide experience, and the good comradeship shown by all. The dinner will long linger in my memory as a profitable and pleasing function, these occasions being helpful to gather data as regards trade conditions generally."

John F. Sifton, London.—"The increased attendance at all the business sessions, and the discussions of the various items of business show that the booksellers are alive and up-to-date as they should be. I know I am glad that I spent the two days at the association and will look forward to next year, hoping that our membership will be at least three hundred, and that one half of them will attend the annual meeting. Regarding the social end, it was everything that any one could desire. The speeches at the banquet and at the open meetings of the Association

were excellent, and every bookseller, that attended could not help coming away from them knowing that his time and money had been well spent."

J. Taylor, Hanover.—"I debated considerably in my own mind whether going to the annual meeting was worth the time and expense, particularly as I was very busy anyway. I finally concluded on Saturday evening that I would go once more, and I am more than glad that I did. I have come home better satisfied with my calling, and larger ideas, and higher ideals that I shall strive for the fulfilment during the next year. If the Association can offer as good a programme for next annual meeting (and I personally think it will be much better), I would not miss it if I could possibly be present."

Charles L. Nelles, Guelph.—"As one of those who assembled in Toronto on Thanksgiving Day I must say that the two days were extremely profitable and the speeches and remarks heard at the meeting were such that I feel better for them and come back with new ideas and plans for my daily work. Those who did not attend have missed the best event in the history of the Association and now that the organizing has been thoroughly arranged, it is my earnest hope that next year will see the booksellers with such a strength behind them that they will be able to arrange and rectify a number of things that are at present detrimental to the success of trade."

John L. Wideman, St. Jacob's.—"When I got the notice about the meeting and when I saw that the editors of the Globe and the News, along with Mr. King were to be among the speakers, although it was short notice, I at once decided to attend and I do not regret doing so, as I felt myself more than repaid, after listening to the speeches of the aforesaid and others at the dinner. And then again next day the two addresses by Mr. Locke and Mr. Sheldon, more than repaid all of us, besides the general discussion and information at our meetings. I also greatly appreciated the getting acquainted with others in our trade."

Miss A. Goodeve, Woodstock.—"I was very much impressed with the idea of how much may be done in unity. If there had been more there I am sure they would have been benefited by listening to and taking part in the discussion that took place on subjects of interest to all booksellers. I very much enjoyed listening to the able addresses provided for our entertainment."

G. W. Sulman, Chatham.—"I have attended many conventions of different kinds, but have never been at one as enthusiastic as the one we held Monday and Tuesday. The addresses that were presented to those present would amply repay any bookseller in the Dominion to attend at Toronto to hear them and I believe that I got more lasting good out of the Association this year than I have ever received from any other one quarter before. I cannot understand why every bookseller and stationer in Canada does not join this Association and receive the benefits which it is now giving and which are bound to increase as the society enlarges."

W. W. Porta, Brighton.—"I wish to express to you the pleasure and satisfaction I derive from attending the convention of booksellers and stationers. And I have been thinking if all the booksellers knew how much they missed the membership would be many times larger. The time and money spent is a good investment. The exchange of views and opinions of a lot of intelligent men engaged in the same line of business is certainly beneficial. Some of the speeches were really inspiring and the social side of this convention is most enjoyable, and the trade dinner was certainly a success."

BOOKSELLER AND STATIONER

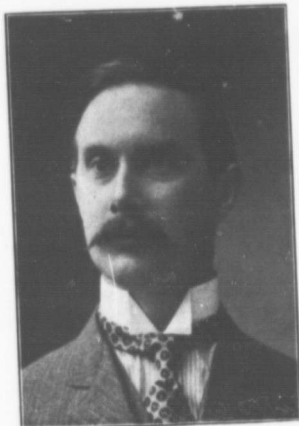
Personal Studies and Impressions.

George Mason, of Wingham? When everything else about the convention fades away, when the great and glorious dinner is finally digested, when even the name of Pycne sinks out of sight, the memory of George Mason, of Wingham, will survive and glow warmly in the minds and hearts of all present. The jovial smile, the short crisp sentences, the telling pauses, will be recalled with pleasant remembrance in the years to come. Mr. Mason's speeches at the afternoon session and at the banquet were the features of the day.

The hearty laughter of George Sulman, M.P.P., of Chatham accounts for many things. No wonder the people of Kent were unable to resist him. No wonder he won the riding by a big majority. To see him lean back in his chair, close his eyes and laugh at the sallies of his friends was enough to inspire even the most pessimistic of men. "Depose Pycne and enthrono Sulman" might well be taken as a slogan for the Ontario booksellers. They would then get a hearing at least.

The Quebec representative on the 1909-1910 Executive, A. T. Chapman, of Montreal, won golden opinions from all present for the same way in which he viewed the various problems that came up for discussion. Mr. Chapman is a bookish man both in looks and in attainments. He has a keen appreciation of his wares and believes in elevating the bookselling business to a high plane of usefulness. The impression he made on his hearers was excellent.

M. G. Hay, of St. Thomas, the only bookseller who has been known to retire with wealth from a precarious calling, was present. What that means can only be appreciated by those who know him. A booksellers' meeting, without the genial presence of Moray Hay, would be a fizzle. His offer to act as organizer for the Association without any remuneration, is just a sample of his kindly nature. It's up to the booksellers now to help Hay "make hay while the sun shines."



GEO. H. LOCKE
Public Librarian, Toronto, a Speaker at the Convention

That J. G. Cloke, of Hamilton, can fill the presidential chair to the satisfaction of everybody was amply proved by his re-election to office. He simply had to take it, despite his strenuous wiggling to get out of it.

He had an idea that he had been unworthy of the position, had not done his duty, etc., but he was presently convinced that the members thought quite otherwise.

"Button, Button, who's got the Button?" was a game that everybody enjoyed. It added zest to the convention. As a result the House of Cassell became much better known to all present.



JOHN L. WIDEMAN, ST. JACOBS
An Interested Visitor to the Convention

An interesting personality at the convention was John L. Wideman of St. Jacob's. This hale and hearty old gentleman is a native of Markham, where he was born in 1833. He lived on a farm for the first sixteen years of his life and then worked for two years as a carpenter. He went to St. Jacob's in 1852 as a clerk in Geo. W. Eby's general store and in 1854 started business with two others as Yost, Winkler & Wideman, general merchants. In later years he carried on a general business by himself and at present he conducts a drug and book store. From 1865 to July 1 of the present year, he held the office of postmaster of St. Jacob's. He has held many municipal offices and is in fact one of the grand old business men of Ontario. He believes in the benefits of travel and last summer took an extended trip to the Pacific Coast.

THE INGENUITY OF ROBERT BARR.

A good story is told of Robert Barr, who was years ago known only as a humorist and newspaper writer. He visited a national political convention at Chicago as correspondent for his newspaper. Having generously given away his admission ticket to a lady of his acquaintance, he was at a loss to get into the building. At length he went to a neighboring shop, borrowed a tattered coat and a pair of overalls, and with an old pailful of sloppy water walked triumphantly past the doorkeepers, who thought he was an attendant. He meant to keep the pail as a souvenir, but it became lost in the crowd.

John Mills, Limited, is a new incorporation to acquire and conduct the business of John Mills, London.

H. Schooley's book store, in Brampton, was destroyed by fire on Nov. 10.

NEWS FROM CANADIAN CENTRES— Trade Outlook is Good—Organization Probable in Winnipeg—School Book Grievances in Ottawa— Stock-Taking Completed in Montreal Stores.

MONTREAL

Montreal, Nov. 8.—October business is reported by local booksellers to have been better than during this period last year. The college openings were responsible for large sales of text books—and the general book and stationery trade has been more active than usual. The outlook for Christmas and holiday trade is exceptionally bright, as financial conditions are much easier at present than during the past two years.

Stocktaking was the order of the day in many of the large St. Catherine Street bookstores. This served to weed out many undesirable and slow-selling titles, a thing which happens in the best of regulated stocks. Quite a number of bargain sales were advertised in the daily papers, and in conjunction, windows were used as one of the cheapest and most effective forms of attracting trade.

Initial displays and arrangements of current fiction were commendable in most stores.

Throughout the month of October, Robt. W. Chamber's interesting story, "The Danzer Mark," ran neck and neck with Rex Beach's "The Silver Horde." The fact that a dramatization of Rex Beach's "The Barrier" was recently performed here with great success at one of the principal theatres, served to bring this author's name prominently before the Montreal public.

"The Pallads of a Cheechako," although not among the new books for the month, continues to command a brisk demand which promises, in time to surpass his work, "The Songs of a Sourdough"—as far as sales are concerned. E. P. Oppenheim's new book "Jeanne of the Marshes," is also prominent as a seller at present, as is "Stradella," Marion Crawford's new book. "Truxton King," by Geo. B. McCutcheon, is to the fore, while the demand for "Northern Lights," by Sir Gilbert Parker, is coming along rapidly now that the work is becoming more generally known. Louis Tracy also has a new book launched upon the market, titled the "Stowaway." There is no doubt, that once this book becomes known it will prove a rapid seller.

AFFAIRS IN WINNIPEG.

Winnipeg, Nov. 8.—The extension of the Robinson & Co. department store necessitated the removal of John A. Hart's book and stationery business to a new store a few doors north. This store is being equipped in an up-to-date manner.

The local stationery trade is keeping up well. The grain business improves the stationery business each fall in a marked way, as new sets of books are issued annually for this work.

Wholesalers report business brisk in all parts of the west. The demand for school books has been heavy. Christmas goods are being stocked now by the retail trade. Owing to shortages last Christmas, orders are heavier than ever.

Text book sales have been excellent this fall. The prosperity of the country has increased the number of students at the colleges and there have been additional courses in electrical engineering, political economy and history inserted in the University curriculum.

"The Romantic Settlement of Lord Selkirk's Colonists," by Dr. George Bryce, is taking well here, in view of the interest created in the coming Selkirk Centennial Exhibition.

Russell, Lang & Co., have made a great success this fall with college pennants. They have also handled a City of Winnipeg pennant with success.

J. S. Clark, secretary (pro tem) of the retail merchants' association, has been instrumental in getting local booksellers and stationers to join the association. Already the booksellers have been convinced that it is a step in the right direction. There are several matters which they feel must be adjusted at once in order that their rights might be preserved. It is proposed to have the retail booksellers and stationers organize as a body section to work in harmony with the larger association. The other branches of trade, such as the grocers, hardware merchants and butchers, have sectional organizations and find it quite advantageous. The booksellers will no doubt agree to the policy when Mr. Clark approaches them on the subject.

NOTES FROM THE CAPITAL

Ottawa, Nov. 8.—The inconvenience caused by the delay in publishing the new school books is being experienced in Ottawa the same as in other cities and towns. It seems a great pity that when the books are authorized they cannot be supplied in sufficient quantity to meet the demand.

Not long ago a stroll into an Ottawa bookstore would reveal the condition of affairs as regards these school books readers and spellers. Bright-faced, ambitious, earnest, industrious boys and girls eager to procure the new means of study were continually told that the same could not be supplied owing to non-receipt from the publisher. One proprietor stated that he actually lost five hundred dollars by not having a sufficient supply of these books.

When interrogated concerning the ordering of only a few copies at a time, he intimated that no bookseller cared to stock his shelves with a pile of these books, which in a comparatively short time might become obsolete and thus prove a source of loss to him. One gentleman stated that he intended going out of the school book business entirely as there was no profit in it.

In this respect it appears but fair to the publisher, the wholesaler, the retailer and the student that some definite assurance be given by the Education Department at the time of issue as to what period that issue will cover. In this way the stores could stock a number deemed adequate for the demand anticipated during the said period. For as one stationer remarked, the publishers also do not care to print any unnecessary copies, for these mean a corresponding loss to them. Naturally the first cost is not as great as the subsequent costs, but nevertheless all semblance of tendency to loss should be dispelled.

Some of our Provincial statisticians might be employed by the Government to provide expert suggestions as to the probable requirements for a given period, and then the Department of Education could furnish the publisher with some good, sound, basic material to work upon. In case of emergency, to meet extra requirements, the plates could be kept for a certain length of time, and reports received periodically from the publishers and wholesalers as to the sale of the books. It is up to our Provincial parliamentarians to devise ways and means to promote the interests of the business man and the student.

Hallow'en masks were in greater evidence this year than for some time. Many of the windows provided serious discussion for the young folk.

The idea of drawing attention to special trades books should promote business with the various mechanics. "The Bookstore" frequently advertises books for carpenters, masons, electricians, etc. These men require pointers on their labor the same as others and they appreciate such announcements. It's one way of securing a special line of patronage.

Several new books have made their appearance among them being, "Forty Minutes Late," by H. Hopkinson Smith; "The Suitable Child," Norman Duncan; "The Stowaway," Tracy; and "The Attie Guest," R. E. Knowles.

Those forming the best sellers are "The Danger Mark," R. W. Chambers; "Calling of Dan Matthews," H. B. Wright; "The Silver Horde," Rex Beach; "The Goose Girl," McGrath; "The White Prophet," Hall Caine; "Northern Lights," Gilbert Parker, and "Actions and Reactions," Kipling.

Miss A. C. Laut's new historical book "Canada, The Empire of the North," has been reduced from \$2.50 to \$2, and in the opinion of local booksellers is still a little on the expensive side. Of course the literary merit may warrant the price, but when one pays two dollars for a book they usually expect a fair return.

OUTLOOK IN FORT WILLIAM.

Fort William, Nov. 6.—Booksellers and stationers of this city are now busy unpacking new stock and arranging their present stocks in an attractive way. The post-card trade is "holding up" very well, but is much below the summer record. Office stationery and papeteries are selling well. The book trade is now in the pink of condition. All booksellers report large sales. Conditions are very favorable in Fort William for a large Christmas trade and the booksellers are prepared for it—though some believe their stocks will be pretty low when the rush is over.

BUSINESS GOOD IN ST. JOHN.

St. John, N.B., Nov. 6.—Among the booksellers and stationers here there is a general activity now in opening up new Christmas goods, and the Christmas show-rooms are being prepared with a view to tempting the seekers after novelties, who will shortly begin their annual buying tours. In going the rounds of the various stores the dealers all report that they have received the bulk of their holiday goods and with many the great question is, how to display them to the best advantage? Several of the dealers have large stock-rooms above the sales department on the ground floor, and now the staple goods are being packed in as small a compass as possible and temporary show tables are being set up and utilized for the Santa Claus goods, converting these ordinarily uninteresting looking portions of the store into a veritable fairyland. All are looking forward to a good Christmas season and heavy stocks have been ordered in consequence.

