

Silver Jubilee Year

3508

VOL. XXV., No. 1.

PRICE, \$5.00 PER YEAR

BOOKSELLER & STATIONER

and
Canadian Newsdealer

Official Organ of the Canadian Book, Stationery and Publishing Trades Association
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PUBLICATION OFFICE: TORONTO, JANUARY, 1909.

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about that special proposition to agents last month? It is a good one and you're missing a fine chance to increase your profits. We want to show you how you can do it by specializing on our well advertised brands of

CARBON PAPERS and RIBBONS

Our offer is a straight business proposition and it's going to make money—more money—for both of us and we want you to investigate it.

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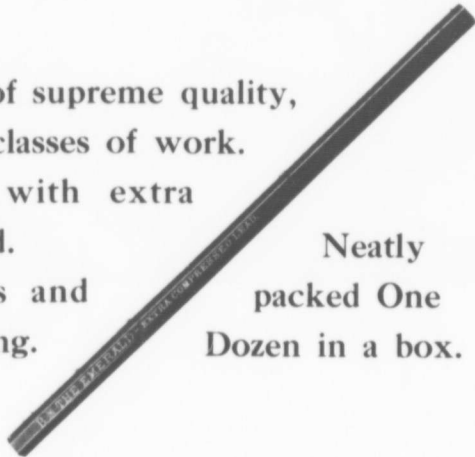
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In nine grades and
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Dozen in a box.



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GREEN
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IN THE
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BOX

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Warwick Bros. & Rutter, Limited

Wholesale
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be the
best year you have ever seen--and
the worst year you ever will see

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Under your own imprint.

We are the largest manufacturers of FOUNTAIN PENS for special imprint orders, in AMERICA.

We manufacture only a high-grade article in Fountain Pens. Every line we make is notably of the finest workmanship and highest quality, and we guarantee absolutely every pen that leaves our factory.



Any reliable firm cannot be too particular about the kind of a Fountain Pen they place their own name or trade mark upon.

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SANFORD & BENNETT CO.

Manufacturers of Fountain, Stylographic and Gold Pens
For Foreign and Domestic Trade

Patentees of the "Autopen" (Self Filler), the "Gravity Stylo Pen" and the "Commercial Fountain Pen"

Jewelers' Court, 51-53 Maiden Lane, NEW YORK



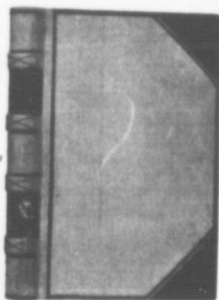
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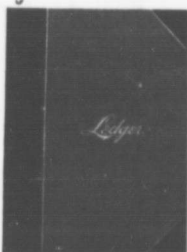
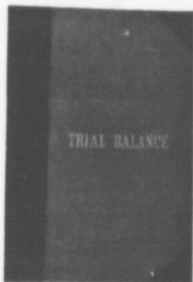


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Unsurpassed for Quality and Value

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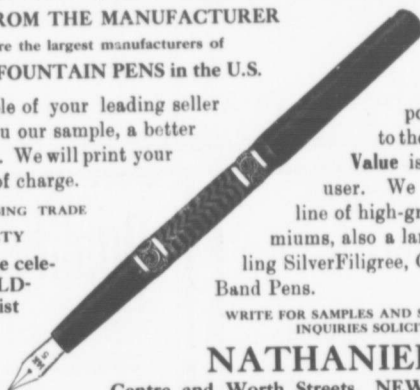
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Mail us a sample of your leading seller
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Manufacturers of the cele-
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SAKLESS." A twist
of the fingers
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The Fountain
Pens made
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Field owe their
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Band Pens.

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NATHANIEL FIELD

Centre and Worth Streets, NEW YORK, U.S.A.



To Canadian Wholesale Stationers

Mr. A. Roy MacDougall, 42 Adelaide Street West, Toronto, Manufacturers' Agent, has just returned from England, where he has secured the exclusive Canadian agency for several very strong selling lines. These will be carried in conjunction with the representative American lines he has been carrying for the past three years. Mr. MacDougall is therefore able to offer the jobbing trade some very strong values in lines that have become popularized wherever shown.

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George Wright & Co. London, England

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Rendall, Underwood & Co., Birmingham, Eng.

Leather Purses, Pocket Books
M. Connor & Co., London, Eng.

Mr. MacDougall and Mr. Westcott will carry the stationery lines and Mr. Geo. D. Scott will carry the leather goods

The Aftermath

Prepare for the coming Spring trade by being well stocked in all your lines. Now that the hustle of the holiday season is over you will want to replenish those stocks of staples and specialties which have been depleted by the inroads of a large holiday trade. Try some of our lines, whose sterling quality and rare price inducements will commend them to you strongly. In Office Stationery and Supplies, School Supplies, Printers' Stock and Fancy Goods and Notions you will find it advantageous to deal with us. All our goods are specially designed to meet the wants of a critical trade. If you have that kind of custom let us help you out.

Our Mail Order Department is strong on prompt and careful shipments.

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NO adhesive on the market at the present time has proved of equal value or has a wider sale than HIGGINS' PHOTO MOUNTER. Its great popularity, not only among amateur and professional photographers, for whom it was originally made, but among business men and users of paste generally, has shown beyond all doubt that it has great intrinsic merit. It is not a flour or starch paste, but a *vegetable glue*—a product entirely new in the chemistry of adhesives. For mounting photographs, aristotypes, scrap pictures and engravings and for general use as a substitute for maillage, it will be found most satisfactory. Be sure and stock HIGGINS' paste.

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The Standard Liquid Drawing Inks of the World.

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17 x 28—28, 32 and 36 lbs.
21 x 32—56 lbs.
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In Blue, Red, Lilac and Wine
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Fine White Wave, Double Cap and Fello
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Your Fountain and Stylographic Pen Trade

We have a new, up-to-date plant, and thoroughly efficient staff of workmen, making nothing but fountain and stylo pens.

We can make you pens in any pattern or style, bearing your own imprint or trade mark,—pens that will do you credit and secure you permanent customers.

Send particulars of your requirements, enclosing \$2.50 to \$5.00 (or London referencés) for a sample assortment, and investigate our ability to furnish good articles at

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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.

Staples (No. 18) 5,000 in a box, per 1,000, 30 cents

Ask your jobbing house about it.

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for

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Reliable Series

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beg to announce that their repre-
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Dealers desirous of inspecting
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Write to-day for Catalog and Price List.

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The New Rival CLIP CAP
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Carter's Glue Pencil



An instant success wherever an adhesive is used. Prevents cockling and drawing and

Mounts Prints Flat

Carter's Glue is the strongest adhesive known and in Carter's Glue Pencil is

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An exhibit at the coming Chicago Show would place your goods before the entire business community. If you have an office or business appliance that is worth while let them all see it. Thousands of buyers will be here. Part of their orders are yours if you are on the spot to take them.

DEALERS AND BUSINESS MEN!

A visit to the Chicago Business Show will be a liberal education. You'll learn more in a few days here than you could in a year by looking at pictures.

The Chicago Business Show will open February 27th at the Coliseum and close March 6th, 1909.

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HELPS YOU TO REMEMBER THINGS

The most complete and practical memorandum pad ever offered to the trade. It is handy because in its daily manipulation all the user has to do is to turn over a new leaf. It has a larger surface for memorandums than any other calendar.

There is no tearing off the leaf with memorandum on and throwing it away, but memorandums made in January can be preserved until December.

On the main calendar page is the day of the week and day of the month, flanked by calendars of the preceding and succeeding months.

It is mounted on a neat nickel-plated stand, with rubbers on feet to prevent scratching the desk.

Size of sheet. 3x4 inches

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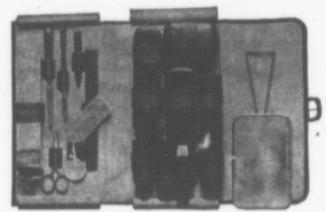
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Leaders in
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One
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Many
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Special card for whist players Colonial Whist
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to Imported Cards.

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BOOKSELLER AND STATIONER

The Copp, Clark Co., Limited

Publishers, Booksellers, Lithographers and Manufacturing Stationers.

Toronto, January 6th, 1909.

Mr. Stationer.

Dear Sir:—One of our representatives will shortly have the pleasure of waiting upon you with our complete lines of Stationery and we trust you will reserve your orders until he calls. Should you feel, however, that, after your conservative business of last year, it is imperative that you should at once fill up your depleted shelves, are not most of our stationery lines elaborately described in the catalogue recently sent you? We assure you that our order clerks will give your mail orders prompt attention.

Our travellers have on this journey many special lines to show you, which, if attractively displayed, will draw many an elusive shilling to your coffers.

Will you pardon our drawing your attention to the splendid combination of Hill's Easter Cards and Newcombe's Easter Novelties, the former known throughout the British Empire, the United States and Canada as the only line of cards typifying Easter in its true Church sense? Why buy foreign trash when you can secure the correct thing in British goods? Again Newcombe has, in his collection of novelties, probably gathered together the greatest line of Easter goods to be seen this year. They are furnished with Forest Craft Guild Decorations (the latest fad).

Easter Post Cards in great profusion and at all prices. Valentines and Valentine Post Cards. Our new catalogue describes these.

Cut Up Picture Puzzles are now the society rage on the other side of the line, there the leading booksellers and jewellers are handling these picture puzzles retailing as high as \$20.00 each, and one New York jeweller is about to make a set out of solid silver. The writer suggested to him that he should call it "The Cobalt." Our line will start as low as 10cts., and will be ready in about two weeks. Wait for it.

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Our Irish Linen Pad has for nearly twenty years been a standard pad, and has been recognized as such by the buyers of high grade stationery throughout Canada. You may find other makers attempting to sell inferior grades of paper under the same or similar names, but we trust that you will not be deceived by any such attempts. The Cepp, Clark Irish Linen Pad enjoys an honestly earned reputation, each sheet bears the water mark C. C. C. Irish Linen, so that you may point your customer to this as a sufficient guarantee of quality.

We would also draw your attention to the "Archive" File. It may well be called "A file fit for the Gods" as it is as handsome as Apolle, as strong as Hercules and as swift as Valkyries. It is prepared with a special index, red in color, which will be a great help when filing letters, as the ordinary manilla index sometimes used can scarcely be distinguished from the color of the letter on the file, whereas the red will stand out very distinctly against the pure white of the letters. There are other advantageous points about this file and our travelling representatives will be glad to explain to you each new and distinct feature. Ask them to show you the "Archive."

Wishing you All the Compliments of the Season, and hoping that 1909 may be the best year's business you have yet enjoyed, we remain,

Yours very truly,


THE COPP, CLARK CO., LIMITED

We meet ALL requirements for
CRAYONS
 This applies to Quality, Quantity, Variety
 and Price.
 Aseptic, Hygienic and Economic.
THE STANDARD CRAYON MFG. CO.
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ASSURANCE 1851
COMPANY. **FIRE**
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THE LATEST SOCIETY FAD
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All the Latest German Finest Novelties at Wholesale Rates.
Sample Collection \$5. Established 1895
VERLAGANT. GERSTENKORN, Hamburg

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES



Fine Points, A1, 128, 333.
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SPENCERIAN STEEL PENS.

The Standard Brand in United States for
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Imported by all the leading stationers in
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Proprietors: Spencerian Pen Co., New York

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What makes the Waverley Series of Pens
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regular good quality. Every pen is selected.
They are known all over the world as the
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Sold by the Leading Wholesale Houses
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"SPIRO" ALL-STEEL ARCH FILES ALL-STEEL BOARD CLIPS

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"B" File. One of our several styles

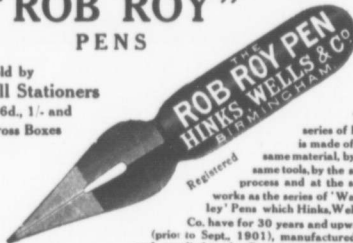
If you have the reputation for supplying the BEST you cannot afford not to carry the "Spiro" All-Steel line. It represents the up-to-date in board filing devices. Durable and reliable.

We take pleasure in notifying the trade that we have arranged with Mr. A. Roy McDougall, of Toronto, to represent our line throughout Canada. Write him at once for particulars and prices.

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"ROB ROY" PENS

Sold by
All Stationers
in 6d., 1/- and
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This series of Pens is made of the same material, by the same tools, by the same process and at the same works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 30 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

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JOHN HEATH'S PENS

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627 TELEPHONE PEN. Reg. In Canada

The
**TELEPHONE
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REG. IN CANADA

BUILDING A NATIONAL TRADE

Why confine your trade to local territory? You can build up a national trade without any extra expenditure on your part.

In calling attention to goods you are placing on the market do so by using publications of national circulation. The greatest national advertising medium in Canada is

BUSY MAN'S MAGAZINE

Busy Man's will carry your advertisement from Halifax to Vancouver. It circulates most thoroughly throughout the Dominion. There is not a territory in which it does not enter regularly each month.

We want to show you what we are doing for our advertisers. A card to our nearest office will bring you particulars.

BUSY MAN'S MAGAZINE, Winnipeg, Toronto, Montreal, New York, Chicago, London Eng.

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To every reader of the Bookseller
and Stationer

On receipt of a postcard or letter we will send gratis a copy of "The Publishers' Circular and Booksellers' Record," the weekly paper for all interested in books published in Great Britain and Ireland, to any address for six weeks.

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19 Adam St., Adelphi, London, Eng.

THIS IS THE SEASON FOR
**Paper Novels,
Cheap Editions,
Serial Part Publications,
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Send for Lists and Terms.

Special inducements to trade handling
SERIAL PART PUBLICATIONS.

"London Town, Past and Present,"

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sell WITHOUT the slightest effort.

Cassell & Co., Ltd.

42 Adelaide St. W., Toronto, Ont.

Representative Wanted for Canada

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

Box 777, Bookseller & Stationer, 10 Front St. E., Toronto

**Better Settle
It NOW**



**Stock up for
a good trade**

Waterman's
The pen with **Ideal** the Clip-Cap
Fountain Pen

Not a souvenir
but an
indispensable aid.

**Uniform prices—years of good service and
a steady profit are your reasons for pushing**

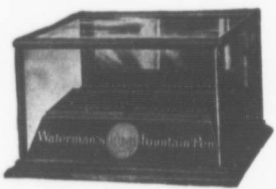
4 Dozen Stationers' Assortment

Well divided among the various sizes and styles, and with all kinds of pen points for which you have regular calls. A good show-case display is the way to get the large sales from our advertising.

We loan this case with the
4 Doz. Assortment

That sells for \$156.00
That costs 104.00
Profit \$52.00—50%

Larger and smaller show-case assortments
on request.



**L. & C. Hardtmuth's
"Koh-i-noor" Propelling Pencils**

ARE THE MOST POPULAR STYLE PENCIL ON THE MARKET TO-DAY.
THE IDEAL POCKET PENCIL.



- No. 1568 Koh-i-noor, HB degree, yellow polished, ebonized ends, 4 in. \$5.00 per dozen
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- " 1568a Koh-i-noor, Copying Lead, yellow polished, ebonized ends, 5 in. 6.00 "
- " 2202a Koh-i-noor HB Refills, for 1568 and 1568a, in flat box of 6 refills 3.60 per dozen boxes
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BRANCHES—LONDON, PARIS, NEW YORK

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, JANUARY, 1909.

No. 1.

A PROTEST FROM OTTAWA—Two Toronto Publishing Houses are Criticized by Geo. F. Abbott for Advertising for Direct Business.

Ottawa, Dec. 31.—The appearance in the Ottawa newspapers during December of advertisements of Toronto wholesale book houses aroused some ill-feeling among local booksellers, who hold that these publishers should not enter into competition with the retail man after their traveler has sold him a goodly supply of different publications. It is a point which may possibly be questioned, but the publisher should consider the retailer and endeavor as far as possible to promote a demand for the books which he sells, rather than inviting direct trade with the source of supply.

Mr. Abbott's Letter.

In connection with the foregoing, the following letter has been handed your correspondent for publication, and it fully explains the feelings and wishes of the bookseller:—

Editor Bookseller and Stationer:

I think it is about time the attention of the retail trade was brought forcibly to the practice of certain Toronto publishers, of encroaching upon the retail business by soliciting mail orders direct at this season of the year. I have before me now advertisements which appeared in the Ottawa papers during this month, from two Toronto publishers, neither of which make any mention that the books may be procured from local stores, the bookseller being completely ignored.

The booksellers of Ottawa have a fair stock, in fact a heavy stock, representing all books mentioned in these ads., and not only that, we all have liabilities owing to these houses due on January 4th (for next year some of us will know better), which we are expected to meet at maturity, and in spite of this they enter into competition against us.

One of these houses goes directly after the retail trade and advertises in the local papers, "For the best books write ——," mentioning themselves. "We have all the leading books of the year, etc." Now this same house sends a representative along soliciting orders for importation and later in the year loads us all up as much as they can with their fall fiction. When they have sold us all they possibly can they then go to work at the only season of the year in which the bookseller has a chance to make a little money and take the bite right out of his mouth by soliciting direct. There is no other business that would stand such a state of affairs for

a minute. Imagine Horrocks, the great cotton firm, advertising they would sell a dollar's worth of their cotton direct to a consumer. What a howl the dry goods people would kick up and those who have thousands of dollars invested in their stocks.

It is a fact that a good many orders do go direct to them, they, of course, pocketing the profit which rightly belongs to the bookseller.

There is in Toronto a branch of a good old London house which does the square thing towards the bookseller and for which they deserve the greatest credit. When retail orders reach them from outside they deliver through the local bookseller and allow him, by sending a credit note, the profit which the customer had sent direct, and this is the proper way to treat a matter of this kind if the publisher wished to have money invested in his stock by the booksellers of Canada.

I would like other members of the trade to take this matter up, and to let the publisher know if he wants the retail business he is welcome to all he can get, but that if he does he must not expect to look for any support from the bookseller.

GEO. F. ABBOTT,

Mgr. Jas. Ogilvy, Ottawa.

It will prove interesting to hear from other sources upon the above question.

Christmas Trade.