The business of the late Thomas J. Flood is being carried on by his executors. Hoyt Bros., who opened up an art room on King Street, after the fire that destroyed Reid Bros.' premises, are gradually increasing their stock, and they report business very satisfactory. They are making a specialty of picture framing and carry a large line of attractive pictures of all kinds.

F. G. Nelson & Co., report that the past few months

have been very satisfactory. There has been an increasing demand for magazines and the new books have met with a ready sale. In photographic supplies there has been a steady demand all summer, but just at present this branch of the business is rather quiet.

Barnes & Co. are showing a very attractive line of Christmas gift cards and booklets on which they print the names of the buyers, and many orders are being booked. W. E. H.

NEW STORE IN ST. THOMAS.

St. Thomas, Nov. 1.—H. A. Turnpenny and J. Earle Curran have entered into partnership as Turnpenny & Curran, and have opened a book, stationery, fancy goods and wall paper emporium at 627 Talbot Street. They have had the store re-decorated throughout, have put in a new front, with 7 foot deep windows, lighted each with 200 candle-power lights, and have installed three 8 feet all glass silent salesmen, 32 sectional bookcases and a newspaper and magazine stand. They have put in a stock of stationery, leather goods, fancy goods, office supplies, books, artists' supplies, games, toys and wall paper. Mr. Turnpenny was for twenty years in the wall paper business in St. Thomas. Mr. Curran has had a long experience in the manufacturing end, having been with the St. Thomas Journal and with various book and supply houses in Toronto. He went into business in Sarnia last July.

THE USE OF THE RENOUF NAME.

Montreal, Nov. 6.—In 1906 Col. Renouf disposed of his retail business, corner University and St. Catherine Streets, to the Cambridge Corporation Limited, who, up to September 24th, 1909, carried on the business under the name of E. M. Renouf, Ltd. During this time Col. Renouf was the president of the Cambridge Corporation, Limited. On this day he resigned from the board of directors and repurchased the name of E. M. Renouf, Limited, also charter and good will. In the meantime no further business will be transacted under the name of E. M. Renouf, Ltd. or E. M. Renouf.

STILL A LOYAL FRIEND OF OURS.

Editor Bookseller and Stationer.—Although I am now out of the business of bookseller and stationer, the terrible fire of the 3th of November last having wiped out all my assets by the total destruction of my stock, I desire to continue my subscription to Bookseller and Stationer, so as to keep in touch with the trade. After 16 years in the trade I find a retirement into the two public offices I have held so long very congenial and have not the slightest hankering after a return to the worry and turmoil of trade. Had I done this twenty years ago, it would have been better for me immeasurably. I enclose you one dollar to pay the current subscription.

Pembroke, Nov. 2, 1909. S. E. MITCHELL.

(The two offices to which Mr. Mitchell refers are county clerk of Renfrew and police magistrate of Pembroke. As the former he has officiated at the election of warden forty times, a record held by only one other county clerk in Ontario. During the whole of that forty years he has been present at and during every session and the council has never been delayed one hour from any fault of his. Mr. Mitchell has the records of the county in such shape as to be unequalled within the province for facility of reference. They are all accurately and systematically indexed.—Editor B. & S.)



THE BOOK BAZAAR

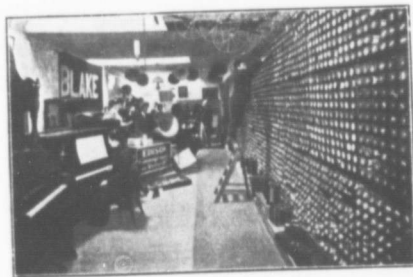
CANADIAN-AUSTRALIAN BOOKSELLER
 —The Success of P. Blake, a native of Aylmer, in the Antipodes—Runs a Store at Albury, a Railway Centre.

Melbourne, September 21.—One of Australia's most successful booksellers is a Canadian, P. Blake of Albury. Mr. Blake was born at Aylmer in Ontario, but left Canada when quite a young man and settled in Australia. His book store is located at Albury, a town of some 7,000 inhabitants on the borders of Victoria and New South Wales, and on the main line between Melbourne and Sydney. Owing to the change of gauge, all passengers have to change here, so that the station is an important one.

Mr. Blake leases the railway bookstall and takes a very active part in the working of the same, especially on the arrival of the mail trains, and it is certainly not his fault if a passenger should resume his journey without a plentiful supply of literature to while away the tedium of the long journey.

As will be seen from the pictures, Mr. Blake has a fine store and carries the usual stock of a bookseller and stationer, and in addition has an extensive lending library to which are added all new works as published. He also has a special department for the sale of musical instruments and being the sole agents in the town for Edison records, carries a big range. His average stock of records is 6,000.

Mr. Blake's store is well arranged to suit the comfort of his customers. On entry, one sees a fine display of the latest fiction and up-to-date stationery, and passing through the store reaches the library where he can

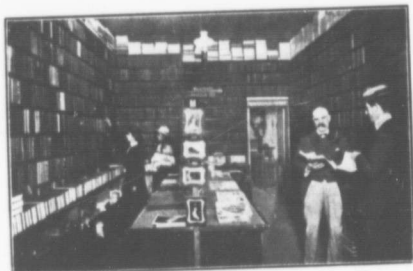


THE PHONOGRAPH DEPARTMENT

peruse any of the volumes whilst making his selection. Should, however, the choice of an organ, violin or perhaps Caruso's latest song on a phonograph record be the object of the visit, one passes through the library to the music department. Mr. Blake was delighted to have a chat about Canada with your correspondent. J. M.

RENOUF COMPANY BUILDS.

Montreal, Nov. 6.—Col. Renouf of The Renouf Publishing Company, recently completed the purchase of a large block of land with buildings thereon at numbers 21, 23, 25 McGill College Avenue. He is proceeding to erect a new building. The foundation has been made such that eventually it will carry a ten storey building. However, for the present, but three stories will be erected. As soon as the building is finished the company will enter the new quarters. The property is just off St. Catherine Street and is situated in a most advantageous position. The cost of the land and new structure will be in the vicinity of \$75,000 for the first three stories and when the building is completed the cost will not be less than \$150,000. The first fire-proof building erected in the uptown district, by the way, was built by Col. Renouf at the corner of University and St. Catherine Streets in 1901. It is known as the Renouf Building.



THE EXCHANGE LIBRARY

CHANGES IN THE TRADE.

J. A. Osborne, stationer, Rainy River, is advertising his business for sale.

The Western School Supply Co., Regina, have sold out to H. W. Laird.

G. A. Wadehouse, druggist and stationer, Walkerton, has sold out to A. P. Sieveright.

H. C. Douglas, of Edmonton, has secured the business of W. J. Stephenson of Wetaskiwin.

Etienne Roby, for the last thirty-seven years connected with the Beaubehin book and printing establishment, Montreal, of which firm he had become manager, died on November 6, at the age of 51 years, after an illness of six months' duration. He leaves seven children, five sons and two daughters. One of the sons is the Rev. Father Roby, of the Jesuit Order.

J. C. Mullin, Church and Wellington Sts., Alliston, is adding to his present grocery stock, a line of stationery and books.

B. G. Tugham, druggist and stationer, Grassy Lake, Alberta, has sold out to John D. McCrostie.

HUNT'S ROUND POINTED PENS

THEY DON'T SCRATCH, BLOT OR SPURT

RECEIVED THE ONLY GOLD MEDAL

THEY DO WRITE RIGHT WEAR LONG

AWARDED TO STEEL PENS AT ST. LOUIS FOR

EXCELLENCE OF MANUFACTURE AND SUPERIORITY OF FINISHED PRODUCT

FOR GENERAL WRITING



No. 16. GIGANTIC—Firm action. Exceptionally durable writing pen. 80 cents.



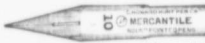
No. 700. COURIER PEN—Medium points. For general writing. 80 cents.



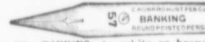
No. 7. TRIBUNE PEN—Medium points. Very popular for general writing. 80 cents.



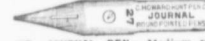
No. 87. FALCON PEN—Medium fine points. Made in colors, white or bronze. 65 cts.



No. 10. MERCANTILE—In white or bronze. Fine pen for general purposes. 75 cents.



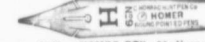
No. 67. BANKING in white or bronze. A popular general writing pen. 75 cents.



No. 27. JOURNAL PEN—Medium points. Good business pen, new. 75 cents.



No. 42. RIGID—Very firm action. Extensively used by Banks and business houses. 75 cents.



No. 9. "H" or HOMER PEN—Medium points. For general writing, new. 80 cents.



No. 46. ELASTIC—Medium point, springy action. 75 cents.



No. 54. STRAND PEN—Elastic action. Medium fine points. 75 cents.

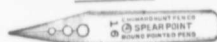


No. 24. LEDGER—Ideal Pen for bookkeeping, correspondence and card entries. Fine point. 80 cents.

No. 4. ARROW—75 cents

THEY ARE THE RESULT OF OUR PROCESS OF ROUNDING THE POINTS

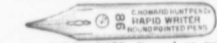
TURNED UP POINTS AND MANIFOLD PENS



No. 16. SPEAR POINT PEN—Medium fine point, long nib, flexible action. A very desirable pen. 75 cents.



No. 6. SPEEDWAY PEN—Turned up point, rigid action; holds plenty of ink. 75 cts.



No. 88. RAPID WRITER—Turned up points. For rapid writing. 75 cents.



No. 88 E. F. RAPID WRITER—Turned up point. Finer point than No. 88. 75 cts.



No. 513. GLOBE—Point dented, like a half ball. 75 cents.



No. 64. TRIPLICATOR—Ideal pen for making clear carbon impressions. Extra heavy steel. \$1.00.



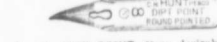
No. 74. MANIFOLD PEN—Very desirable for carbon copies. 75 cents.



No. 29M. MEDIUM NIB—A very superior pen, new. Made in colors, black and white. 75 cents.



No. 29B. BROAD NIB—A very superior pen, new. Made in colors, black and white. 75 cents.



No. 8. DIPT POINT—Very desirable for entering figures. Fine point. 75 cents.

No. 26 SUN—\$1.00

FOR STUB WRITING



No. 70. TRIBUNE STUB—Medium broad points, stiff action, new. 80 cents.



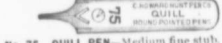
No. 709. COURIER STUB PEN—Medium broad points. A very popular stub, new. 80 cents.



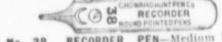
No. 420. REGNUM PEN—Medium stub points. Very smooth writing, special, new; not made of steel. \$1.00.



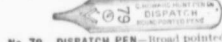
No. 65. MANUSCRIPT PEN—Popular business stub pen. Medium coarse points. 75 cents.



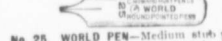
No. 75. QUILL PEN—Medium fine stub. Popular with those who like the old-fashioned goose-quill effect. 75 cents.



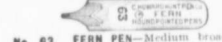
No. 38. RECORDER PEN—Medium broad points, slightly elastic. 75 cents.



No. 79. DISPATCH PEN—Broad pointed stub. Chocolate color. Superior engraving pen. 75 cents.



No. 25. WORLD PEN—Medium stub points. Very smooth writing. Not made of steel. 75 cents.



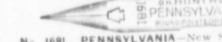
No. 63. FERN PEN—Medium broad stub points. Excellent engraving pattern. 75 cents.



No. 30. ROUND POINTED STUB PEN—Nickel-silver plated, embossed K. lined. Most perfect and handsome stub pen made. \$1.00.



No. 62. VASSAR PEN—Medium fine engraving points. 75 cents.



No. 1681. PENNSYLVANIA—New style for general commercial use. Long nibs. 75 cents.

No. 18. F. NAT'L SLANT—\$1.00

Write for show case proposition, "The Great Time Saver," to our sales agents for Canada
McFARLANE, SON & HODGSON, Limited, MONTREAL.

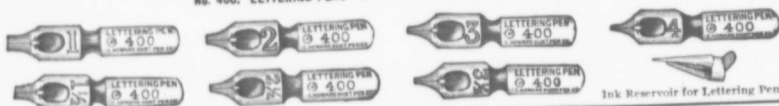
HUNT'S ROUND POINTED PENS

ALL NUMBERS SILVER PLATED, \$1.00 PER GROSS; GOLD PLATED, \$1.50

FOR SCHOOLS

- No. 11. SEMI-SLANT PEN—Medium fine point, nib adapted to intermediate slant writing. 75 cents.
- No. 12. PRIMARY PEN—An ideal pen for styles of writing. 75 cents.
- No. 85. SCHOLAR PEN—Fine points, nib adapted to slant writing. 75 cents.
- No. 86. SCHOOL PEN—Fine points, elastic action for fine slant writing. 75 cents.
- No. 66. VERTICAL PEN—Fine points, slightly elastic; designed for fine vertical writing. 75 cents.
- No. 67. VERTICAL PEN—Medium fine points, firm action. Most perfect pen for school use. 75 cents.
- No. 68. VERTICAL PEN—Medium fine points, stiff action. Most perfect pen for vertical writing. 75 cents.
- No. 69. VERTICAL PEN—Medium fine points, rigid action, superior school pattern. 75 cents.

No. 400. LETTERING PENS—seven different points. \$1.00 per gross.



Ink Reservoir for Lettering Pens.

SPECIAL STYLES

- No. 102. CROW QUILL PEN—Each pen in a black japanned penholder. One dozen pens and one dozen holders on card. \$5.00 per gross.
- No. 107. HAWK QUILL PEN—Extra fine point, more stiff than No. 102 and very durable. Each pen in a black japanned penholder, and one dozen holders on card. \$5.00 per gross.
- No. 73. LAUNDRY—Firm action. Silver metal. Made expressly for marking linen, etc. \$1.00.
- No. 43. NUGGET—A superior metal pen. 75c.
- No. 100. ARTIST PEN—Very delicate point. For lithographers and map drawers. \$1.60.
- No. 71. MUSIC PEN—Three points, two slits. A perfect pen for making the dash and dot in music writing. \$1.00.
- No. 72. TWO LINE RULING PEN—Makes two fine lines at once; largely used by bookkeepers and others for ruling. \$1.60.