The booksellers and stationers of the Capital enjoyed a brisk Christmas trade and the general opinion is that this year there have been more books bought than on any previous Christmas. The stores themselves may have influenced the increased demand for books by their advertisements which allotted about seventy-five per cent. of the space to books and the appropriateness of such gifts.

Again this year there was a heavy demand for Christmas cards, far in excess of last year, but the calendar trade fell short of previous records.

The circulation of books for November in the public library was 18,340, against 13,096 in same month last year. The reading of books of non-fiction increased from 3,327 to 5,711. In the different branches of non-fiction the circulation of history and books of travel was nearly doubled; literature increased from 784 to 1,820, and the useful arts, fine arts, and biography gained from 70 to 80 per cent.

One of the most popular sellers this month has been "Sowing Seeds in Danny." Van Dyke's "Out of Doors in the Holy Land" proved a popular Christmas gift book.—G.E.M.H.

TRADE CONDITIONS IN CANADA—A Retrospect of the Past Year—Views of Wholesalers and Representative Retailers—General Opinion is that 1909 will be a Splendid Year—Stocks are Low.

That 1908 was a dull year in the book and stationery business, that buying throughout the year was light, that the unexpected rush of Christmas trade cleared out stocks and that the trade are entering upon 1909 with depleted stocks and in an optimistic frame of mind, expresses in brief form the present state of affairs.

The general consensus of opinion seems to be that 1909 will be a good year. The tone is decidedly better than in January, 1908. Early orders are excellent, denoting a shortage of many lines in retail stores, which must be made up at once.

One excellent feature of last year's business was the way in which the trade weathered the time of depression. This indicates the strength and staying power of the men in the business. Failures were few and paper was remarkably well met.

RETAILERS.

R. Duncan & Co., Hamilton.

Business during the past season has been most satisfactory and has exceeded our expectations, more especially in the staple lines. Our prospects for 1909 are very bright and we look forward to a large increase.

John F. Sifton, London.

Fall and Christmas trade of 1908 was up to 1907 in the retail line. The jobbing business was not quite up to the mark. Everything points to a good trade in all lines when spring opens up.

C. L. Nelles, Guelph.

Business for 1908 has turned out very satisfactory, although the money was not as freely spent as I should like to have seen it. Christmas trade called for good editions of all books and the sale of them was better than last year. Canadian writers had first choice to a wonderful extent and for next December I intend to specialize on good lines of Canadian poets. 1909 trade has opened up well and I look for more improvement.

B. C. Fairfield & Son, St. Catharines.

Christmas business was good. Prospects for 1909 indicate better conditions.

W. K. Ireland & Co., Owen Sound.

In spite of the financial depression, trade has been good. It held its own here, and, local option having been retained, trade conditions will be better. Up to time of writing this year trade has never been better. Give us a fair square deal with the school books and all will be well.

Cloke & Son, Hamilton.

December business was good, with more customers than ever. Expensive goods, however, were not in demand as much as usual, and high-priced calendars were not wanted. Considering the industrial situation in this city, we think trade was very satisfactory. For 1909 we don't expect any great improvement until the fall, and not then unless our factories and other industries get going again.

G. W. Sulman, Chatham.

Business was good with a better class of goods selling. Books were particularly good. Prospects for 1909 in Chatham and vicinity are fair, depending to a great extent on the manufacturing establishments.

A. A. Perry & Co., Welland.

During summer and fall business was very dull, but December business far exceeded our most sanguine expectations, being several hundred dollars better than last year. In 1909 we look forward to a good trade. All indications point that way.

C. B. Scantlebury, Belleville.

Trade was not up to the average in fancy goods, but the book trade was exceptionally good, both in cheap lines and copyrights, as well as in fine editions and church books. Trade on the whole was late and not overly enthusiastic.

A. H. Jarvis, Ottawa.

Trade for the past year has been pretty much on a par with past years, with the ordinary improvement due to the ordinary increase of business. The demand for books, taking the place of Christmas cards, has greatly increased. Nice editions of standard books have been in demand and the best class of new fiction seems to be wanted, not the baser sort.

James L. Sutherland, Brantford.

Our business for the past season has been most satisfactory, beginning early in December and keeping up steadily until 10.30 p.m. Christmas Eve. People bought freely and we did not have any trouble selling goods. The volume was fully as great as the previous year. Prospects for next year are good.

G. O. Maddock, Tilsonburg.

Re trade for the past year—very satisfactory. Holiday trade was exceptionally good. Prospects for 1909 were never better, and it should be a record year.

W. J. F. Mallagh, London.

Being our first year here we cannot make comparisons. Only we would say that we are satisfied and things look decidedly hopeful for 1909.

Williamson & Son, Port Hope.

Business during the holiday season was considerably better than a year ago. The book business showed quite an advance, but fancy goods were very little in demand.

Wm. Tyrrell & Co., Toronto.

We found the first part of last year's business very good, and each month we were keeping up to former records. Sometimes we went considerably behind and succeeding months slightly ahead, but we are inclined to think we averaged less than the year before up to the end of October. From that time on there was a marked improvement and the Christmas season has been extremely gratifying. We are of the opinion that 1909 ought to be better than 1908, but we are

not sure that general conditions warrant us in expecting any very great improvement over last year.

E. M. Renouf, Montreal.

Mr. Ross, manager, said: "We can't complain, business has been very good with us, both here and in our branch at Quebec. I think the Queen's photograph book out in on the calendar trade a little, as it sold at about the price of a good calendar."

C. Watkin Etches, Montreal.

Business has increased during the year and I look for a continuation of this condition.

Scroggie & Co., Montreal.

Mr. Mountford, manager of book and stationery department, states: "We have had an exceptionally good Christmas trade, and prospects for the future were never brighter."

F. E. Grafton, Montreal.

Our Christmas trade has been wonderfully good, and I think the prospects for the future are very favorable. Travelers report better feeling in the country.

Foster Brown, Montreal.

We could see no indication of the so-called hard times in our business and so far as I can see the prospects are all right.

F. E. Phelan, Montreal.

We did an unusually good business during the Christmas season, and, in fact, the entire year was a record-breaker. I think the country is turned towards prosperity and dealers can lay in good stocks with absolute safety.

Thos. Wheatley, Sarnia.

While trade this year was not as brisk as at previous holiday seasons, our expectations were more than realized and we have no reason to complain. The book trade was especially good and we cannot overlook the business brought us by Knowles' "Web of Time."

J. J. Taylor, Sault Ste. Marie.

Business was considerably slower during the past season. During the holiday trade we found that the less expensive lines were patronized. We have very bright prospects here for a boom year, as we have just heard very encouraging news to the effect that the Lake Superior Corporation is about to enter upon extensions that will mean great things to this place.

M. G. Hay, St. Thomas.

December or Christmas trade with us was up to and beyond expectations. Books of all kinds, high-class boxed papers, leather goods and pictures sold well. (We do not go in for fancy goods). Prospects for the future look good to us.

A. Goodeve, Woodstock.

We found business at Christmas very good and are in hopes from present appearances that trade will be better after this.

A. H. Stratton & Co., Peterboro.

The Christmas season, considering it from every standpoint, has been most satisfactory to the stationer and bookseller. Fancy goods in the medium lines were largely demanded and a brisk business was the result. A large variety was offered the public and the sale was equal to

that of 1908. Fancy boxes of envelopes and writing paper proved rapid sellers and were one of the best lines this season. Summing up the fancy goods trade and stationery, it compared splendidly with last year, especially in the medium priced articles. The higher priced goods were "stickers." The sale of books was well up to the mark. The new copyright editions were rapidly disposed of. The price was cut considerably and this attraction developed a large sale. Gift books proved a satisfactory investment and an extensive demand was experienced. Christmas post cards were "goers," and with booklets had a record sale. Calendars were disappointing, the demand and sale being below expectation.

MANUFACTURERS AND WHOLESALERS.

Warwick Bros. & Rutter.

Mail order business since Christmas has been the best we have ever had. Apparently stocks in the country are greatly reduced and are now down to a working basis. 1907 was an abnormal year, it must be remembered, 1908 fell off. But people were careful and failures and bad payments were less than anticipated. The trade sat tight and didn't feel the stringency the same as in the States.

Charles L. Burton, Fancy Goods Co., of Canada.

Trade conditions were rather quiet with us last year. The first half of the year was good; after that there was a noticeable slackening off. While over in Europe last fall I found that the situation there was very bad. Transactions were quiet in all lines of business. I don't think the near future holds out any prophecy of better things to come. Until the tall chimneys start to smoke again and the factories take back their hands conditions must necessarily remain inactive.

E. H. Harcourt, E. H. Harcourt Co.

As far as we were concerned, we did more business last year than the year before. The last few months were exceptionally good. From about the middle of the year there was an improvement in tone, especially in the Northwest. So far this year, all the people we have heard from report good business, which will continue to improve. There is no doubt about the improvement.

George Clark, Valentine & Sons' Pub. Co.

We have done an excellent trade during the year, and at the present moment have more orders in hand than ever before at this time of the year.

A. Goodman, Raphael Tuck & Sons Co.

We have no complaint to make. The year has been an exceptionally good one. We are bringing out many new lines, the coming year, and with them we hope to do a good year's business.

H. H. Edmison, Sutcliffe-Edmison Co.

Business was very fair with us last year, and we can't find any reason to grumble. It was on the whole just as large in volume as any previous year. Collections were fair. From present indications I believe that business will be decidedly brisk during the coming spring.

J. B. Gundy, Oxford University Press.

We missed very much the Northwest business last year. The previous year everybody bought large stocks and last spring all took fright and didn't know what was going to happen, consequently the trade underbought. When fall came dealers were largely under-

BOOKSELLER AND STATIONER

stocked, and as business picked up remarkably, beginning about November 15, stocks were soon cleared out. Our mail orders just before Christmas were never so good before. We have had letters from customers expressing the greatest satisfaction with Christmas trade. I believe stocks are so far reduced that our customers will be glad to see the travelers when they visit them this season.

W. P. Gundy, W. J. Gage & Co.

"First rate, first rate," said W. P. Gundy, of W. J. Gage & Co., when asked how conditions had been with his firm during the past year. "It's true that during the



first few months things were rather quiet. But they soon livened up and November and December were specially good. Collections on the whole averaged up well. Renewals naturally were more frequent than in former years, but those who showed any desire whatever to meet their obligations were taken care of.

We look forward to doing a really brisk business during the coming year, as dealers all over the country have allowed their stocks to run very low, and the return of prosperity will cause them to replenish with larger orders. Our travelers report good prospects, particularly in the West, and there is every indication that there will be an increased business done in every line of trade," concluded Mr. Gundy.

Richard Brown, Brown Bros. Limited.

Last year's trade was certainly not as good as in previous years in total volume of business received. The first few months of the year were rather quiet, owing mainly to the fact that dealers had sufficient stocks on hand at the time of the slump with which to fill demands for some time ahead. However, things began to pick up a little after that and during the fall business was steady if not brisk. We found collections good. With very few exceptions we had no trouble at all in getting payments. I would judge from present indications that we are likely to have a good spring business, though no one can speak with surety.



H. L. Thompson, President the Copp, Clark Co., Limited.

Our general trade during the past year showed a slight decrease that was noticed in every branch of the business, not only in the manufacturing departments, but also in the various imported lines. If any exception could be taken to this general statement, it would apply, perhaps to the Eastern sections of the Dominion, where trade conditions were rather better than we expected. This state of trade was maintained practically throughout the year. Just before Christmas, however, we noticed a decided improvement in the tone of letters from our various customers, and mail orders showed a general improvement. The year 1909 opens with every indication of a more satisfactory state of affairs. There are still some places throughout the country from which no word of improvement has yet been heard. These are in the main



manufacturing points where special reasons still cause a depression, but at the end of 1908 a general report from our traveling staff may be summed up in the statement that customers had bought cautiously throughout the year, and that the late fall sales were better than they expected. The improved outlook will be more readily understood when we consider that during the early part of 1907 the retail trade bought heavily with the expectation of a good fall business, then came the sudden depression leaving large stocks on the hands of the trade. Now it would look as if the conditions are reversed, light stocks, and a hopeful outlook, what two better conditions can be wanted to insure a good wholesale trade during this present year.

If you will pardon a personal allusion to your paper, The Bookseller and Stationer, I may say that for some years I have felt that it has been giving special and generous attention to the wants of the retail men throughout the country and doing all in its power to conserve their interests. Such work must have a beneficial effect. Anything that will act as a medium through which the men in one town can see what others are doing and so take advantage of their experience is bound to be helpful, and The Bookseller and Stationer is doing this.

J. S. M. Ridley, John Underwood & Co.

While last year's business on the whole was not so good as in previous years, still results were very satisfactory, and we have nothing to complain of. The biggest

year's business we ever had was done in 1907. We only lost one account last year, and that was not due to any fault of ours. We got the best advice obtainable, but though given in good faith it did not save us from the small loss which resulted due to the failure of the firm. You see we never discount paper, and that reduces our chances of loss very considerably. Though our general business did not average up as high as usual last year, yet our trade in carbon paper and ribbons increased to a large extent, and January orders give every indication of larger business for the new year.



PUBLISHERS.

Frank Wise, Macmillan Co.

Our business shows about twenty per cent. increase for the year and for December over twenty-five per cent. On the whole, collections are good, a little slow, perhaps, in some quarters. It has been a good fiction year, and our school book sales have increased very much. This year we are going to travel the whole West of Canada ourselves, probably making two trips.

J. E. Robertson, Westminster Co.

Business was dull, but took a turn about December 1, and December trade was as large as ever. It looks to me like a good year ahead of us. A good many people coming in from all parts of Canada speak most hopefully of prospects and there is every indication of a good year ahead of us.

Henry Button, Cassel & Co.

We found that in two months of the second half of the year, we did as much business as in the first twelve months we were here. We believe that had the trade realized a little sooner that things would brighten up, our figures would have been even more satisfactory. We

Trade Conditions in Canada.

didn't overstock ourselves and so were undersold in the busy season. We had sold out of Chums about ten days before Christmas, despite the fact that we had eabled for 500 copies in excess of our original order. Judging from the reports of the visiting trade, 1909 will be a "eorker."

E. S. Walker, Methodist Book Room.

Business for the first six months of 1908 was somewhat duller than the previous year. Up to September there was a slight improvement, but not as great as we had hoped for. The year finished strong, however—a garrison finish—bringing us up even for the year. December was the banner month. Our strong fiction list was the means of assisting us. The outlook is better at the present time than it was a year ago. The way paper has been met indicates a healthy condition.

J. H. Charles, Musson Book Co.

We really did not anticipate any increase in our business last year, but in reality we find that our returns were from 15 to 20 per cent. in excess of the proceeding year. Payments in the West, with but few exceptions, were much better than last year. Both in Ontario and the East they were quite as good. Judging from the telegraph order received since Christmas, stocks are now in a depleted condition, which should mean good trade this season. The financial condition is much better now and prospects are better still.

Thomas Allen, McLeod and Allen.

With our increased lines we were able to do as well last year as the year before. So far as our own publications were concerned, we were a little ahead, which was very gratifying as all business was more or less affected by the hard times. Prospects for this year look bright to me.

BOUNCE! An analogy which will inspire and give courage to the defeated salesman—Reproduced from Macey's Monthly, by courtesy of the Macey Co.

"Jones was tired of strife—he had not one chance in a hundred of getting that order. He was on his way to make one more try before the final disposition of a large order, but he soliloquized: "What's the use? I talked an arm off him yesterday, and he knocked about every detail. I'm stung!"

As he turned the corner, he could not help noticing a gang of boys who were bouncing a large rubber ball. He stopped and watched their antics. He noticed that the harder the ball was thrown down the higher it bounded into the air, and as he stood there the thought flashed through his mind that he had been thrown down by a grouchy customer and landed like a lump of putty. He had felt it and was not fit for work that morning simply because he had no bounce in him. The lesson of the rubber ball made such an impression that he gathered himself together and determined that he would "get that order or bust." Already he was bounding up like the rubber ball.

A glance at his watch sent him on his way, and the springy step and energetic air indicated "bounce."

He found his man and plunged enthusiastically into his subject. His arguments and manner were convincing and he secured the order, leaving the customer in a satisfied and happy frame of mind.

"Bounce!" That's what you want. Whenever some discouraging circumstance throws you down into the depths of despair, bound up higher and stronger than ever with the determination to make a stronger effort next time."

MONTREAL TRADE—Christmas Business Generally Satisfactory—Some of the Features of the Trade—A Visitor from Mexico—Books That Sell.

Montreal, Jan. 11.—Dealers generally throughout the city have done a gratifying trade during the holidays. There are few exceptions of this, but fortunately not many. In discussing the situation with one of the prominent dealers in the city he stated that many people did not feel as though they could give a present of very great value, consequently many looked upon the illustrated calendar or Christmas card as a satisfactory means of getting out of their dilemma.

In current fiction there was no real Christmas book published, but there was a good sale for many of the recent publications. Some of the larger stores report a very good sale of "Paths of the Righteous," by Miss Dougall, of this city. The book, in addition to being a work of merit, also possesses a local flavor on account of the authoress being a Montreal lady. Gift books had an unusually good sale.

The Delmar Music Co. are publishing a new song this month, entitled "O Canada," the words of which are by Mr. Recorder Weir.

Valentine Sons Pub. Co. are opening a branch house in Winnipeg to be able to better deal with their increasing Western business. This firm are also opening a branch in Atlanta, Georgia. Here, as in the West, their business has increased in such proportions as to warrant this course.

E. M. Renouf, St. Catherine Street, is advertising a big sale, to start Saturday, the 9th. This is the usual January sale which this firm runs.

Considerable controversy has been occasioned by the proposal to hold a winter carnival in Montreal. Many opinions have been aired in the daily press concerning it. The chief objection to the scheme is the fact that Canada will be advertised as a land of ice and snow, and that it was for this reason that the carnivals as held many years ago, were discontinued. The ice palace feature seems to be the specially obnoxious portion of the programme to those who are opposing it. On the other hand, the promoters believe that a better appreciation of the exact conditions existing here are held in other countries, and that a carnival of winter sports with an ice palace would not militate against the progress of the Dominion. There is no doubt but what the tradesmen of the city would benefit largely from the influx of visitors to the city. This perhaps is especially true of the stationers, booksellers, novelties, photographic view and souvenir houses. The railways are opposing the scheme most strenuously.