FOR BANKS, BUSINESS COLLEGES AND FINE WRITERS.

- No. 47. E Z RITER—Fine point. An exceptionally easy action. 75 cents.
- No. 1. FIRST NATIONAL—Medium points, very popular with Banks. 80 cents.
- No. 96. FINE FALCON—Firm points. Between No. 27 and us in action. 75 cents.
- No. 44. GRAPHIC—In white or blue. The most popular general writing pen made. 75 cents.
- No. 41. EDDYSTONE—Extra fine point, holds plenty of ink and is a very desirable pen. 75 cents.
- No. 98. STIFF FALCON—An extra stiff Falcon Pen, medium fine point. Metal bracer and more durable than any other style of Falcon. Satisfaction guaranteed. 75 cts.
- No. 5. DROOP POINT—Rigid action, Good clerical pen. 75 cents.
- No. 232. THE BOURSE—Fine point, easy action. One of the best general purpose pens. 75 cts.
- No. 45. BULLPEN PEN—Medium fine, pleasant action. 75 cents.
- No. 59. UNIVERSITY PEN—Medium fine, new. Moderate action, very popular. 75 cents.
- No. 59 E F. UNIVERSITY PEN—Extra fine point, flexible action. Very desirable for Commercial colleges and expert work. 75 cents.
- No. 20. CENTURY PEN—Very fine points, new. Elastic action. For very fine writing. 75 cents.
- No. 17. SUCCESS PEN—Fine point. Moderate action, excellent for figures. 75 cts.
- No. 27. EXTRA FINE—Elastic action. An ideal pen for artistic writers. 80 cents.
- No. 21. COMPANION PEN—For fine writing and bookkeeping. 75 cents.
- No. 101. IMPERIAL PEN—Extra fine points, triple elastic action. For experts only, where they desire a hair line and heavy shading. \$1.00.
- No. 95. LADY FALCON—Fine point. Very popular with ladies. 75 cents.
- No. 99. DRAWING PEN—Extra fine points. \$1.00.

Write for show case proposition, "The Great Time Saver," to our sales agents for Canada
 McFARLANE, SON & HODGSON, Limited, MONTREAL

THE MUSIC DEPARTMENT.

Sheet music dealers in the large centres throughout the Dominion are advertising popular songs. Some dealers, more progressive than others, are advertising strenuously with a view to reaching the music loving public who frequent the music halls, theatres, dances, and also those who prefer to stay in the house these cold frosty nights and enjoy musical entertainments.

Fall days are certainly the days to get busy in the sheet music business as this is one of the best periods of the year to make money in this line.

If you are interested write the editor of this paper for particulars re forming a music department in conjunction with the selling of books and they will be gladly sent.

Some of the new songs introduced in Montreal this month and also some of the good sellers will be found below:—

"Moonlight Dear," by Murchison & Hodge, is pleasing in words, melody and music. It's going to be a big hit. The Delmar Music Co., Montreal, are the publishers. Another good number recently published by this house, although of a different calibre, is titled "I Was Born With Nothing," by H. W. Schubert.

"Carrie," or "Carry Marry Harry," by McCree and Von Tiltz, is exceptionally catchy, and before the season is far gone should prove to be one of its biggest hits. The York Music Co. is the publishers.

Shapiro, the publisher, is still booking orders in Canada for "When I Dream in the Glooming of You."

A new song by the writers of "I Wish I Had a Girl," the title of which is "Boys, I've Found a Girl," promises to become as popular as any of the songs written by this team. It is also published by Shapiro.

"Come Be My Sunshine, Dearie," is a pretty and catchy number published by M. Witmark & Sons.

Helf & Hager have a good piece in "Wedding Bells," by Rodden & Helf. It is on the march style and is played with a swing.

Jerome H. Remich is still prominent with a number of new songs. Williams & Van Alstyne are the authors of a comic song entitled "Heinze." John Hall is the author of "Easter Lillies"; E. M. Bacon wrote "Good Night, Dear Heart," and Dempsey & Schmid are the

writers of that pretty little song "The Garden of Roses."

MOVING COMPLETED.

Toronto, November 11.—The Copp, Clark Co. have finally completed the moving of their manufacturing plant from Colborne St. to the new factory building on the south side of Wellington St. West, near Portland St. The unavoidable delay in filling orders from stock of home manufacture, which necessarily follows such a step, will now be promptly overcome, and all departments will resume their regular routine with renewed energy.



NEW HOME, PUGH MFG. COMPANY, TORONTO

NEW PREMISES OF THE PUGH MANUFACTURING COMPANY.

The recent removal of The Pugh Manufacturing Company to much larger premises at 1 and 3 Jarvis Street, is proof not only of the rapid increase in this company's business, but also of the firm foothold which the picture post card has in Canada. The new building is a three storey and basement structure, and being situated on the corner of the Esplanade is well supplied with light on three sides. The general offices are in the front portion of the ground floor, the remainder of the building being occupied as work and stock rooms.

A CONVINCING ARGUMENT

in favor of our lines is that they sell better than any others. There are no papers so good in quality, so thoroughly reliable, so well manufactured or so artistically put up. All these appeal to the best judgment of the trade, and that is why our goods are so generally handled throughout the entire trade. There is no other stock so large, varied, or complete, and new papers, tints and finishes are continually being added. We always keep our regular lines up without saying much about them, but you know them so well it is needless to enumerate.

Write us for samples of Hurd's Stationery from the North Pole for Little People. You will find they are timely, attractive, and will sell at sight.

GEO. B. HURD & CO.

Fine Paper Makers

425 & 427 Broome Street, New York, U. S. A.

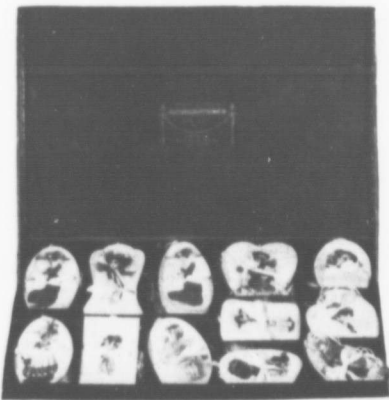


What Manufacturers and Jobbers Offer This Month

Great Activity among Fountain Pen Makers—Pens Make Ideal Christmas Gifts—Papeterie Showings—Post Cards for Christmas.

Tally Card Assortment.

Tally Card Assortment No. 27, put up by the Copp, Clark Co., contains one gross. There are twelve designs in girl-heads, girl figures, both half and full, Dutch figures



and winter scenes. The cards are in two parts, fastened with pink or blue tassels. The under half is plain white with Table and Couple No. marked on it. This collection constitutes a very dainty arrangement of ideas. Price of assortment, \$6.50. The same designs may be had with photogravure effects in an assortment of 300. Price, \$6.

Society Stationery.

W. J. Gage & Co. are giving special attention at this season to their lines of invitation cabinets, visiting cards and papeteries, all of which are goods which will be in demand during the holidays and winter. Gage & Co.'s line of invitation cabinets covers the ground with respect to this class of goods as the range takes in all sizes, both with fabric finished and smooth finished contents, and with plain cards or cards engraved for "At Home" or "Afternoon Tea" purposes. A detailed description of these invitation cabinets will be found in their advertisement on another page. Another line of society stationery manufactured by the W. J. Gage Co. on a large scale is visiting cards. They make a complete line in all grades, from ordinary White Ivory to Holland Linnen Cloth finish. Each grade comes in ladies', misses' and gents' sizes, and also in thick and thin in each size and quality. Sample books showing the complete lines of visiting cards and invitation cabinets supplied upon request.

Stewart's Self-filling Stylo Pen.

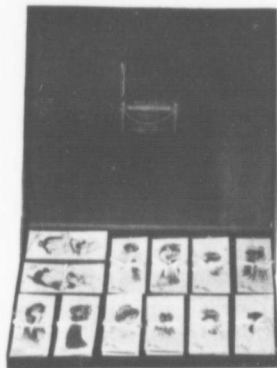
A new line has been placed on the market by Conway, Stewart & Co., Limited, of 33 Paternoster Row, London, E.C., England, in the shape of a self-filling stylographic pen. "Stewart's Stylo" is ingeniously contrived. By a simple syringe movement the ink is pumped

up into the reservoir when the point is placed in the inkpot and, provided the pen is not plunged too deeply, there is no need even to wipe it after filling. The pen is also fitted with a clever ink-trap which precludes the blotting so frequent with ordinary stylo pens when they are becoming empty. With all these advantages, the pen is very simple in construction, and should not readily get out of order. Being fully covered by patents it is placed upon the market at a reasonable price, retail at \$1.

New Juvenile Papeteries.

A selection of juvenile papeteries that will prove strong attractions for the children, who are always looking for something suggestive of their games, will be found in the following list: Village Blossom, \$1.20 per doz.; Bunches of Blossom, \$1.20 per doz.; Forget-me-not, \$1.20 per doz.; Rural Bouquet, \$1.20 per doz.; Our Girls, \$1.50 per doz.; Little Diabolists, \$1.50 per doz.; Mary, Mary, Quite Contrary, \$1.50 per doz. (Copp, Clark).

Also "Young Folk's Own" with designs suggesting scenes from the following juvenile games: Blind Man's Bluff, Hunt the Slipper, Oranges and Lemons, Here we Go Round the Mulberry Bush, and "Children's Own," with designs from Mother Goose rhymes, such as Tom, Tom, the Piper's Son; Baa, Baa, Black Sheep; Bye Baby Bunting; Pussy Cat, Pussy Cat, Where Have you Been, etc. Ten sheets of paper and ten envelopes in a box.



Score Card Assortment.

The Copp, Clark Co. have prepared an assortment of score cards, called No. 30. It contains one gross cards in 12 designs. They are in two parts tied with pink or blue tassels; the upper portion has hand-colored design, and the under portion contains score list. The designs consist of girl-heads; figures, both half and full; and Dutch girl effects. They are richly colored, yet there is not the slightest suggestion of the coloring being loud or overdone. Price of assortment, \$6.50. The same designs may be had in an assortment of 300 with photogravure effects, at \$3.50.

BOOKSELLER AND STATIONER

The Waverley Fountain Pen.

Canadian stationers should particularly notice the taking line which Macniven & Cameron, Ltd., of Edinburgh and Birmingham have recently placed on the market. This is the Waverley fountain pen, which they themselves manufacture in its entirety. All the parts are most accurately made and fitted and the flow of ink is faultless. The special point of the Waverley, however, is that it is fitted with a real gold flexible resilient

silk ribbon, are "Cynthia" and "Aloys," at \$2 per dozen, (absolutely net). (Copp, Clark).

Gift Envelopes.

Copp, Clark Co. have an assortment of gift envelopes, which are exactly the thing to arrest the attention of the class of people who come into a store "just to look around." They have Holly and Poinsettia designs, lithographed in bright red and green colors, and come in five



Waverley Fountain Pen

Waverley nib, and not with the usual semi-tubular nib which is found in so many other fountain pens. As the Steel Waverley is a great favorite with Canadian writers it is needless to say that the Waverley fountain pen will interest many customers.

Moore's Non-leakable Fountain Pens.

The latest out in the celebrated line of Moore's Non Leakable fountain pens, is the "Midget" series. These pens are only $3\frac{1}{4}$ inches long when closed and are specially adapted for ladies' use or to carry in the lower vest pocket. In fact they are small enough to be carried in an ordinary purse or pocket book. Their writing qualities are just as perfect as the larger sizes as they are furnished with the regular No. 2 Pen. The plain pen retails at \$2.50 and the gold mounted pen retails at \$3.50. There are also some new novelties in the "Midget" series one being a pen with a gold cap on the end.

sizes— $12 \times 9\frac{1}{2}$ inches, $8\frac{1}{2} \times 5\frac{1}{2}$ inches, $8 \times 3\frac{1}{2}$ inches, $4 \times 3\frac{1}{2}$ inches, $3\frac{1}{2} \times 2$ inches. Price, \$6.75 for box assortment of 300.



Post Cards for Christmas.

The Illustrated Post Card and Novelty Company, 334 Notre Dame St. West, Montreal, are showing for the Christmas and holiday trade one of the finest and latest lines of souvenir post cards. Owing to the fact that this firm manufacture their own cards with designs sketched by their own artists, they having the facilities, are in a position to sell at the lowest possible figure to the trade. They are now getting ready an up-to-date line of cards suitable for valentine purposes, also suitable for Easter, St. Patrick's Day and Poisson D'Avril. To make room for this stock they are offering to the trade an assortment of Christmas and New Year cards of exceptional values. These cards consist of a hundred different, beautiful and embossed designs.

to retail at \$3.75, and another has a gold cap to which is attached a ring so that the article can be hung on a chain. This pen retails at \$4.25. All these are for sale by W. J. Gage & Co., the Canadian agents for Moore's Non Leakable Fountain Pens.

Fountain Pens for Holiday Gifts.

Every dealer should be prepared with at least a few real good fountain pens for Christmas trade. The Moore's Non Leakable Fountain Pen Series which are controlled for Canada by W. J. Gage & Co. have a particularly attractive line of gold, silver and pearl mounted

Their manager is leaving for Europe shortly, where this firm operate a plant of their own which makes a

pens at all prices and in many styles. The Moore line of fountain pens includes a number of very handsome pens to retail at from \$5 each upwards, with mountings in sterling silver, gold, filagree and pearl. Each of these fine pens is put up in a beautiful leather or plush case, making them a very attractive holiday gift.

New Papeteries.

Two new lines of adult papeteries, salisbury size, 24 sheets paper and 24 envelopes, linen, tied with white

specialty of reproducing local views. Post cards, for advertising purposes with pictures of your store, etc., are also a specialty with this firm.

Waterman Pens for the Holidays.

It is interesting to visit the head office of the L. E. Waterman Co. in Montreal at the present time, while Christmas orders are being filled. It proved exceptionally interesting to the writer, when occasion offered to look through a large batch of Christmas orders that



Handsomely Mounted Pen

BOOKSELLER AND STATIONER

were to be shipped on Nov. 15, and to notice the various points in the Dominion to which they were to be consigned. It would be difficult to name a city or town anywhere in Canada, not preparing for the extensive Christmas sales of this line.