William McClellan, of Mexico City, has been spending a few days in the city visiting friends and relatives. Mr. McClellan, who is a Canadian by birth, has not visited Canada during the winter time for 22 years, although he has returned to his native land many times during the summer months. During these years he has been engaged in the bookselling and stationery business in the West Indies and subsequently Mexico. Mr. McClellan is enthusiastic regarding the prospects in his adopted country, where, he states, there are many opportunities for good live business men. He said the government was a particularly good one and investments were consequently safe there.

Chapmans are selling "A Remittance Man's Letters to His Mother." This is an amusing and cleverly written book which is proving a good seller. Its author, Mr. Jarvis, is an Ottawa man.

THE PICTURE PUZZLE CRAZE---It Invades Canada, though only to a Limited Extent as Yet---Wholesale Fancy Goods Houses Slow in Taking it Up---Department Stores in the Cities Reap Rich Harvest

In polite society bridge has been to a great extent superseded by the picture puzzle, and it won't be long before there will be as great a general vogue for these tantalizing puzzles as there was some years ago for ping pong.

The picture puzzle has taken hold in the United States and it is coming over into Canada. The department stores in the big cities all had them last Christmas and some of the larger fancy goods stores and the sale was heavy among the people who were "onto" the fad. Every person who tries one of the puzzles becomes an apostle and soon there will be very few individuals who won't be touched with the craze.

Description of the Puzzle.

What is a picture puzzle, some one asks. It's really nothing new. It's merely an adaptation of an old childhood favorite and this is the way the modern puzzle originated---

A little more than a year ago a young woman in Eastern Massachusetts desired to raise some money for a children's hospital. In casting about for some new aim at which to direct her efforts, she recalled the "sliced animals" and "cut-up maps" which had been at once a source of amusement and of instruction in her childhood. These games will be familiar to thousands of readers and therefore need no more description than to say that they were maps or pictures of animals printed on tough paper and pasted securely upon wood a quarter of an inch thick. The wood was then cut up into small pieces by a fine bracket saw or scroll saw. The game or puzzle consisted in reconstructing the maps or animals from the jumbled-up pieces.

With a recollection of the pleasure this old-time amusement has afforded, the girl procured some thin wood and some attractive magazine covers printed in colors. The pictures were glued to the wood, and were then sawed up by a scroll saw, with the purpose of making a puzzle that should be really difficult to solve. Cuts were first made along the principal outlines of the picture, but the pieces thus produced were again divided and subdivided, until from one hundred to two hundred sections were produced.

The puzzles were tried upon the youngsters in the hospital, and were so immediately and emphatically successful that they were placed on sale at a fair held for the benefit of the institution.

Their reception here was more than a success; it was a furore and the originator of the idea began to make the picture puzzles in large numbers, and to place them on sale in women's exchanges. There they were seen by the buyers of the toy departments of the great retail stores, and orders began to increase.

The Craze Spreads.

During the first winter the young woman made six hundred dollars, but by that time the "craze" had begun to spread, and the department stores were beginning to demand a far larger supply than any one source of production could furnish. This was because an idea that had been intended at first to appeal only to children had

been found to have its chief source of success in the interest of older people.

Unlike their prototypes, the "sliced animals" and "cut-up maps," these puzzles were not easy of solution. There were plenty of cases reported where a whole family of educated and intelligent adults had worked four or five hours in the effort to put one of these puzzles together.

The result was a demand for the new amusement, not only for home use, but for summer hotels and seaside and country cottages.

Urged by the department stores, others took up the work of making the puzzles, and hundreds of women an



A PICTURE PUZZLE SOLVED

Showing the Numerous Pieces of Which it is Constructed. This one Made by Ullman Mfg. Co. 338 East 90th St., New York.

girls are now engaged in this curious home industry. Magazines have been stripped of covers, colored pictorials have been robbed of every suitable picture, and all sorts of wood have been used for the background. Thin pine box covers, the sides and tops of old cigar boxes, and specially prepared basswood, whitewood, baywood, and mahogany, all have been utilized. Because some of the material used had been insufficiently seasoned, and because all natural wood shows a disposition to warp when coated on one side only, one enterprising firm of lumber dealers has prepared basswood in three-ply form, the grain in two sections running in one direction, and

in the intermediate section at right angles; and they have already sold thousands of feet at eight cents a square foot.

Hotel parlors and verandas, home living rooms and club libraries have been filled with earnest groups busily engaged in trying to find a better place for Arabella's head than on Adolphus's shoulder, and still the craze shows small sign of abating.

Lethargy in Canada.

So far as Bookseller and Stationer is aware, Canadian wholesale houses have shown very little enterprise in introducing these picture puzzles to the home market. A round of four or five warehouses in Toronto two weeks before Christmas brought out the astonishing information that not one carried a stock.

This is a case where the trade should be ahead of the market and not behind it. There will undoubtedly be a demand, and a heavy demand, for the puzzles, as soon as they are introduced, and the trade should create a demand for itself. Once get the craze started and it will spread like wildfire. Then the dealer with the stock comes in for the business.

PROTECTING CANADIAN COPYRIGHTS —More Systematized Information Needed by Collectors of Customs—The Government Lists Require Revising and Alphabetical Arrangement Throughout.

The correspondence which appeared in the last issue of *The Bookseller and Stationer* on the subject of the violation of the Copyright Act by the importation at Sault Ste. Marie of United States editions of copyrighted books, has brought to light a somewhat serious defect in the enforcement of the Canadian law. The collector at the Sault has been exonerated of any connivance at law-breaking in his district. In fact, such violations of the law as have occurred have been without the knowledge of the customs officers. But the difficulty is that it is almost impossible for any collector to ascertain whether a book is copyright or not.

The collector at Sault Ste. Marie informs our correspondent that he is not furnished with an alphabetical list of Canadian copyrights, but merely a sheaf of loose sheets numbering about 700, through which it would be necessary to search for the desired information with regard to any particular book. It could scarcely be expected that any officer would take up his time in this way, which is very much like looking for a needle in a haystack.

If the Department would supply their customs officials with a list of Canadian copyrights arranged in alphabetical order, it would be of invaluable assistance to them.

In the course of a letter to the Department at Ottawa, the secretary of the Canadian Book, Stationery and Publishing Trades Association has made the following appeal for a reform in the system:

"One of the great difficulties experienced in the handling of the import book trade is the absence of any alphabetically arranged list of Canadian copyrights. It is very difficult for the collectors to ascertain whether a book is copyrighted or not. This being the case, the trade throughout Canada would greatly appreciate a reform in the system of notifying the collectors of customs of the books which have been copyrighted in Can-

ada. If the Department could arrange to furnish periodically a revised and alphabetically arranged list of copyrights it would not only simplify the work of the customs officials, but would be a great assistance to the book trade.

"If the Copyright Act is to be of the service it was intended to be to Canadian authors and publishers it should be administered in the most helpful manner. The absence of an alphabetical list is becoming more and more felt as the years go by, owing to the increase in the number of copyright books.

"We would like to hear from your department about this matter, hoping that you may be able to devise an improved system."

The Reply.

John McDougall, Commissioner of Customs, has replied to this request as follows:

"With reference to your remarks regarding the system of notifying collectors of customs of books which have been copyrighted in Canada, I beg to state that collectors receive prompt notification in all cases where notice of the registration of copyright is furnished to this Department by the owners thereof. I may say, however, that in many instances this information is not supplied to the Department, and if, as a result, foreign editions of the works are imported into Canada, the holders of the copyright have only themselves to blame in the matter."

A Strange Situation.

Of what earthly use is Canadian copyright, if this is the case? The presumption is that when an author takes out a copyright at the Department of Agriculture, the Government undertakes to protect him. Must an author, in addition to getting the copyright, himself notify the Department of Customs that his work has been copyrighted?

The whole system evidently stands in need of reform. The Government should undertake to do the matter properly. There is no reason why an annual or semi-annual list of Canadian copyrights, alphabetically arranged, should not be furnished by the Copyright Branch of the Department of Agriculture to the Department of Customs for the use of its collectors.

HALIFAX TRADE—Our Correspondent Reports Business up to the Average—A Good Many Calendars Carried Over—Stock-taking Now On.

Halifax, N.S., Jan. 4.—The Christmas trade, which opened only fair, increased as the month wore on. All the trade report business up to the average. The demand for Christmas cards was larger than usual, while the sale of calendars decreased very considerably, resulting in a good many being carried over. In cards "private greetings" were much in demand, as were also the better class of cards, retailing from 25c to \$1 each.

The popular books of the month were Miss Montgomery's "Anne of Green Gables"; Mary Johnston's "Lewis Rand"; Marie Corelli's "Holy Orders", and Knowles' "The Web of Time."

The majority of the trade are now occupied with the annual "stock taking," and several of them are showing special tables of goods at clearing prices.

PROFITABLE PUBLICITY---A Review of Some Canadian Holiday Advertising, with Suggestions as to Methods--Many Commendable Advertisements Appeared--The Omission of Prices a Serious Defect.

Holiday seasons offer exceptional opportunities to the bookseller and stationer to dispose of his stocks profitably and expeditiously. Seasonable displays, however, should in every case be supplemented by advertising in the local papers. Proper preparation of advertising copy takes time and is supposed for that reason to be the bane of the average retail advertiser. But if advertising only received one-half, or say, one-quarter the attention bestowed on the other departments the time and labor devoted to it would be considerably lessened and the results attained proportionately greater. Moreover, continued familiarity with a task usually suggests ways and means for shortening its performance.

Preparation of Copy.

We will consider for the present the preparation of Christmas copy for newspaper advertising as being most pertinent. Christmas or holiday advertising should possess the same attractive features as a skilfully arranged window display. In fact if it can be made to draw attention to such a display used at the time the ad appears so much the better. Holiday advertising should be seasonable. It should suggestively set forth the merits of those goods likely to appeal to the holiday shopper. Most people when they set out to buy Yuletide gifts do so with little or no idea of what they are going to get. Their minds have not been fully made up. Even the male sex who are generally supposed to know what they are going to select before they enter a store at all, prove an invariable exception. All of which shows the relative value of suggestion in holiday announcements. Make your goods and prices—and don't forget to quote prices—sound attractive. Many of the city stores in their holiday advertising publish a selected list of gift suggestions which they find stimulates increased sales. The average dealer too often confines the power of suggestion to his salesmaking over the counter which restricts this valuable aid to selling to a very limited number. Therefore, have your Christmas publicity contain just the suggestion and the price talk particularly fitted to the season.

There are several important factors to consider in the preparation of newspaper copy. Lack of technical education may handicap the retail advertiser at the outset, but a close study of the up-to-date advertisements to be seen in the daily and periodical press will help him materially. Many of these are written by recognized advertising experts and are, therefore, among the most profitable, as well as convenient examples of newspaper publicity extant. The advertising retailer will find also in the manufacturer whose specialties he handles, a valuable aid. Generally, if asked, the manufacturer would prepare copy for him and would be glad to do so. Besides sending to the local merchant electros and illustrations of the lines he wishes to push. Most of the specialty people have advertising departments in charge of expert men for the express purpose of co-operating with the dealer in promoting the sales of their product. And the retailer that does not take the fullest advantage of such experienced help, through ignorance of its mission or a wilful misconception of its motive is deliberately shutting his eyes to the immense possibilities that lie in effective publicity. He is, as it were, getting prosperous on the plan of taking a dollar from one

pocket and putting it into another. Such firms as Waterman's Fountain Pen, Koh-i-noor Pencils, Eastman Kodak, Dennison's, Underwood's and many other producers of special lines, should be written to in reference to advertising their respective lines. The let-us-talk-it-over-plan by the retailer with the manufacturer is a good one, and every dealer should give it a trial. If, however, the retailer purposes advertising staple lines of goods and not specialties, the preparation of copy will devolve upon himself, unless he calls upon the local publisher to assist him. Having decided upon what line or lines he is going to publish in his announcement, the dealer should see first of all that he is taking sufficient space. Extra space at special seasons, if it can be afforded, is an excellent idea. It gives the reader a favorable impression of the enterprise of the advertiser, besides bringing more prominently into notice selling inducements he may have to offer. The question of filling advertising space profitably is not difficult if certain clearly-defined rules are followed in the preparation of copy. In the first place, a good many dealers think they are compelled to say a whole lot in their advertising in order to get their money's worth. That's a mistaken notion. How many of these same dealers would listen to a lengthy harangue by a traveling salesman? They would tell him in all probability that they're time was limited. And that's just the way with the reader. Use good business English—commonsense and serious. Allow for reasonable amount of white space to set off your ad. Cultivate short sentences and avoid superfluous adjectives. Do not try to display every second line or every word or two. Know that contrast in an ad is desirable to give it effectiveness. Too much display kills all contrast. Shun undue ornamentation or flourishes or fancy borders of any kind. Remember your advertising is your traveling salesmen and have it dressed as you would want a physical embodiment to be attired, dignified and in good taste. As the price consideration, especially with women, is invariably the basis of any sale, do not forget to quote prices. If the retailer will follow these simple suggestions in the preparation of his advertising matter he will find that their adoption will be fully warranted by the success which will attend his efforts toward profitable publicity.

Sample Ads.

Of the Christmas ads reproduced herewith, those of F. I. Weaver's bookstore, Berlin, would appear to be destined to get the maximum of results. His argument is definite and convincing, and his price talk eloquent with suggestions for savings. He has also taken advantage of the resources placed at his disposal by the specialty manufacturer as a judicious use of illustrations will allow. An error is seen in the spelling of "fountain" in the line beneath the cut of pen. The advertisement of Cooper's bookstore has a real old-fashioned holiday appearance and this idea is fully carried out in the descriptive matter. A list of suggestions, coupled with prices, makes it a very forceful announcement. Stratton's bookstore is inclined to be rather extravagant in some of its claims, but otherwise it is one of the best advertisements shown. The use of cuts with greater frequency would have considerably enhanced its attractiveness. Because of

CUT PRICE ALTERATION SALE

THE STORE WITH THE GOODS

ESSENTIALLY A CHRISTMAS STORE

CHRISTMAS GOODS

FOR TEN DAYS

CARNIVAL OF CHEAP SELLING

All Goods in this Store reduced 25 to 50 per cent. This is the best time to buy Christmas goods. Buy now and you will have them when you need them. All goods in this store are of the highest quality and are guaranteed to give you the most satisfaction.

Look over the prices in our ads, in this issue.

WE CARRY THE LARGEST RANGE OF CHRISTMAS GOODS

WEAVER'S BOOKSTORE

Buy or Gift

BOOKS

CANDLES

TOYS

STATIONERY

CHRISTMAS CARDS

CHRISTMAS TREES

CHRISTMAS DECORATIONS

CHRISTMAS LIGHTS

CHRISTMAS STOCKINGS

CHRISTMAS GAMES

CHRISTMAS CANDLES

CHRISTMAS CARDS

CHRISTMAS TREES

CHRISTMAS DECORATIONS

CHRISTMAS LIGHTS

CHRISTMAS STOCKINGS

CHRISTMAS GAMES

25c

50c

1.00

1.50

2.00

2.50

3.00

3.50

4.00

4.50

5.00

5.50

6.00

6.50

7.00

7.50

8.00

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9.00

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24.50

25.00

Picture Smash

THE LAST CHANCE

Specially priced for you! After this week you will find a book of pictures that will give you the most of value. It is a book of 12 pictures that will give you the most of value. It is a book of 12 pictures that will give you the most of value. It is a book of 12 pictures that will give you the most of value.

\$3.99

Remember, Saturday Morning, 10 O'clock. First Come First Served. Look Them Over in our East Window. There Are Just 15.

CHRISTMAS SUGGESTIONS

PAINTED	LEATHER GOOD
1.00	1.50
2.00	2.50
3.00	3.50
4.00	4.50
5.00	5.50
6.00	6.50
7.00	7.50
8.00	8.50
9.00	9.50
10.00	10.50
11.00	11.50
12.00	12.50
13.00	13.50
14.00	14.50
15.00	15.50
16.00	16.50
17.00	17.50
18.00	18.50
19.00	19.50
20.00	20.50
21.00	21.50
22.00	22.50
23.00	23.50
24.00	24.50
25.00	25.50

Hay's Bookstore

Remarkable Holiday Sale

STRATTON'S BOOKSTORE

218-220 WORTH OF BOOKS, STATIONERY AND FANCY GOODS Must be Sold before New Year

Booker Choice	Copyright Books 99c.	Best London Goods
1.00	1.00	1.00
2.00	2.00	2.00
3.00	3.00	3.00
4.00	4.00	4.00
5.00	5.00	5.00
6.00	6.00	6.00
7.00	7.00	7.00
8.00	8.00	8.00
9.00	9.00	9.00
10.00	10.00	10.00
11.00	11.00	11.00
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18.00	18.00	18.00
19.00	19.00	19.00
20.00	20.00	20.00
21.00	21.00	21.00
22.00	22.00	22.00
23.00	23.00	23.00
24.00	24.00	24.00
25.00	25.00	25.00

BIGGEST BARGAINS IN STATIONERY

Out of the Ordinary

Court Imperial

WEAVER'S.

SPECIAL CHRISTMAS SALE

Playing Cards

The McMurtry Book and Stationery Co., Ltd.

A SPIEL ABOUT BOOKS

A list of 100 and more, probably there is no more satisfactory present for Christmas than

A GOOD BOOK

Which books are mentioned we can simply refer to the advertiser. As a matter of fact we can refer to the

LARGEST STOCK OF BOOKS BY THE BEST FOR CHRISTMAS TREE SALE

We Have More Books Than Ever

Books Bound in Every Christianable Style

CANADA DRUG & BOOK CO., LTD.

Tramp! Tramp! Tramp!

We're Marching to Christmas

Only a few days more for Christmas Shopping

We have the largest stock of Christmas goods, and you can get them at the lowest prices.

TOY Department

We have more toys than ever before.

Dolls and Christmas

We have more dolls than ever before.

Fine China

We have more fine china than ever before.

Ladies Hand Bags

We have more ladies hand bags than ever before.