With the Christmas orders there are shipped special Christmas boxes, Christmas circulars for local distribu-

tion, Christmas signs, etc. The preparation of these Christmas adjuncts is a matter that receives the attention of the company with the beginning of each year. For this year the poinsettia design has entered very extensively into the preparation of the Christmas aids. The new box is a very attractive poinsettia design, mingled with mistletoe and bearing a little Santa Claus seal. This item in itself makes an interesting Christmas display and aids largely in the sale of the line. The imprint circular for dealers, is printed in several colors and again bears the poinsettia design. This circular is an excellent specimen of high-class printing, and, being small and refined, is sure to be of greater assistance in



tion, Christmas signs, etc. The preparation of these Christmas adjuncts is a matter that receives the attention of the company with the beginning of each year. For this year the poinsettia design has entered very extensively into the preparation of the Christmas aids. The new box is a very attractive poinsettia design,

the dealers' Christmas sales than any assistance offered heretofore. There are window and store display cards, strong, and attractively printed in eight or more colors, also carrying the poinsettia and other designs, the display of which dealers will surely find beneficial in promoting sales.

Portfolios.

Buntin, Gillies & Co., Hamilton, are showing an article which is expected to prove a very fast selling holiday line. This is the fancy portfolio. It is daintier and more useful even than the ever popular papeterie box. Buntin, Gillies & Co. are carrying a finer range of Christmas goods than ever before, including papeteries, playing cards, tally and place cards, tissue and crepe papers, Christmas cards and postcards, calendar pads, tissue bells and several other lines which should be stocked just now by every dealer.

Folding Boxes.

Southams Limited, manufacturers of tickets, tags and labels and specialties, Montreal, have added a new department to their business, a folding box department, which includes a full assortment of machinery for the manufacture of folding boxes or cartons, candy boxes, raisin

HAVE YOU TRIED THIS ONE?

JOHN HEATH'S PENS

Supplied by leading Wholesale Houses in Toronto and Montreal.

London (Eng.) Export Agency:
8 St. Bride St., London, E.C.

REG. IN CANADA

The TELEPHONE PEN

REG. IN CANADA

Macniven & Cameron, Ltd.

Steel, Gold and Fountain
Pen Makers to the trade

Invite enquiries from Canadian Stationers for samples and prices of their manufactures. Their list includes the Waverley, Pickwick, Owl and other Steel Pens, Waverley and other Fountain Pens at various prices, and they are large makers of imprint Steel and Fountain Pens to the Trade.

Waverley Works
EDINBURGH

Pen Factory
BIRMINGHAM

SPENCERIAN STEEL PENS.

The Standard Brand in United States for over fifty years, among expert and careful writers, and recognized by accountants and correspondents as

THE BEST

Works: BIRMINGHAM, ENGLAND
Imported by all the leading stationers in
Canada.

Proprietors: Spencerian Pen Co., New York

W O T O

The name of a Playing Card that has a reputation. Made of bright, clear, linen stock with a peculiar finish that makes it slip easy and a pleasure to use. The backs are attractive, in assorted colors, with Gold edges, to retail for twenty-five cents. Better value cannot be made.

Warwick Bros. & Rutter, Limited
Manufacturing Stationers
TORONTO



Assortment B. FANCY HOLIDAY STATIONERY

Cost Price, \$10.00. Retail for \$15.00, or More.

Contains 40 boxes, retailing from 25c. to 75c. per box. Each box filled with fine, white, linen finish stock, neatly tied with ribbon. Write for descriptive circular.

Christmas Tags, Labels and Seals, Gummed Ribbon and Holly Wrapping, Etc.

BUNTIN, GILLIES & COMPANY, Limited HAMILTON and MONTREAL

boxes, jelly powder boxes, millinery and whitewear boxes, etc., etc. Outside of such standard lines they are prepared to handle specialties of all kinds.

RENOUF ENCOURAGES HIS SOLDIERS.

Montreal, Nov. 6.—Col. E. M. Renouf, in command of the 2nd Regiment, Canadian Artillery of this city, has done something which redounds greatly to his credit as a soldier and a gentleman. He has offered to make himself personally responsible for the usual income of all the men of his regiment while on military duty during the time of the annual camp at Petewawa, in the event of the various employers of the men deducting their pay. Colonel Renouf is head of the Renouf Publishing Co. of this city.

Standard Commercial Works

Matté's Interest Tables

AL 4, 5, 6, 7, 8 and 10 per cent. per annum by NAPOLÉON MATTÉ 3rd Edition. Price, \$3.00

Matté's Three Per Cent. Interest Tables

By the same author. On fine heavy paper and strongly bound. Price, \$3.00

Hughes' Interest Tables and Book of Days Combined

AL 3, 3½, 4, 5, 5½, 6, 7 and 8 per cent. per annum. By CHARLES M. C. HUGHES. Price, \$5.00

Hughes' Supplementary Interest Tables

Completing and for one thousand days on any amount, showing interest for one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (un-
dated card, 14½%) strongly bound. Price, \$1.00

Hughes' Interest Tables

AL 6 and 7 per cent., per annum on the basis of 360 days to the year, for one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (un-
dated card, 14½%) strongly bound. Price, \$1.00

Hughes' Savings Bank Interest Tables

AL 2½, 3 and 3½ per cent. each on separate cards, 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 5/16 and 1/16, with other useful tables. By EWING BUCHAN. Second edition. Price, \$1.00

Buchan's Sterling Equivalents and Exchange Tables

Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, of varying number of days to run, etc., etc. By E. WING BUCHAN. Price, \$1.00

Buchan's Par of Exchange (Canadian)

Giving sterling into dollars and cents and vice versa, from 21 upwards, also sterling equivalents, Canada into New York and vice versa. By EWING BUCHAN. Price in sheets, each, 25c; mounted on boards, each, 50c

Import Costs

Showing "land-down costs" from one-eighth of a penny to one thousand pounds, with advance on sterling costs from five per cent. to fifty per cent. calculated at the Franco-Canadian rate of Exchange, advancing by two and a half per cent. rates. A separate table for each rate. By H. S. MARTIN. Price, \$1.50. Full bound leather—Imp-
New

The Importers' Guide

A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a PLANCK TABLE from 20 to 100 shillings per piece of 48 yards. By R. CAMPBELL and J. W. LITTLE, Leathers, 75c

The Canadian Customs Tariff

Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of the German, Russian, Austrian, Sterling, Exchange, Franco-Canadian Customs Act, Canadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. F. Cupé, ed., Price, 50c

MORTON, PHILLIPS & CO.,

PUBLISHERS

115 and 117 Notre Dame St., West, MONTREAL

The BROWN BROS., Ltd., Toronto, carry a full line of our publications.

USED SWAN PENS.

The three winners of the shorthand contest recently held at the Business Exhibition at Olympia, London, England, each writing 220 words a minute, are all users of the "Swan" fountain pen.

NEW ADDRESS.

London, Oct. 16.—William Mitchell (Pens) Ltd., of Washington Works, Birmingham, and who have for nearly sixty years had London offices at 44 Cannon St., E.C., have recently changed their address in the world's metropolis, being now located in more convenient and commodious premises at 8 Warwick Lane, E.C., in the centre of the wholesale stationery district.

HOTEL DIRECTORY.

WINDSOR HOTEL

HAMILTON, BERMUDA

This house is pleasantly and conveniently located on the east side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNeill, Prop.

TOWER HOTEL

GEORGETOWN, DEMERARA
BRITISH GUIANA

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer wharves, and near to all principal public buildings. Cool and lofty bedrooms. Separate dining and ladies rooms. Billiard room. Electric light throughout.

VICTORIA LODGE

HAMILTON, BERMUDA

Mrs. J. F. SMITH, Proprietress
Opposite Victoria Park and Cedar Ave
Private Board \$12 to \$14 per week.
Open November Closes in May

THE GRAND UNION

The most popular hotel in
OTTAWA, ONT.

JAMES K. PAISLEY, Proprietor

HALIFAX HOTEL

HALIFAX, N.S.

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.

30 St. James St., Montreal
MERCANTILE REPORTS AND COLLECTIONS
Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985

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Auditors, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St. 465 Temple Bldg.
Toronto Montreal

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Grade supplied by all Leading Wholesale Drug Houses in the Dominion.

Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897

The Topaz Pencil

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

HB, H, with rubber tips,
HB, H, 2H, 3H, 4H, B, 2B
without rubbers.

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Medium and Hard.**

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

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THE AD. WRITER**

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Printer & Publisher**

is the authority on typography in Canada. It will be found very helpful to the ad. writer in giving him information on how to arrange ads. to the best advantage, and showing him examples of fine work. A subscription costs \$2.00 per annum, but you get back that amount several times over in profitable ideas. Write for sample copy and subscription blank.

THE CANADIAN PRINTER AND PUBLISHER
Montreal Toronto Winnipeg

Condensed or "Want" Advertisements

AGENTS WANTED.

This is the problem of many English and American manufacturers and publishers. Why not use an Ad. under this heading?

MEN selling on commission, or men whose time is not fully employed, should become our agents. The Canadian Grocer, Dry Goods Review, Hardware and Metal, Printer and Publisher, Bookseller and Stationer, Plumber and Steamfitter, Canadian Machinery and Power House are all well known and highly regarded trade papers with a large circulation throughout Canada, United States and Great Britain. The circulation must be maintained and increased. We pay large commissions to men who push for new subscribers. If you can do anything in this way write the Circulation Department, giving references. The MacLean Publishing Co., Toronto.

WANTED—in every town and village, a representative to take charge of the circulation of our various publications: Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. Just the position for a retired business man. Write to us at once. **MACLEAN PUBLISHING COMPANY Limited**, Toronto. (11)

BOOKS FOR SALE.

How to dispose of shop-worn or unsaleable books is the problem of many a bookseller. Try an advertisement under this heading.

AUTHORS, who PUBLISH THEIR OWN books will find the **BOOKSELLER AND STATIONER** a good medium through which to interest the trade in their publications.

BOOK PLATES (EX LIBRIS)

ROBERT SNEIDER CO., 143-145 FULTON St., New York. Designers and engravers of book plates (ex-libris) heraldic and monochrome dies, pearl inlay stamping. For stationers. (12-09)

BOOKS IN FOREIGN LANGUAGES

L. EMCKE & BUECHNER, 11 EAST 17TH St., New York. (All foreign books). (12-09)

L. EMCKE & BUECHNER, 11 East 17th St., New York. Best facilities for supplying books in all languages.

BUSINESSES FOR SALE

BUSINESS FOR SALE—On leading thoroughfare, Toronto. China, Stationery, Fancy Goods, Circulating Library, etc. Good clean stock with neat well appointed fixtures worth about \$350. Splendid connection in circulating library. First class residence in connection with store, would lease for term of years, 1st health only. Best location for giving up this thriving business. Only applicants that have cash need reply. Box 221 Bookseller and Stationer.

FOR SALE—Book, Stationery, Fancy Goods and Wall Paper business. Stock now about \$15,000, will be reduced to \$10,000 by 1st of January. To be sold at a rate on the dollar, with easy terms to right man. The best chance in Canada for a live man. Apply A.H. Stratton & Co., Peterboro, Ont.

DIARIES

B. W. HUEBSCH, 225 FIFTH AVE., N.Y., annual and perpetual year books: a popular diary. (12-09)

INFORMATION WANTED.

THE EDITOR OF THE BOOKSELLER AND Stationer desires to be kept posted on the publication of all new books and magazines in the Dominion of Canada. Readers will confer a favor by acquainting him of any omissions from the lists published each month.

MISCELLANEOUS

ANY MAN who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged, or new order issued without further charge.

CASH AND PACKAGE CARRIERS. Better and quicker service in more results from the installation of the "Gipe" system of Cash or Parcel Carriers. They are the latest, strongest, simplest and most effective on the market. Will centralize your business and more than pay for themselves in the first year. Write for catalogue—Gipe Carrier Co., 87 Ontario St., Toronto. (13)

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to take upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B". The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (11)

ELLIOTT-FISHER Standard Writing-Adding Machines make toll casting. Elliott Fisher Limited, 513 York St., Craig St. W., Montreal, and 125 Bay St., Toronto. (11)

HARRISON FISHER CALENDARS for 1910 make excellent Christmas or New Year gifts. Five pages in full colors. Size 14 x 22 inches. Pictures may be removed and framed at the end of the year as they are only "tipped" on the mounts. Price \$3.00 boxed. Copp, Clark Co. Ltd., Toronto, are Sole Agents for Canada.

KAY'S FURNITURE CATALOGUE No. 36, contains 160 pages of fine half-tone engravings of newest designs in Carpets, Rugs, Furniture, Draperies, Wall Papers, and Pottery at market prices. It brings you into close touch with the immense stocks and splendid manufacturing facilities of John Kay's Company, Limited, 36 King St. West, Toronto. Write for a copy to-day. It's free.

JUST NOW we are holding a special sale of second-hand typewriter. All makes are represented. Underwood, Remingtons, Oliviers, Empires, Smiths, Premiers, etc. They have been carefully rebuilt and are in good working, wearable condition. The Monarch Typewriter Co., Ltd., 98 King St. West, Toronto, Ont. (11)

KEEP AN ACCURATE ACCOUNT of your employees' time. The **BUNDY AUTOGRAPH TIME RECORDER** is the ideal Time Recorder for retail merchants. It is the only machine where one employee cannot register for another, as each employee signs his name and the employer knows the signatures of his men. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for illustrated catalog. **INTERNATIONAL TIME RECORDING CO. OF CANADA, Limited.** Office and factory 13 Alice Street, Toronto. (11)

PROBABLY the most splendid machine in Canada is the Hater Bookkeeping Machine. Everybody helps to sell it who has seen it and it will sell itself when exhibited. It comes in one machine, the cash and credit register, time order and account register. We want representatives everywhere—men alert, intelligent and afraid to hustle. Write for our proposition. **Bookkeeping Machines Limited.** Head offices and show rooms, 424 Spadina Ave., Toronto. Branches, Vancouver, Winnipeg, Montreal.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Heath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. **W. D. Heath & Son, 193 Terauley St., Toronto.** (11)

SILENT SALESMEN as represented by your show cases and fittings work all the time. Efficient display help sells any article, and our illustrated catalogue has points of interest in this direction for every merchant. Write for it today. **Dominion Office and Store Fittings Co., Ltd.,** Department E, London, Ont. (11)

SHOW CASES AND STORE FIXTURES for every business. Send for illustrated catalogue. **Jones Bros. & Co., Limited,** 30-32 Adelaide St. W., Toronto, Ont. (11)

MISCELLANEOUS

SAVE 70% OF YOUR LIGHT BILL by using the "JUST" Tungsten Lamp. Fits any socket. Burns any angle. All modern lamps. Perfectly even up. Prices as low as 50 cents. Better write us today. **Sterling Electric Supply Co., Ltd.,** 289 Yonge St., Toronto, Ont. (11)

THE "KALAMAZOO" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible; writing surface flat; alignment perfect; no complicated mechanism. Write for booklet. **Warwick Bros. & Ritter Ltd.,** King and Spadina, Toronto.