Gosper's Book Store, Ottawa

Some Holiday Announcements.

its enlarged size it presents opportunities for effective publicity that is denied the user of smaller space.

"A Spiel About Books" might indicate to the average reader that it was the forerunner of an introductory talk on the slangy literature of the G. V. Hobart and George Ade type. But it isn't. For that reason it is misleading. Hard-earned experience has proven that it don't pay to try and get "fresh" or funny, or even slangy in your advertising talk unless you are appealing direct to a class of people who are used to it. Even then it's questionable. In this case it has spoiled the ad. I don't know just how conditions may be "away out West," but if I were to see an announcement of that kind published here I would expect to find a sporty looking gentleman with a loud vest and smoking a large cigar behind the counter. No need to

be funereal, but don't descend to doubtful methods in order to attract attention. The customer don't like it and it reacts against the store.

Carefulness in composition of matter for the McMurtry Book & Stationery Co., Limited, would have rendered it more attractive. The heading should have been set in stronger type. The whole typographical arrangement is altogether bad, and shows that some compositors as well as advertisers need education in the preparation of advertising matter.

Fotheringham & Popham show considerable taste and advertising skill in their publicity. Because of its striking arrangement, including the judicious use of white space, it is calculated to catch the reader's eye. The argument which is strongly persuasive, is good, and, no doubt, influ-

ened a large and desirable class of buyers to the store. Loud, extravagant statements are to be avoided. That their books "are the talk of the town" is self-evidently wrong. Few books could become a leading topic of general conversation unless they deal with a theme which would arouse public sentiment because of its antagonism to the principle of conventionality or decency. Eliminate all generalities or ambiguous statements which are liable to create false impressions. They are usually harmful.

A reasonable decorative border used on Hay's ad books attractive. Although the omission of the rules beneath the headlines would have given it a cleaner appearance. Why quotation marks should be after sub-heading is not apparent.

Generally speaking, the work of the compositor on many of the ads could be greatly improved. I am not inclined to be pessimistic nor do I wish to impute to the printer any desire to adhere to archaic forms; but it is somewhat discouraging to note the indifference which is paid to advertising composition by country printers as a whole. There are in some newspapers a few advertisements made up with type which are about as good as they can be made; but these pieces are designed by men who have made a study of advertising and are not the product of the ordinary printer. It will pay the retailer to examine the typography of the advertisements appearing in the best dailies and magazine publications. In this way he will be able to raise his own publicity up to a higher plane of efficiency and accomplish the very necessary aim of having his advertisements read.



EXPRESS RATE ON BOOKS—To Secure Low Rate Parcels Must Now be Limited to 5lbs. in Weight—Views of the Express Companies—Is the Post Office Behind it?—An Open Letter.

Under date of December 29th, 1908, the Canadian Express Co. and the Dominion Express Co. advise the trade that a radical change has been made in the rates on printed matter, prepaid, which, of course, includes books.

The trade has in the past been granted a special rate of 8 cents per lb. on packages of books, the value of which did not exceed \$10. This book express was very useful, as it enabled Toronto publishers to get books out to the Northwest rapidly during the rush season at Christmas. Now the shipper is restricted to sending parcels not exceeding 5 lbs. in weight.

The Circular.

The circular issued by the express companies reads as follows, so far as it applies to the book trade:

Toronto, December 29th, 1908.

Dear Sir,—We beg to advise you that on January 1st, 1909, a new express classification will be adopted by all express companies in Canada. Your attention is directed to the following changes:

Section "D."

Special tariff on printed matter prepaid, not applying on c.o.d. shipments.

Each package must be limited to 5 lbs. in weight, excepting single books, which must be limited to 10 lbs.

Must have name of contents written, stamped or printed thereon and must be packed so that description may be readily verified by examination.

Value limited to \$10 per package.

Value must be written on receipt and package.

Special tariff will not apply on blotters or blotting pads not having advertisements printed thereon; books entirely blank; blank cards, cardboard, flexible or paper patterns, letter paper, ornamental paper, playing cards and sample of merchandise, including cloth, medicines and sample cards.

Undelivered shipments sent out under this section will be returned to original shippers, charges to collect.

H. P. SHARPE,	R. G. WILSON,
General Agent,	General Agent.
Dominion Express Co.	Canadian Express Co.

In the former or old classification the weight on printed matter was not limited under the special tariff to any number of pounds. It was only the value on prepaid printed matter which was limited to \$10. Under the new classification there is both a limit on the weight which must be restricted to five lbs., and also on the value which is not to exceed \$10.

The Express Companies View.

One representative of the express companies, when asked why the change outlined above had been made, said that the classification and also the special tariff therein, had been approved by the Board of Railway Commissioners for Canada. The people had clamored to have express companies and their rates brought under the jurisdiction and control of the Railway Commission, and Parliament had yielded to the demand. If any fault was to be found the express companies should not be blamed; complainants should look for redress of any alleged injustice to the Railway Commission, which had approved the new schedule.

Another representative of the express companies when questioned regarding the change, said that a few booksellers and publishers had apparently violated the classification and had sent out big packages of books or printed matter under section D, which would weigh very heavy, and there being no restriction in this respect, so long as the value (limited to \$10) was written on the package, the express companies were getting the worst of the matter, and carrying huge parcels at too low a figure when compared to charges received on other goods. The publishers or booksellers might not intentionally offend or violate the meaning of the clause in the special tariff, but there naturally existed, so long as there was no restriction as to weight, a strong temptation to place the value at \$10 or under, in order to get the special rating of 8c per lb.

Articles Under This Tariff.

It might be pointed out that, under the new classification, the following have been placed under the special tariff, under which each package is limited to five lbs. in weight, and restricted to \$10 in value, excepting single books, which must be limited to 10 lbs.—almanacs, blanks, printed blotters and blotting pads, having advertisements printed thereon, blue prints, books printed, bound or unbound, calendars, paper or cardboard, not enased or mounted, cards printed, except plain cards, catalogues, chromos, circulars, embossed books for reading by the blind, engravings, hand bills, heliotrope work, insurance policies, blank, kinetoscope pictures on paper, labels printed, lithographs, magazines, maps on paper or cardboard, with or without canvas backing or wooden rollers, newspaper heads, pamphlets, periodicals, photographs not framed, posters, programmes, proof sheets, prospectuses, publications, sheet music, show cards, signs on paper or

cardboard not framed, solar prints not framed, stereoscopic views.

Is the Post Office Behind It?

The consensus of opinion among the publishing trade is that the post office is behind the change. They are the people who stand to benefit. It is well known that they have been looking with covetous eyes on the business being done by the express companies and they probably consider this a good way to drive the business in their direction.

If this is the case, the book trade throughout the country will be seriously affected, not only because the cost of getting books from the supply houses will be increased, but because it will enable the mail order houses to deliver books as cheaply as they can get them themselves. The trade must in its own interests fight strenuously against the parcels post idea and this new move seems to indicate a desire on the part of the authorities to advance this idea.

Letter From a Publisher.

The following letter bearing on the subject has been received by the Secretary of the Canadian Book, Stationery and Publishing Trades' Association:

Toronto, January 7th, 1909.

W. A. CRAICK, Esq.,

Secretary Booksellers' Association.

Dear Mr. Craick,—Canada, apparently, is not without its volcanic eruptions, although of a somewhat milder form than the lamentable instance recently recorded.

It is rumored that the locality that would have suffered, unless instant steps were taken, is Ottawa. By a miraculous turn of the fairy wand Ottawa is saved (it is thought), to the detriment and probable destruction of a few smaller towns, quite insignificant in the eyes of individuals involved in the Capital. I refer to the sudden rising of the express companies with the accompanying roar of an ultimatum—to whom? Why! the bookselling industry, of course. Who else could afford to withstand the mighty wrath of the powers that be?

The details of the "ultimatum" are too ridiculous to be dealt with clause by clause.

May I suggest to you, as Secretary of the Booksellers' and Stationers' Association of Canada, that it would be a distinct advantage to the "trade" if you called a meeting of the Executive with a view to drawing up a line of argument to present to the Railway Commission that is to sit in this city, some time this month to discuss this all important question of express rates? Also to solicit the views of the "trade" at once, either through the columns of *The Bookseller* or by direct correspondence?

The excessive express rates, and for that matter postal rates, are nothing short of tyrannical. The paraphernalia to be followed is absurd. It makes work, both for the addressee and addressor; that is nothing. Canadian business houses have an immense public to appeal to, and, in consequence, can well afford to follow superfluous principles!

Although we have only been established in this great country a little under two years, we have suffered perhaps more, than any other house with head offices in England at the hands of the postal authorities at Ottawa.

Were the formidable and to my mind inexplicable official organs known as "Rate Books" and "Postal Guide" modified, not only would the trade generally benefit, but the public also. The publishers would depend upon a larger circulation of their wares, not the same prices, and so far as we are concerned, instead of maintaining labor in England and working a branch of the

business from that end, we could materially increase our staff and thereby relieve the charitable organizations of some of the heavy burdens thrust upon them, especially at this season of the year, besides reduce the claims upon the municipal body of the city, and incidentally the rate-payers.

The stand we take is not so selfish as some would have us believe. This I hope is made evident by the reading of a portion of the preceding paragraph.