THE NATIONAL CASH REGISTER Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. **The National Cash Register Co., 285 Yonge St., Toronto.**

THE PERRY PICTURES—EXTENSIVELY advertised. Millions sold. Very popular. Every one should have them. Send 4 cents in stamps for illustrated catalogue and prices to the trade. **The Perry Pictures Co., Box 440, Malden, Mass.**

USE the best carbon paper. Our "Clear-Kopy" carbon gives clear, unsmudged copies of your letters and other documents. It has been selected by a leading government purchasing agent. It does not clog the type. Sold by all dealers. Write us for samples. **Perris Carbon and Ribbon Co., Toronto.** (11)

WAREHOUSE and Factory Heating Systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (11)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Excludes territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Ltd., 53 John St., Hamilton, Ont.

WHEN buying bookcases insist on having the best on the market. "Macy Sectional Book Cases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. **Canada Furniture Manufacturers, Ltd.,** General offices, Woodstock, Ont. (11)

WHY IMPORT Loose Leaf Binders and Metal from us? We make the best binders in the world; make them to match, too. Ours are the Canadian Loose Leaf Standards. **Business Systems Limited, Manufacturing Stationers, Toronto.** (11)

YOU need the best possible protection from fire if your valuables are in one of our safes, you cannot at ease; no fire is too hot for our safes and vaults to withstand. We manufacture fire and safes to meet every possible requirement. Write for catalogue "S." **The Goldie & McCulloch Co., Ltd., Galt, Ont.** (11)

PERIODICALS.

KEEP POSTED—The leading authority in Canada on groceries and food products is the **CANADIAN GROCER**. Important trade conditions generally discussed every week. Price \$2 per year.

THE market reports make **HARDWARE AND METAL** a necessity to every hardware merchant, paint and oil dealer in Canada. It is mailed every Friday. Subscription price \$2 per year. Address **HARDWARE AND METAL**, Montreal, Toronto or Winnipeg.

SITUATIONS VACANT

EXPERIENCED salesman and window dresser for books and stationery. Apply to **Cloke & Son, Hamilton.**

MAPS, GLOBES AND ATLASES.

C. S. HAMMOND & CO. 142 Fulton St., New York, Atlases, School Maps, Road Maps, Globes. (11-09)

BOOKSELLER AND STATIONER

FLORA MACDONALD IN CANADA.

A limited edition of the story of "Flora MacDonald in America," who made herself famous in 1746 by saving Prince Charles Edward from falling into the hands of the English troops, has just been published. Many lives of Flora MacDonald's career in Scotland have been written, but few people know that after those troublous times, she and her husband lived in the southern States, and that she took a prominent part in the Revolution of 1775 on the British side. Her husband and sons came to Canada and shared the burden of holding this country for the British Crown. The volume publishes for the first time the story of Flora and her family in Canada and the United States. It contains a number of letters written from Nova Scotia, where they were stationed, part of them being in the Royal Highland Emigrant Regiment. Two sons entered the navy at Halifax and were drowned on board a vessel which they captured from the Americans. It is a book for which the Maritime Province dealers, particularly those in Scottish settlements generally, should find a special sale. It is published at \$1 retail in cloth by J. P. Maclean, Franklin, Ohio.

A SAMPLE OF INTELLIGENCE.

The following letter received by a Canadian bookseller from "a great lover of Literature," forms a sad commentary on our boasted system of education.

October 29, 09.

Dear Sir,

In arriving Home to night I found a letter from ——— awaiting me. They are offering me a possession at Toronto for the Exmas season. As I have my Home here I am very anxious to get a possession here in the City. I Hope that you diside to give me a tryal in your store. I will do my best to please you.

Will give you good Honest ernast service. As I am a great lover of Litriture I think I can make my Knowledge profitable for you. Hoping sineerly for a favorable reply, etc.

BOOM IN THE POETRY BUSINESS.

A Toronto importer of books had occasion to pass a shipment of books through the Customs the other day and was astonished at the size of the tariff charges. He investigated and found that some items were being charged 22½ per cent., whereas all should have come through at 5 per cent. He went to the Customs officer to investigate.

"The shipment was made up entirely of books dutiable at 5 per cent.," said he.

"You have some stationery included, on which the duty is 22½ per cent.," he was told.

"Not at all. There is no stationery in it."

"What about these items.—'Poets' pads,'—isn't that stationery?"

It took the importer some minutes to explain that the entries referred to specially bound volumes of poetry and not to pads for the use of poets. The customs official evidently had got the idea that the poetry-producing industry of Canada had received a great impetus since Service sprang into prominence.

THE DESERTED VILLAGE IN HANDSOME FORM.

Oliver Goldsmith's "The Deserted Village" has been put into handsome presentation form this fall by Archibald Constable & Co. The main feature of the book, which is of quarto sizes, is the series of illustrations by W. Lee Hankey, consisting of forty water-color drawings and numerous black and white drawings. The artist has entered thoroughly into the spirit of Goldsmith's famous poem and his pictures are charming and convincing. A supply of these books for the Canadian market has been procured by the Copp, Clark Co., who list them at \$5.

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BOOKSELLER AND STATIONER

HIS IDEA OF A LIBRARY.

A westerner who had never had the time or opportunity to get much book learning suddenly became wealthy. He gave up work, built himself a fine house and settled down to enjoy life. Recollecting his early and unanswered longing for books he went to a shop to order some.

"I want a lot of books," he said to the clerk.

"What kind of books?" was the reply.

"Why, books," said the prospective purchaser. "Good books, you know; reading books."

The books came and were installed in the library. Soon after an old friend, slightly more learned than the rich man, came to call.

"Here, Hugh," said the host, "is my library. Here is where I intend to sit down with my books and read.

Hugh took down a book, looked at it and put it back;

took down another, looked at it and put it back, and repeated the process several times.

Then he asked, "John, where did you get these books?"

"Oh, I bought them; just bought them. What's the matter? Aren't they good books? I haven't read them yet."

"They're good books," was the reply, "but they're all the same. John, as near as I can figure roughly, you have bought six hundred copies of the fifth reader. It's a good book, but there's too many of it here—far too many."

◆

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64-66 FRONT STREET WEST - - - - - TORONTO CANADA

Miss Montgomery, the Author of the "Anne" Books

A Short Pen Sketch of the Young Prince Edward Island Authoress, who has Achieved Distinction as the Creator of a Delightful Character in Fiction.

By A. Wylie Mahon.

Few names in Canadian literature are so well known to-day as that of Miss L. M. Montgomery, "Lucy Maud," as the proud Prince Edward Islanders love to call her. It may be partly owing to their insular position—although



MISS L. M. MONTGOMERY

no one would care to advance this theory too openly whilst sojourning amongst the thrifty, sharp-witted, and delightfully hospitable people of that beautiful little province—that the Islanders are so clannish. The people as a whole feel that they have a provincial, proprietary right, almost a family interest in those of their number who are distinguishing themselves in the world of life or literature. President J. G. Schurman, of Cornell, will always be "Jacob" to many of them; and Professor D. J. Fraser, of Montreal, will always be "Dan." The more charming and popular books Miss Montgomery writes the more tenaciously will the proud Prince Edward Islanders hold on to "Lucy Maud."

Miss Montgomery's home is at Cavandish, on the north side of the Island, where she can look out upon the broad Gulf of St. Lawrence, and dream dreams and see visions, and exercise her imagination unrestrainedly, no Rachel Lynde daring to make her afraid, although it is hinted that Rachel's original does live and move and have her being in that charming countryside.

Miss Montgomery belongs to an exceptionally clever, brainy family. The Rev. L. G. Maeneil, the pastor-emeritus of St. Andrew's Church, St. John, N.B., who is recognized as one of the ablest preachers Canada has produced, is her uncle. Mr. Chester Maeneil, so well known on the Pacific coast, is also her uncle; and Professor Maeneil, of Dalhousie College, Halifax, is her cousin.

Miss Montgomery showed the bent of her genius for story telling almost as early in life as Sir Walter Scott himself. When a mere child she began to write stories in which her cats with their comical names appeared as

the principal characters. Whatever else the cats lacked, they did not lack imagination. They could imagine very much after the manner of Anne Shirley herself.

It would be interesting to-day to read those first attempts at literature on the part of this popular writer, if some one had preserved them as the mother of Charles Kingsley in her place of concealment took down her child's sermons which he preached to the chairs in the nursery.

At a very early age Miss Montgomery began contributing stories and bits of verse to the local papers, some of which attracted a good deal of attention in her Island province. The writer knows one person who came across some verses written by her when she was not very far advanced in her teens which impressed him so favorably that he ventured to prophesy that the larger world would some day know the name of Lucy Maud Montgomery. This man rests his reputation as a literary prophet upon this prediction which is being very rapidly fulfilled these days when "Anne of Green Gables," and the younger Anne of literature that is the older Anne of life, "Anne of Avonlea," are amongst the best sellers, and will soon require six figures to represent the number sold.

Miss Montgomery is a prodigious worker, as any one might readily infer from a hasty glance over the popular magazines and periodicals of the day where her name is so frequently to be found. She is now engaged on a new book which her friends believe will rival in interest and popularity the "Anne" books.

A few months ago in a review of the Canadian literature of the Atlantic provinces a writer in one of our weekly journals made some reference to Miss Montgomery. When this appeared in print the "Miss" had been converted into a "Mrs." The writer immediately wrote Miss



THE MACNEILL FARM HOUSE

Here Miss Montgomery has spent most of her life. The gable window on the left gave the inspiration of "Anne of Green Gables."

Montgomery and assured her that he was not to blame for making a "Mrs." of her. He told her that being a clergyman, and properly registered in the province in which he resided, he was legally qualified to make a "Mrs." of



THE OLD CHURCH AT CAVENDISH
Attended by Miss Montgomery

her, if she were to appear before him with all the necessary documents, and also a man; but under existing circumstances, the woman and the man and the documents all being absent, he had no power to make a "Mrs." of her.

Miss Montgomery wrote an exceedingly clever and characteristic reply to this letter, assuring the clergyman that far worse things than that had happened to her in print. Some had made a "Mr." of her. That was hard to bear. She said that she had no unovercomeable repugnance, such as some mythical females of uncertain age were supposed to have, to the term "Mrs." This, of course, presupposed a kindred spirit. Rachel Lynde, who is an authority in all such matters, whispers that there is a kindred spirit in Miss Montgomery's world, in the realm of divinity. But I must not repeat what Rachel says.

PERSONAL PARAGRAPHS.

Mrs. Valance Patriarche, of Winnipeg, whose amusing little story, "Tag, or the Chien Boule Dog," is one of this fall's interesting books, first appeared in print at the age of fifteen, when she was assistant editor of the school paper at the Harbord Street Collegiate Institute, in Toronto, and wrote short sketches for Toronto Saturday Night. "I once made as much as one dollar and a half in



THE SCHOOL-HOUSE AT CAVENDISH
The scene of Anne's life as scholar and teacher

two weeks," she writes, "but the market slumped shortly after. Later I had a number of articles and short stories accepted by Canadian and American magazines, but the frequency with which these periodicals suspended publication as soon as they presented my effusions to the public, was depressing." During the last two years Mrs. Patriarche has written a little poetry. Some verses, entitled, "Ma Frien," in memory of Dr. Drummond, appeared in Putnam's Monthly, shortly after the death of that much-lamented poet. With the writing of "Tag" she returned to prose. Mrs. Patriarche is the youngest daughter of the late Prof. Charles Valance Perryman, M.A., M.D., of Cornwall, Eng., and Toronto, and was born in the latter city. Her maternal grandmother was a French-Canadian lady of Montreal, so that she can say, "I am almost entirely a Canadian product."

John Stuart Thomson, whose book on "The Chinese" has received such favorable attention from the reviewers, is a native of Montreal and a graduate of McGill University. He began life as a boy in the office of Sir Joseph Hickson, general manager of the Grand Trunk, and he well recalls the first journey he took in Sir Joseph's private



JOHN STUART THOMSON
A young Canadian writer whose recent book on "The Chinese" has been unqualifiedly praised.

car from Montreal to Caecouna. He had ambitions to become a scholar, however, and went back to school, pursuing a course which took him through the common and senior schools and the Presbyterian College to McGill University. Since his graduation he has traveled extensively in America, Europe and Asia and has made the circuit of the globe. He was for a time in charge of the Pacific Mail, and allied trans-Pacific steamship lines at Hong-Kong. He now resides in New York.

Among contemporary writers, Mr. Arnold Haultain, of Toronto, author of "Walks and Walking Trips," "The Mystery of Golf," etc., occupies a peculiar place, both for the freshness of his thought and the polish and richness of his style. His "Hints for Lovers" (Boston: Houghton, Mifflin & Co., \$1 net), is a unique book, upon which he has been engaged for more than twenty years. It is a collection of wise and witty sayings about the tender passion which have been polished and pointed until they will stand comparison with even such classical maxims as those of La Rochefoucauld.

Interesting Items About New and Forthcoming Books

A Number of General Publications which Should be Noted— Works of Biography Plentiful—Fiction Lists Almost Completed.

There are quite a number of notable books to be referred to this month. They are mostly of a biographical nature and among them the work of explorers is prominent. With the approach of the holiday season, gift books are also to the fore and it may be said of this year's productions that nothing quite so elaborate has ever before been offered to the public.

General Works.

Commander Robert E. Peary's book on the discovery of the North Pole will be published by Frederick A. Stokes Company, and the serial will appear in *Hamp-ton's Magazine*.

An authoritative book on aeronautics, entitled "The Conquest of the Air; or the advent of aerial Navigation," by Abbott Lawrence Rotch, has been published by Moffat, Yard & Co., New York. In Canada the book is to be had from McClelland and Goodchild, Toronto.

"Recollections of Grover Cleveland," by George F. Parker (\$3) is an announcement of special interest by the Century Co., New York.

"The Autobiography of Henry M. Stanley," edited by Lady Stanley (\$5.00 net) is one of the important fall books. Houghton, Mifflin Co., Boston, issue the American edition.

Dr. Sven Hedin's "Trans-Himalaya," an absorbing record of adventurous travel, is issued this month by the Macmillan Co. It appears in 2 volumes. (\$1.50 net).

"Vehicles of the Air," a popular exposition of modern aeronautics with working plans, by Victor Longheed, is to be published on Nov. 15, by the Reilly & Britton Co., Chicago. (\$2.50).

Dr. Samuel McCoomb, author of "Religion and Medicine," has just published a new volume, "The Making of the English Bible." This book is to be had from McClelland & Goodchild, Toronto.

"The Heart of the Antarctic," Lieut. Shackleton's story of his expedition to the South Polar regions, was published on Nov. 4 by William Heinemann of London, in two volumes.

Joseph Hofmann, the celebrated piano virtuoso, for two years past, has been answering through the *Ladies' Home Journal* questions from young piano students. These two hundred and fifty replies to definite queries have now been published in book form, under the title "Piano Questions Answered." This volume is being handled by McClelland & Goodchild, Toronto, who carry also the same author's book on "Piano Playing."

"The Life of Sir William Thomson, Baron Kelvin of Largs," by Dr. Silvanus P. Thompson, is to be published this month by the Macmillan Co.

Fiction.

Among the books which are winning considerable attention is a novel by E. Temple Thurston, a young Englishman, twenty-nine years of age, entitled "The City of Beautiful Nonsense." This novel was accorded ninth place in a recent plebiscite held by the *London World*, in which one hundred and forty-seven of the best novels of the year were listed. A Canadian edition of the book is being arranged for by the Musson Book Co.

"The Florentine Frame" is the title of Elizabeth Robins' new novel, which is heralded by the publishers as

her greatest novel. It is being stocked in Canada by McClelland & Goodchild, Toronto.

After all there is to be no new novel from Winston Churchill this fall. It had been hoped that the story on which he has been at work since he finished "Mr. Crewe's Career," would be ready in November, but his publishers, the Macmillan Co., have had to postpone publication until February at least. The same fate has befallen Roger Herriek's new story "A Life for a Life," and Gertrude Atherton's latest novel, both of which are now announced for February.

The November fiction publications of the Copp, Clark Co. will include "Anne Veronica," by H. G. Wells; "Sailor's Knots," a volume of short stories by W. W. Jacobs; "Faces in the Mist," by J. A. Steuart; "Bella Donna," by Robert Hiehens; "Seymour Charlton," by W. B. Maxwell; "The Sheriff of Dyke Hole," by Ridgwell Cullem; "Posson Jone and Pere Raphael," by George W. Cable. Practically all will be ready by the middle of the month.

Interest in Spain has been very much quickened of late and the publication of a novel, presenting a study of Spain as it now is, is worth noting. In "The Shadow of the Cathedral," by Vincent Ibanez, that writer shows how the church has fallen on revolutionary days, and has become weakened in influence through the all-permeating forces of the modern spirit. Toledo with its great cathedral is the scene of the story. The book has been published in England by Constable & Co., and is to be had in Canada from the Copp, Clark Co.

Frances Hodgson Burnett's "The Land of the Blue Flower," is announced as a fairy-tale or allegory for grown-ups. It tells how peace, love and prosperity came to the country of King Amor from the cultivation of the blue flower and is a story full of symbolism. The little book is being handled in Canada by McClelland & Goodchild, who have also a stock of the same writer's new juvenile "Barty Crusoe," the sequel to "Good Wolf," published last year.

Juveniles.

Two new volumes in the "When Mother Lets Us Series" are now ready—"When Mother Lets us Give a Party" and "When Mother Lets Us Help." This little series of books for the young folk is meeting with a good reception. McClelland & Goodchild are marketing it in Canada.

A new volume is ready in the *Every Child Should Know Series*, viz., "Trees Every Child Should Know," by Julia E. Rogers. This volume is beautifully illustrated by forty-seven pages of photographs. It is handled in Canada by McClelland & Goodchild, Toronto.

McClelland & Goodchild are handling in Canada two popular books for teachers, "How to Tell Stories to Children," by Sarah Cone Bryant, and "Stories to Tell to Children," by the same writer.

"School Children the World Over," is an attractive book of pictures and accounts of school children in countries all over the world. The pictures are taken direct from life and there is a story for each picture. It makes a capital gift book for children. (McClelland & Goodchild).

Fall Novels and Stories by Canadians

Quite a Respectable Showing—Works of Fiction of
a High Order of Merit—Several Figure
Among the Best Sellers in America.

When one pauses to reckon the number of Canadian novels and stories this autumn, one is naturally surprised to discover so many of them. Canada may well be proud of her story-writers, for in the little collection of fall books by her men and women novelists, is to be found work of a high order of merit.

A Humorous Little Sketch.

A sparkling vein of humor runs through the little volume which Mrs. Valance J. Patriarche, of Winnipeg, has contributed to the list of fall fiction by Canadians. (Tag or the Chien Boule Dog. By Valance J. Patriarche. Boston: L. C. Page & Co. \$1.) The story concerns the fates and fortunes of a young Canadian bride and groom on their



MRS. VALANCE J. PATRIARCHE
Author of "Tag, or the Chien Boule Dog."

honeymoon trip to New York, a small French-Canadian boy and his ugly little dog. It would be disclosing too much to attempt to outline the plot. Suffice it to say there is a very amusing situation created, which leads to all manner of humorous episodes. The author has shown a remarkable ability in treating the subject. The illustrations add considerably to the fun of the book, which should take a front place among the humorous stories of the day.

Charming Anne Reappears.

The warm reception accorded to "Anne of Green Gables," which has given it a place in the list of best sellers for many months past, was quite sufficient to justify Miss Montgomery in continuing the story of her delightful child heroine. (Anne of Avonlea. By L. M. Montgomery. Boston: L. C. Page & Co. \$1.50.) But even with this introduction her latest book stands on its own merits as a fulfilment of early promise in the charming maiden, who like a beam of sunshine gladdens all hearts.

Some of the old characters reappear and a new world of child life is unfolded in the school over which Anne presides. This is a pure, good book, worthy of a place among the best of recent Canadian fiction.

Robert E. Knowles' New Story.

Books that lay hold of the heart and the imagination carry with them the elements of their own popularity and their author's best praise. These characteristics are not less pronounced in the present volume (The Attie Guest. By R. E. Knowles. Toronto: Fleming H. Revell Co. \$1.25) than in Mr. Knowles' earlier books. Their author possesses the insight that enables him to penetrate into the hidden springs of action and equally the power to carry forward the story of daily life with a light touch of merry humor. He has drawn his materials for the present book in part from the sunny south—its courtly distinction and hospitality and its vexed color problem—and, in part, from the parish experiences of a young Scotch minister in Canada. A welcome addition to Canadian fiction.

A Canadian Historical Romance.

Among the many works of fiction by Canadian authors, dealing with purely Canadian subjects, none is more worthy of commendation than the new novel of the poet-novelist, Wilfred Campbell, of Ottawa. (A Fair Rebel. By W. Wilfred Campbell. Toronto: Westminster Co. \$1.25.) The incidents rest on the historical basis of the war of 1812. The characters are representative of the period prior to the fusion and consolidation of the transplanted elements at that time composing the population of Upper Canada. The romance, which concerns the fate and fortunes of a young British officer and "The Beautiful Rebel," runs its course through the stormy period of the war and closes with the peaceful calm of the new order when the country has taken a step forward in her development.

Norman Duncan's Pretty Christmas Story.

There is a touch of the Dickens style in Norman Duncan's little Christmas story. (The Suitable Child. By Norman Duncan. Toronto: Henry Frowde. \$1.) The joyful and the pathetic come very close together, as the writer narrates the experiences of The Old Gentleman with the Twinkling Eyes, The Lady in Black, the Big Farmer from Saskatchewan, the English Church Clergyman, the Negro Porter and The Little Boy from the Day Coach in the sleeping car of the Winnipeg Express on Christmas eve. It has all the charm of the old-time Christmas story, with the added interest of a familiar present-day setting, and confirms Duncan's place among the writers of to-day, who can stir the heart-strings.

A Dashing Love Story.

"An Unofficial Love-Story" is the title of a short novel by Albert Hickman, Pieteron. (New York: Century Co. Cloth, \$1.) This talented young author has changed his field of action somewhat since he wrote "The Sacrifice of the Shannon," which we presume was his first novel. He has latterly gone in for rather unusual love-stories, of which the present is a fair example. The scene is laid in a small Canadian city, presumably Halifax, for the Atlantic Ocean plays a part in the tale. The heroine is represented as a captivating maiden, at whose feet all the men of the place have fallen. The hero is an Englishman, who comes to Canada on a diplomatic mission. The charm of the story lies in the intimate and unusual way in which the plot is unravelled. Mr. Hickman writes in a clever vein and some of his sentences are remarkable for their pith and humor.

Books by Canadian Writers and Books About Canada

A Record of Activities in the Publishing World in which Canadians are Interested.

With the fall season nearly over the number of books coming under this heading begins to diminish. There is very little new work to announce and until the Christmas rush is over, everybody's attention will be centred on the books that have already or are now appearing.

History and Biography.

A Canadian edition of the "Life of Robert Machray, D.D., LL.D., D.C.L., Archbishop of Rupert's Land, Primate of all Canada, etc." by his nephew, Robert Machray, sometime Canon of St. John's, Winnipeg, has been arranged for by the Macmillan Co. This important volume contains many fine photographs and other illustrations and is listed at \$5 net.

Norman Duncan, author of "Every Man for Himself," and other books, and best known as the man who gave the first account of Dr. Grenfell of the Labrador Medical Mission, has written a short book, which the Harpers are publishing immediately, about another militant Christian, the Rev. Frank Higgins. The latter, under the auspices of the Presbyterian Board of Home Missions has given up years of his life to practical ministry among the men of the Minnesota lumber camps, who, through the presence of debauching temptations at seasons when work is impossible, "are going to their own ruin because there's nothing else to do." Mr. Duncan visited Higgins in the camps and wrote an article for Harper's Magazine describing what he saw; later he paid another visit, and followed the article with the book, which will bear the same title, "Higgins—A Man's Christian."

Beeches Wilson's "Life and Letters of Wolfe" is being handled in Canada by the Macmillan Co. It is a large and imposing work selling at \$4.50. The fact that Mr. Wilson resides at Squerries Court, where Wolfe lived, has given him special opportunities to study the life of the great soldier.

"The Life of Wolfe," by Edward Salmon in the Makers of English History Series, has been published in Canada by Cassell & Co. It is a compact book, telling concisely and accurately the story of Wolfe's career.

The Lennox and Addington Historical Society, of which Mr. Clarence M. Warner of Nanapanee is president, have just published their first annual report, which is quite an interesting publication. It contains half a dozen papers on local historical subjects, contributed by members of the Society. Neatly printed, it makes a nice little initial volume and it is to be hoped that the Society will be encouraged to proceed with the publication of other records.

Religious.

Professor John Edgar McFadyen's "The City with Foundations," is being published this month by the Westminster Co.

Professor George Jackson's "Studies in the Old Testament," is for sale in Canada by William Briggs. It is dedicated to the office bearers and members of Sherbourne Street Methodist Church, Toronto, and contains half a dozen lectures delivered before an American University on such themes as "The Old Testament and Modern Criticism," "Historical Trustworthiness of the Old Testament," etc.

Rev. Louis H. Jordan, D.D., formerly pastor of St. James' Square Presbyterian Church, Toronto, who was known when in Toronto as the millionaire preacher, has, in collaboration with an Italian writer, written "A Study of Religion in Italian Universities," which Henry Frowde has just published.

Descriptive.

A small descriptive work on "Canada," by J. T. Bealby, an Englishman now resident in British Columbia, has been published by the Macmillan Co. It has a number of illustrations in color. The same writer has also compiled a larger work on "Fruit Ranching in British Columbia," which is issued by the same publishers.

Alston Rivers, Limited, London, announces "Labrador: Its Discovery, Exploration and Development," by W. G. Gosling, St. John's, Newfoundland. The book contains over 30 illustrations and maps. 21s. net.

"Rambles and Adventures in Australasia, Canada, India, etc.," by St. Michael Podmore, was published last month by L. Upcott Gill, London.

An authoritative work on Labrador by Dr. Grenfell and his associates is to appear this month, through the Macmillan Co. In addition to the main body of the book, with its chapters on Physiography, the People of the Coast, the Missions, the Dogs, the various Fisheries, there are short chapters on the Flora, the Fauna, the Geology, etc., each by a scientific author of standing. Dr. Grenfell and his associates have spared no effort to make this an indispensable book for all tourists and students, and in addition it has the attractiveness of Dr. Grenfell's own sturdy, independent personality.

Norman Duncan has no fewer than three books on this fall's list, one a work of fiction, one of biography and the third an entertaining travel book, "Going Down from Jerusalem." In it he gives an insight into the Oriental type of imagination, humor and faith. With an artist friend Mr. Duncan went over the route which must have been taken by the Holy Family when they went down into Egypt, and in his rendering of the talk over the camp-fire, the parables and tricks and ways of looking at life of the men he encountered and employed, he has caught the spirit of the East far better than many more pretentious writers. (Harper & Brothers, New York, \$1.50.)

Miscellaneous.

The Macmillan Co. have just published "Introductory Educational Psychology," by Samuel Bower Sinclair, M.A., Ph.D. and Frederick Traey, B.A., Ph.D.

"The Treatment of Disease," being an address in medicine delivered before the Ontario Medical Association, Toronto, June 3, 1909, by Professor William Osler of Oxford University, has been published in a paper edition by Henry Frowde.

The Renouf Publishing Co. are issuing from the press in time for the Christmas trade a very pretty little Christmas Roundelay, a song for the Christmas tree, by the Rev. M. O. Smith, M.A., Montreal, author of "The Ballad of Ruth," and other verses. The music is catchy and the words very beautiful, and it will, no doubt, have a popular sale.

The Canadian Monthly List of Books for October

Containing a Record of Books Published in Canada,
Books by Canadian Authors and Books About
Canada Issued During the Month of September.

One asterisk (*) placed before an entry in this list signifies that the book has been printed in Canada. Two asterisks (**) mean that the book has been printed and copyrighted in Canada.

- Albright, V. E.** The Shakespearian Stage. Toronto: Macmillan. Oct. Cloth, \$1.50 net.
- American Girl, The.** Drawings by Harrison Fisher. 12 illustrations in full color. Toronto: Copp, Clark. Oct. Folio, \$3.50 net.
- Anderson, A. J.** The Romance of Fra Filippo Lippi. Toronto: Copp, Clark. Oct. Cloth, \$2.50.
- As You Like It.** Illustrated in color by Hugh Thomson. Toronto: Musson. Oct. Boxed, \$3.50 net.
- Bachelor, Irving.** The Master. Toronto: Musson. Oct. Cloth, \$1.25.
- **Barton, James W.** Physical Training. Toronto: Musson. Oct. Cloth, \$1.00.
- Bealby, J. T.** Canada. 12 full-page illustrations in color. Macmillan's Color Books. Toronto: Macmillan. Oct. Cloth, 50 cents.
- Bealby, J. T.** Fruit Ranching in British Columbia. Toronto: Macmillan. Oct. Cloth, \$1.00 net.
- Bed-Time Picture Book.** Bo-Peep Series. Toronto: Cassell. Oct. 30 cents.
- Beekman, Ross.** The Last Woman. Toronto: McLeod & Allen. Oct. Cloth, \$1.25.
- Bette, Ethel Franklin.** Complete Mother Goose. Toronto: Copp, Clark. Oct. Cloth, \$1.50.
- Bible for Home and School.** Edited by Shafer Matthews. Genesis, by H. G. Mitchell. Toronto: Macmillan. Oct. 90 cents net.
- Galatians.** by R. W. Bacon. Toronto: Macmillan. 50 cents net.
- Boy Blue Picture Book.** Bo-Peep Series. Toronto: Cassell. Oct. 30 cents.
- Brereton, Captain F. S.** A Hero of Sedan. Toronto: Copp, Clark. Oct. Cloth, \$1.50.
- Brereton, Captain F. S.** John Bargrave's Gold. Toronto: Copp, Clark. Oct. \$1.25.
- Burnett, Frances Hodgson.** Emily Fox Seton. Toronto: Copp, Clark. Oct. Cloth, \$1.50.
- The author's stories, "The Making of a Marchioness" and "The Methods of Lady Walderhurst," with the same heroine, are here put under one cover as a complete work, with eight full-page illustrations.
- Earton, William, and Hobson, E. L.** The Marks of Pottery and Porcelain. Toronto: Macmillan. Oct. Cloth, \$2.50.
- **Campbell, W. Wilfred.** A Fair Rebel. Toronto: Westminster Co. Cloth, \$1.25.
- An historical romance of the time of the war of 1812, with its scenes laid in Ontario.
- Carey, Rosa N.** The Key of the Unknown. Toronto: Macmillan. Oct. Cloth, \$1.25.
- Castle, Agnes and Egerton.** Diamond Cut Paste. Toronto: Briggs. Oct. Cloth, \$1.25.
- Chatterton, E. Keble.** The Marriages of Mayfair. Toronto: Copp, Clark. Oct. Cloth, \$1.50.
- This is the story, told in book form, of the great Drury Lane play of 1908. It has a strong love interest, which runs right through the book, ending happily after many

- complications. The atmosphere of the play has been retained and a perusal of the book is almost as good as an attendance at the performance.
- Christmas in the Heart.** A Book of Gladness and Devotion. Toronto: Musson. Oct. 30 cents.
- City People.** Drawings by J. Montgomery Flagg. 80 illustrations. Toronto: Copp, Clark. Oct. Cloth, \$3.50 net.
- Collins, F. Howard.** Authors' and Printers' Dictionary. Toronto: Henry Frowde. Oct. Paper cover, 35 cents.
- Gonway, Agnes and Sir Martin.** The Children's Book of Art. 16 full-page illustrations in color. Macmillan Color Books. Toronto: Macmillan. Oct. Cloth, \$1.75 net.
- Copeland, Chas. T., and Hersey, F. W. C.** Representative Biographies of English Men of Letters. Toronto: Macmillan. Oct. Cloth, \$1.25 net.
- Crawford, F. Marion.** Stradella. Toronto: Macmillan. Oct. Cloth, \$1.50.
- Crew, Henry, and Jones, F. T.** Elements of Physics. New and revised edition. Toronto: Macmillan. Cloth, \$1.10 net.
- *Dill, Mrs. L. A.** Two Christmas Gifts. Toronto: William Briggs. 32 pages. Oct. Paper covers, 25 cents.
- Donahy, M. Dickerson.** Down Spider Web Lane. Toronto: Briggs. Oct. 6 color plates. Cloth, \$1.25.
- Dow, Ethel C.** The Proud Roxana. Toronto: Briggs. Oct. Cloth, \$1.25.
- Eaton, Seymour.** Teddy B. and Teddy G., the Bear Detectives. Toronto: Briggs. Oct. Cloth, \$1.50.
- Ellis, Edward S.** Fire, Snow and Water. Canada Series. Toronto: Musson. Cloth, 75 cents.
- Emerson, Henry P. and Bender, Ida C.** English, Spoken and Written. (Lessons in Language for Primary Grades. Book I.) Toronto: Macmillan. Oct. 35 cents net.
- English Narrative Poems.** Selected and edited by Fuess and Sanborn. Macmillan's Pocket Classics. Toronto: Macmillan. Oct. 25 cents net.
- Garvice, Charles.** In Wolf's Clothing. Toronto: Henry Frowde. Oct. Cloth, \$1.25.
- Garvice, Charles.** The Fatal Ruby. Toronto: Henry Frowde. Oct. Cloth, \$1.25.
- Gerard, Morice.** The King's Signet. Toronto: Henry Frowde. Oct. Cloth, \$1.25.
- Goncourt, Les Academiciens.** The Colour of Paris. Toronto: Musson. Oct. Cloth, \$3.50 net.
- Gould's Draughts.** Problems, Critical Positions and Games. Toronto: Musson. Oct. Cloth, 75 cents.
- Haggard, H. Rider.** Lady of Blossholme. Toronto: Henry Frowde. Oct. Cloth, \$1.25.
- Harte, Bret.** Choice Works. Red Cloth Edition. Toronto: Musson. Oct. Cloth, \$1.00.
- Haultain, Arnold.** Hints for Lovers. Boston: Houghton, Mifflin & Co. Oct. Cloth, \$1.00 net.
- The author is private secretary to Prof. Goldwin Smith, Toronto, and has already written "Walks and Walking," and "The Mystery of Golf."
- Haverall, Frances Ridley.** Devotional Booklets, 10 titles. Toronto: Musson. Oct. Cloth, 25 cents each.
- Hebert, M. H.** French Pronunciation Made Easy. Toronto: Musson. Oct. 25 cents.

BOOKSELLER AND STATIONER

- Heritage.** Household Cookery. Toronto: Cassell. Oct. Oil cloth, \$1.05.
- Holloway, Jane.** Flower Farm. Toronto: Briggs. Cloth, \$1.00.
- Hutchinson, Frederick Winthrop.** The Men Who Found America. 8 full-page color plates. Toronto: Briggs. Cloth, \$1.50.
- Irving, Washington.** Old Christmas. Pictured in color by Cecil Aldin. Toronto: Copp, Clark. Oct. Cloth, \$1.50 net.
- Jean's, T. T.** Ford of H. M. S. Vigilant. Toronto: Copp, Clark. Oct. Cloth, \$1.25.
- *Johnston, Rev. T. J.** The Lord's Day Observance Vindicated. Toronto: William Briggs. 32 pages. Oct. Paper covers, 20 cents.
- Jordan and Labanca.** Study of Religion in Italian Universities. Toronto: Henry Frowde. Oct. Cloth, \$2.00.
- Kemp, E. G.** The Face of China. Toronto: Musson. Oct. Cloth, \$3.50 net.
- Kerr, David.** Lost Among White Africans. Toronto: Cassell. Oct. New Edition. 75 cents.
- King, Ben.** Jane Jones. Illustrated gift book. Toronto: William Briggs. Oct. Cloth, \$2.00 net.
- Kipling, Rudyard.** Actions and Reactions. Toronto: Macmillan. Oct. Uniform Edition. Cloth, \$1.50. Pocket Edition on India paper. Limp Leather, \$1.50.
- Laut, Agnes C.** Canada, the Empire of the North. Toronto: William Briggs. Oct. Cloth, \$2.00. Illustrated.
- Lee's Guide to the Game of Draughts.** New Edition. Toronto: Musson. Oct. Cloth, 30 cents.
- Le Queux, William.** The Red Room. Toronto: Cassell. Oct. Cloth, \$1.25.
- Little, Frances.** Little Sister Snow. Toronto: Musson. Oct. Cloth, \$1.00.
- The writer of this charming little book is already well known to the reading public as the author of "The Lady of the Decoration." The present volume, with effective of Japanese girlhood and womanhood in the person of little Sister Snow. With sympathetic touch and in graceful language the author depicts the pathos of woman's limitations in the Orient.
- London, Jack.** Martin Eden. Toronto: Macmillan. Oct. Cloth, \$1.50.
- Lowell, James Russell.** The Courtin'. Illustrated gift edition. Toronto: William Briggs. Oct. Cloth, \$1.50 net.
- Lyons, Andrew W.** The Grammar of Lettering. A Handbook of Alphabets. Toronto: Musson. Oct. Cloth, \$2.50.
- Mabie, Hamilton Wright.** Fairy Tales from Grimm. Toronto: Briggs. Oct. Illustrated. Cloth, \$1.50.
- Macdonald, Alex.** The White Trail. Canada Series. Toronto: Musson. Cloth, \$1.50.
- Marchant, Bessie.** Daughters of the Dominion. Canada Series. Toronto: Musson. Cloth, \$1.50.
- **Marny, Suzanne.** Tales of Old Toronto. Toronto: William Briggs. Oct. Cloth, \$1.25.
- Martin, Edward S.** The Wayfarer in New York. Toronto: Macmillan. Oct. Cloth, \$1.25.
- Miller, J. R.** Go Forward. Illustrated in color. Toronto: Musson. Oct. Paper, 25 cents.
- Miller, J. R.** The Master's Friendships. Illustrated in color. Toronto: Musson. Oct. Paper cover, 25 cents.
- Moffatt, Cleveland.** Through the Wall. Toronto: Copp, Clark. Oct. Cloth, \$1.25.
- Lloyd Kittredg, a young American, has been leading a rather gay and foolish life in Paris, when he loses all his money and resolves on reform. He has fallen in love with a girl about whom there is a mystery which is quite as impenetrable to her as to others. When a well-

known billiard player is murdered in a private room of a cafe all the evidence points to Kittredg and he is arrested. Paul Coqueuil, a detective, finally finds the real murderer and clears up the mystery surrounding the girl, but only after they have passed through incredible dangers and adventures.

- Montgomery, L. M.** Anne of Avonlea. Boston: L. C. Page & Co. Cloth, \$1.50.
- Introduces Anne of Green Gables at a little later period of her life, when she has become a school-mistress. The setting is Prince Edward Island.
- Nicholson, Meredith.** Lords of High Decision. Toronto: Musson. Oct. Cloth, \$1.25.
- Norris, W. E.** The Perjuror. Toronto: Copp, Clark. Oct. Cloth, \$1.25.

The plot, which is one of unusual interest, is based on a lie told by Col. Julian, who is anxious to marry the heroine, Miss Helen Monk. Thinking she loves another, he perjures himself in order to win her. The situations are ingeniously arranged and the various personages introduced are skillfully portrayed.

- Nugent's French-English and English-French Dictionary. Toronto: Musson. Oct. Cloth, 50 cents.
- O'Higgins, Harvey J.** Old Clinkers. Toronto: McLeod & Allen. Oct. Cloth, \$1.25.
- Os'er, William, M.D.** The Treatment of Disease. An Address in Medicine before the Ontario Medical Association, Toronto, June 3, 1909. Toronto: Henry Frowde. Paper covers, 30 cents net.
- Oxenham, John.** Great Heart Gillian. Toronto: Henry Frowde. Oct. Cloth, \$1.25.
- Oxley, J. Macdonald.** Fire and Drum at Louisburg. Canada Series. Toronto: Musson. Cloth, \$1.00.
- Oxley, J. Macdonald.** Standing the Test. Canada Series. Toronto: Musson. Cloth, 35 cents.
- Oxley, J. Macdonald.** Ti-Ti-Pu. Canada Series. Toronto: Musson. Cloth, 35 cents.
- Page, Thomas Nelson.** John Marvel, Assistant. Toronto: Copp, Clark. Oct. Cloth, \$1.50.

Conceived on a broad scale, this important novel pictures social conditions in a western American city with much verisimilitude. The hero, a young southerner, relates the story, which opens in a university town in the east, but soon shifts its centre of interest to the west. He goes thither with scanty funds, but succeeds in making his way against heavy odds. His inspiration is the heroine, Eleanor Leigh, daughter of a millionaire, who takes up slum work and is pictured as a very fine character.

Pageant of English Poetry. The Being 1,150 Poems and Extracts by 300 authors. Oxford Poets' Series. Toronto: Henry Frowde. Oct. Cloth, \$1.25.

Patriarche, Valance J. Tag, or the Chien Boule Dog. Illustrated by Wallace Goldsmith. Boston: L. C. Page & Co. Cloth, \$1.00.

- An amusing little story by a Winnipeg lady.
- Pemberton, Max.** The Fortunate Prisoner. Toronto: Henry Frowde. Oct. Cloth, \$1.25.
- Phillpott, Eden.** The Haven. Toronto: Copp, Clark. Oct. Cloth, \$1.25.

Brixham, an English fishing village, is the scene of this simple story. John Major, an old fisherman, and his two children, Lydia and Ned, are the central figures. The daughter marries, against her father's will, a handsome young fisherman, who does not hesitate to fish in forbidden waters, and is finally landed in gaol. The son has an aversion to the sea, which is a great disappointment to his father. With these conditions a story of deep human interest is worked out.

- Pocock, Roger.** Sword and Dragon. Toronto: Henry Frowde. Oct. Cloth, \$1.25.

- Potter, Olave M.** The Colour of Rome. Toronto: Musson. Oct. Cloth, \$3.50 net.
- Ray, Anna Chapin.** Half a Dozen Boys. Canada Series. Toronto: Musson. Cloth, 75 cents.
- Ray, Anna Chapin.** Half a Dozen Girls. Canada Series. Toronto: Musson. Cloth, 75 cents.
- Roberts, G. E. Theodore.** Flying Plover; His Stories, Told Him by Squat-by-the-Fire. Illustrated by Charles Livingston Bull. Boston: L. C. Page & Co. Cloth, \$1.00. Theodore Roberts is a member of the Roberts family of New Brunswick, and a brother of Charles G. D. Roberts.
- Robinson Crusoe.** Macmillan's Pocket Classics. Toronto: Macmillan. Oct. 25 cents net.
- Roups and Rhymes.** Bo-Peep Series. Toronto: Cassell. Oct. 30 cents.
- Rundle, E. G.** A Soldier's Life. Toronto: William Briggs. Oct. Illustrated. Cloth, \$1.00.
- Ryan, Marah Ellis.** The Flute of the Gods. Toronto: Copp, Clark. Oct. Cloth, \$1.50.
- Salmon, Edward.** The Life of Wolfe. Toronto: Cassell & Co. Oct. Cloth, \$1.00.
- Sandham, Henry.** Adventures in America. 12 full page illustrations in color. Macmillan's Color Books. Toronto: Macmillan. Oct. Cloth, \$1.75.
- Saxby, Argyll.** Taming of the Rancher. Canada Series. Toronto: Musson. Cloth, 35 cents.
- Shore, W. Teignmouth.** Charles Dickens and His Friends. Toronto: Cassell. Oct. Cloth, \$1.75.
- Smith, David, D.D.** A Legend of Bethlehem. Toronto: Musson. Oct. 25 cents.
- Smith, F. Berkeley.** The Lady of Big Shanty. Toronto: Musson. Oct. Cloth, \$1.25.
- Somerville, Chas.** A Woman's Way. Toronto: McLeod & Allen. Oct. Cloth, \$1.25.
- Stevenson, Robert Louis.** A Child's Garden of Verses. Illustrated by Charles Robinson. Toronto: Copp, Clark. Oct. Cloth, \$1.50.
- Stone, Christopher.** Eton. 20 full-page illustrations in color, by E. D. Hinton. Macmillan's Color Books. Toronto: Macmillan. Oct. Cloth, \$2.50.
- Swan, Annie S.** The Inheritance. Toronto: Henry Frowde. Oct. Cloth, \$1.25.
- Thomson, E. W.** The Many-Mansioned House. Toronto: William Briggs. Oct. Cloth, 90 cents. A volume of poems by the noted Canadian author and newspaperman.
- Townley, Houghton.** The Scarlet Feather. Toronto: McLeod & Allen. Oct. Cloth, \$1.25.
- Tracy, Louis.** The Sideway. Toronto: McLeod & Allen. Oct. Cloth, \$1.25.
- Traveler's Practical Manual of Conversation.** (English, French, German and Italian). Toronto: Musson. Oct. Cloth, 50 cents. Paper, 25 cents.
- Twa'n, Mark.** Red Cloth Edition of his Works. 21 volumes. Toronto: Musson. Oct. Cloth, \$1.00 per volume.
- Vaizey, Mrs. George de Horne.** Old Friends and New. Toronto: Henry Frowde. Oct. Cloth, \$1.25.
- Ward, Artemus.** Complete Works. Red Cloth Edition. Toronto: Musson. Oct. Cloth, \$1.00.
- Warwick, Sidney.** The House of Lies. Toronto: Cassell. Oct. Cloth, \$1.25.
- Wilde, Oscar.** Poems. Authorized Edition. Toronto: Musson. Oct. Cloth, \$1.50.
- Williams, Jennie B.** Us Two Cook Book. Toronto: Musson. Oct. Cloth, \$1.00.
- Woman's Dictionary and Encyclopedia.** Toronto: Musson. Oct. Cloth, \$3.00.

Choice Christmas Books

LONGMANS, GREEN & CO.'S ANNOUNCEMENT FOR 1909

New volume of ANDREW LANG'S Fairy Book Series

The Red Book of Heroes

Eight Coloured Plates and 40 other illustrations. Price 6s.

This is a volume on the lines of "True Story Book," and the "Red True Story Book," all of the stories dealing with well-known characters in real life, such as General Gordon, Father Damien, etc.

Jock of the Bushveld

By SIR J. PERCY FITZPATRICK

Author of the famous book "The Transvaal from Within"

With 23 full-page illustrations (one coloured), and numerous other illustrations round the margins of pages, by E. Caldwell. Large Crown 8vo., 6s. net. The Spectator states: "It is an ideal children's book, the best, in our opinion, since Mr. Kipling gave the world his Jungle Books."

Upton's New Book for 1909 "Golliwogg in the African Jungle"

31 Coloured Plates, oblong 4to. Price 6s.

Supplied from Montreal at import prices

Stock up and display, they will be big Xmas sellers

Renouf Publishing Co., 61 Union Avenue, Montreal

Best Selling Books of the Month

As Reported by Leading Booksellers

Belleville.

1. Truxton King. G. B. McCutcheon. Briggs.
2. Ballads of a Cheechako. R. W. Service. Briggs.
3. Northern Lights. Sir Gilbert Parker. Copp.
4. Danger Mark. R. W. Chambers. McLeod.
5. Key to the Unknown. Rosa Nonchette Carey. Maemillan.
6. Little Sister Snow. Frances Little. Musson.

Brantford.

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Anne of Avonlea. L. M. Montgomery. Page.
3. Calling of Dan Matthews. H. B. Wright. McLeod.
4. Danger Mark. R. W. Chambers. McLeod.
5. Ballads of a Cheechako. R. W. Service. Briggs.
6. White Prophet. Hall Caine. McLeod.

Calgary.

1. Old Wives' Tale. A. Bennett. McLeod.
2. John Marvel, Assistant. Thos. Nelson Page. Copp.
3. Silver Horde. Rex Beach. Harper.
4. Little Sister Snow. Frances Little. Musson.
5. Truxton King. G. B. McCutcheon. Briggs.
6. Title Market. Emily Post. Briggs.

Charlottetown.

1. Anne of Avonlea. L. M. Montgomery. Page.
2. Anne of Green Gables. L. M. Montgomery. Page.
3. Danger Mark. R. W. Chambers. McLeod.
4. Songs of a Sourdough. R. W. Service. Briggs.
5. Man in Lower Ten. Reinhart. Macmillan.
6. Truxton King. G. B. McCutcheon. Briggs.

Chatham.

1. Ballads of a Cheechako. R. W. Service. Briggs.
2. Truxton King. G. B. McCutcheon. Briggs.
3. Anne of Avonlea. L. M. Montgomery. Page.
4. Jeanne of the Marshes. E. P. Oppenheim. Copp.
5. White Sister. F. M. Crawford. Macmillan.
6. Songs of a Sourdough. R. W. Service. Briggs.

Port William.

1. Truxton King. G. B. McCutcheon. Briggs.
2. Danger Mark. R. W. Chambers. McLeod.
3. Silver Horde. Rex Beach. Harper.
4. Attie Guest. R. E. Knowles. Frowde.
5. Cardillac. Robert Barr. McLeod.
6. The Quest. J. M. Forman. Ward, Lock.

Guelph.

1. Danger Mark. R. W. Chambers. McLeod.
2. Attie Guest. R. E. Knowles. Frowde.
3. Calling of Dan Matthews. H. B. Wright. McLeod.
4. Certain Rich Man. W. White. Macmillan.
5. Goose Girl. Harold McGrath. McLeod.
6. White Prophet. Hall Caine. McLeod.

Hamilton.

1. Danger Mark. R. W. Chambers. McLeod.
2. Silver Horde. Rex Beach. Harper.
3. White Prophet. Hall Caine. McLeod.
4. Certain Rich Man. W. White. Macmillan.
5. Anne of Avonlea. L. M. Montgomery. Page.
6. Calling of Dan Matthews. H. B. Wright. McLeod.

Kingston.

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Anne of Avonlea. L. M. Montgomery. Page.
3. Goose Girl. Harold McGrath. McLeod.
4. Katrine. Elinor Macartney Lane. Musson.
5. Silver Horde. Rex Beach. Harper.
6. Set in Silver. C. N. & A. M. Williamson. Musson.

London.

1. Silver Horde. Rex Beach. Harper.
2. Calling of Dan Matthews. H. B. Wright. McLeod.
3. Ballads of a Cheechako. R. W. Service. Briggs.
4. Anne of Avonlea. L. M. Montgomery. Page.
5. Inner Shrine. Anonymous. Musson.
6. Sowing Seeds in Danny. Mrs. McClung. Briggs.

Moncton.

1. Danger Mark. R. W. Chambers. McLeod.
2. Anne of Avonlea. L. M. Montgomery. Page.
3. Happy Hawkins. Robert A. Wason. McLeod.
4. White Prophet. Hall Caine. McLeod.
5. Truxton King. G. B. McCutcheon. Briggs.
6. Goose Girl. Harold McGrath. McLeod.

Montreal.

1. Danger Mark. R. W. Chambers. McLeod.
2. Ballads of a Cheechako. R. W. Service. Briggs.
3. Silver Horde. Rex Beach. Harper.
4. Anne of Green Gables. L. M. Montgomery. Page.
5. Goose Girl. Harold McGrath. McLeod.
6. Stradella. Crawford. Macmillan.

Ottawa.

1. Danger Mark. R. W. Chambers. McLeod.
2. Calling of Dan Matthews. H. B. Wright. McLeod.
3. Silver Horde. Rex Beach. Harper.
4. Goose Girl. Harold McGrath. McLeod.
5. White Prophet. Hall Caine. McLeod.
6. Northern Lights. Sir Gilbert Parker. Copp.

Quebec.

1. Danger Mark. R. W. Chambers. McLeod.
2. Little Sister Snow. Frances Little. Musson.
3. Calling of Dan Matthews. H. B. Wright. McLeod.
4. Keziah Coffin. Jos. C. Lincoln. McLeod.
5. Goose Girl. Harold McGrath. McLeod.
6. Ballads of Cheechako. R. W. Service. Briggs.

Peterborough.

1. White Mice. R. H. Davis. McLeod.
2. Certain Rich Man. W. White. Macmillan.
3. Ballads of a Cheechako. R. W. Service. Briggs.
4. Danger Mark. R. W. Chambers. McLeod.
5. Stowaway. L. Tracy. McLeod.
6. Virginia of the Air Lanes. Herbert Quiek. McLeod.

Port Arthur.

1. Truxton King. G. B. McCutcheon. Briggs.
2. Danger Mark. R. W. Chambers. McLeod.
3. Ballads of a Cheechako. R. W. Service. Briggs.
4. Silver Horde. Rex Beach. Harper.
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English Best Sellers.

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1. The Motor Maid. By C. N. & A. M. Williamson.
2. Bella Donna. By Robert Hichens.
3. Anne Veronica. By H. G. Wells.
4. Actions and Reactions. By Rudyard Kipling.
5. Sailors' Knots. By W. W. Jacobs.
6. Memories of Fifty Years. By Lady St. Helier.

21396. "Applied Statics." By T. R. Loudon, B.A., Sc. (Book.) The Monetary Times Printing Company of Canada, Limited, Toronto, Ontario, 30th September, 1909.

21433. "Imperial Anniversary Book." By Harold Saxon. William Briggs, Toronto, Ont., 7th Oct., 1909.

21444. "The Luceyan's Lament." (From "The Pirate of the West.") Romance of the Bahamas. By Henry Christopher Christie. (Poem.) Morton, Phillips & Company, Montreal, Que., 11th October, 1909.

21453. "The Many Mansioned House and other Poems." By Edward William Thomson. (Book.) Edward William Thomson, Ottawa, Ont., 12th October, 1909.

21469. "Physical Training." By Jas. W. Barton, M.D. (Book.) The Musson Book Company, Limited, Toronto, Ont., 13th October, 1909.

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1172. "Leading Canadians." (Three Thousand Biographies of Distinguished Men and Women of Canada.) The Times' Publishing Company, London, England, 8th October, 1909.

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21471. "Special Commercial Course Bookkeeping Blank for High and Continuation Schools and Collegiate Institutes, Ledger and Statements Section." (Book.) The Educational Book Company of Toronto, Limited, Toronto, Ont., 15th October, 1909.

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21480. "Tales of Old Toronto." By Suzanne Marny. Illustrated by Maria Nichol. (Book.) Wm. Briggs, Toronto, Ont., 16th October, 1909.

21489. "The Arel." An Occasional for Readers and Thinkers. By Phil Edwards. (Book.) Edward Phillips, Emerson, Manitoba, 16th October, 1909.

21493. "Habitant Nuggets." By D. H. Herron. (Book.) James McGie Young, New Liskeard, Ont., Administrator of the Estate of David Henry Herron, 18th October, 1909.

21494. "Problems in Applied Statics." Published in the "Canadian Engineer." (Temporary Copyright.) Thomas R. Loudon, Toronto, Ont., 18th October, 1909.

21500. "Us Too Cook Book." By Jennie C. Williams. (Book.) The Musson Book Company, Limited, Toronto, Ont., 20th October, 1909.

1175. "Prairie Patch Work." (Book.) By Cecil Edward Selwyn. Cecil Edward Selwyn, Winnipeg, Manitoba, 26th October, 1909.

1176. "Famille de Richelieu." (Livre.) Par G. A. Dejordy. Rev. G. A. Dejordy, St. Ephrem d'Upton, P. Q., 26 octobre, 1909.

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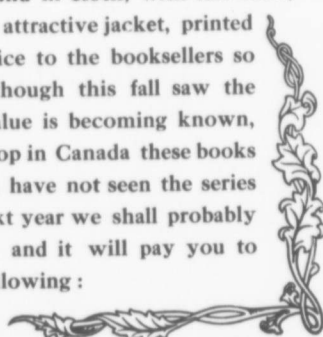
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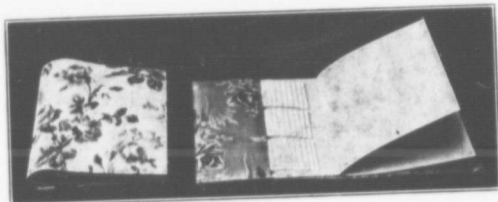
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