The main object in sending this letter is to incite the booksellers and stationers of Canada to "get busy" and do all in their power to protect their own trade, which is undoubtedly the most useful and beneficial in existence. Surely they are not satisfied with the miserable returns for their services to the public! It is not a bit of use "erying over spilt milk." Now is the time to make their position felt, and keenly, too. February will be too late.

Another object in sending this letter is because I am leaving for a trip to Europe on the 22nd, just in the heart of the controversy which is to decide the great and vital question of express rates—to say nothing of the trimmings involved and the decoration of parcels before they will be accepted at headquarters.

Sincerely yours,

HENRY BUTTON,
Manager Cassell & Co.

Editorial Note—Since the foregoing was written, Chairman Mabce, of the Board of Railway Commissioners, has ordered the cancellation of the entire new express tariff and the re-inforcement of the former tariff.

CATALOGUES AND TRADE LISTS — Importance of Keeping a File—Some New Publications Received—Carter's Ink Company's House Organ.

Waste-basket or filing cabinet—just where should each piece of advertising matter received by *The Bookseller and Stationer* be placed? More careful discrimination is necessary. Too frequently the waste-basket gets what the filing cabinet should receive, and vice-versa. It can be taken as an axiom that the catalogue and trade lists of all reputable manufacturers and wholesalers should be preserved—at last, until such time as they are superseded by new issues. It is equally axiomatic that every piece of printed matter without a reference value should be destroyed. There should be a thorough house-cleaning of all drawers and cabinets containing catalogues and lists monthly and a rearrangement of the contents so that necessary information can be secured with the greatest possible ease and rapidity.

The Christmas number of that bright little house organ the *Scribe*, issued by the Carter's Ink Co., has been received and perused with interest. Its twelve pages contain many valuable and suggestive pointers on salesmanship, and every dealer who reads it through thoroughly is bound to derive encouragement. The little business anecdote, "Bonnee," which is copied elsewhere in this issue of *Bookseller and Stationer*, is one of the most helpful little stories imaginable.

Librairie Beauchemin, 256 St. Paul St., Montreal, have issued a small folder advertising some especially fine French works. These embrace many subjects, including history, religion, travel and many interesting books dealing with agriculture in all its various phases.

Editorial Chronicle and Comment

OUR SILVER JUBILEE.

The Bookseller and Stationer is now in its twenty-fifth year. Only one trade paper in Canada is older, but as the latter was originally published as a house organ we can safely lay claim to being the oldest regular trade newspaper in the country. This is quite a distinction for us and we intend to celebrate the event by making the present volume the most distinctive yet issued. It will be our Silver Jubilee Volume.

The Bookseller and Stationer was founded in 1884 by the late J. J. Dyas, and was continued by him for four years, when it was disposed of to its present proprietors, the Maclean Publishing Company, who have conducted it without interruption ever since. Among advertisers who have occupied space continuously since the establishment of the paper are: The Brown Bros., Warwick Bros. & Rutter, and the Copp, Clark Co. We would like to hear from subscribers who have read the paper from its foundation.

A NEW DEPARTMENT.

With this number of The Bookseller and Stationer important changes have been inaugurated, which it is felt will redound to the benefit of the trade. The most noteworthy is the establishment as a supplement to this paper of The Canadian Bookman. The publishers feel that the growth of the book department and the development of the book trade in Canada merit more careful and extended treatment than has been given in the past. Having this object in view, they are specializing to a greater extent on the book end and are making the book department distinctive in this way.

The Canadian Bookman will be run in conjunction with The Bookseller and Stationer and will in fact be simply a specialized department of the latter. Those booksellers who think that its circulation among book buyers will prove helpful to them can secure quantities in separate form at a low figure, which may be distributed among their probable customers.

Particular care will be taken by the publishers that no injury will be done the book trade by the insertion of advertisements, which would tend to take business away from the booksellers. The department will be run primarily as a trade department in the interests of the book trade, which means the legitimate channel from publisher to bookseller and then to the book buyer. If it stimulates the public to buy more books through the bookseller, its mission as a separate publication will be accomplished.

Another change inaugurated in this number of The Bookseller and Stationer has to do with the make-up of the paper. A new scheme of headings has been devised and the advertising departments have been re-adjusted,

so that all advertising comes front and back. This, we believe, has improved the appearance of the paper materially.

THE OUTLOOK FOR 1909.

From careful investigation of the situation we have come to the conclusion that 1909 will be a good year in the trade, provided no untoward circumstances intervene. No one blinks the fact that there has been a depression and a serious depression. But this depression has been safely weathered, thanks to the careful handling of the situation by our financial departments. The experience of by-gone years has been utilized, with the result that failures have been few and business has gone on smoothly.

Whether or not the experience of the past fifteen months has been merely preliminary to a worse upheaval in the coming year is problematical, but experience would teach us that such a contingency is remote. Depressions and panics have in the past soon spent themselves, salutary lessons have been quickly learned, and the caution engendered by them has tended to the gradual upbuilding of a more substantial structure.

The cautious buying last year, followed by an unexpectedly good holiday trade, has left stocks low in retail departments. These must be replenished, for the wants of the country are never satisfied. The result must be that the opening months of 1909 will witness good buying in the staple departments at any rate, if not in the fancy goods departments as well. The experience of 1908 has been good for the trade, even if it has occasioned a temporary falling off in profits.

IMPORTANT LEGAL DECISION.

For six years what is known as the Macy Case has been dragging along in the New York courts. This case was to test the right of the American Publishers' Association to control the sale of books. The Macy Company, running a department store, were refused books because of their habit of price-cutting. The question was taken to the courts and the first decision was that the American Publishers' Association could not legally refuse to sell to Macy & Co. The case was appealed, and in March, 1904, the Court of Appeals decided that only in the case of non-copyright books was the association acting illegally.

The Publishers' Association thereupon modified their rule to make it apply only to copyright books, and a new series of litigation began. This has now been concluded by the decision of the Court of Appeals that the publishers can control the sale of copyrighted books. The decision is warmly welcomed by both publishers and booksellers, who thus find their hands strengthened in the struggle for more satisfactory trade conditions.

EXPRESS ON BOOKS.

The announcement that under the new express tariff the special 8 cents per pound rate on books, sent prepaid, has been altered or limited to apply only to parcels under five pounds in weight, has occasioned much dissatisfaction. Previously the limit placed on these parcels was that they should not contain a greater value than \$10.

The express companies contend that this privilege has been abused. If it has been, and we are not prepared to say that in some instances it has not been, why should they go to this extreme? Why not have ascertained an average weight, the equivalent of the \$10?

The way it is now, the express companies are simply turning much of the business over to the post office. It has even been hinted that the post office is behind the so-called reform. If this is the case the trade had better bestir themselves, for the introduction of the parcels post will naturally follow. The aim and ambition of the mail order houses is to get a parcels post in Canada and time and again they have endeavored to influence the Government in this direction. In self-defence retailers must fight against any scheme which will make it easier for these mail order concerns to do business.

INSURANCE RATES IN TORONTO.

The announcement of the reduction of fire insurance rates in the wholesale district in Toronto as the result of the installation and tests of the new high-pressure system has been awaited with a good deal of interest by warehouse owners in the district affected. Shortly after the big fire five years ago the rates were raised with a jump and it has been a question as to just what effect the installation of the new system would have on the underwriters' schedule and rates.

A reduction of from \$1 to 75c on the key rate on the down-town district, extending from a short distance east of the east side of Simcoe Street to a short distance west of the west side of George Street, and from the Esplanade north to a short distance south of the south sides of Agnes Street and Wilton Avenue.

A reduction is also granted from 60c to 50c per \$100 of insurance for the district from Bathurst to Sackville Streets and running north to College Street.

A great many of the warehouses will not participate in the general reduction, because it does not apply to fireproof buildings or those equipped with a sprinkler system. In such cases the buildings have a special rate of their own.

John A. Robertson and the officers of the Canadian Fire Underwriters' Association thought the new rates would meet with popular approval. Some of the dailies, however, in reporting the matter, had made a mistake in stating that the reduction would amount to 25 per cent. The new rate would mean a reduction of 25 cents where the \$1 key rate was used as a basis. This, of

course, would be a reduction of 25 per cent. if all conditions prescribed by the association were met, but the very great majority of risks did not come up to the standard required, and so something must be added to the key rate to cover the extra hazards. For instance, a fire policy is taken on a building in the congested area where the key rate is \$1. The building does not come up to the standard set, because the walls are not of the required thickness, the ceilings are wooden, and the stairways are not enclosed. These hazards make the risk of fire greater, and so certain sums are added to the key rate because of these deficiencies. In some cases where manufacturing is carried on or chemicals carried, the rate would come to \$2.50. It is on this \$2.50 that the reduction of 25 cents is made to find the new or reduced rate. In other words, the \$1 key rate is reduced to 75 cents, and the 60 cent key rate to 50 cents. The reduction covers all policies made or renewed since January 1 last, but no rebate or reduction is allowed on standing policies.

The reduction is made although the civic fire and waterworks departments have not come quite up to the requirements asked for by the association. The association asked that four four-million gallon pumps or three six-million gallon pumps be installed. This would give 12,000,000 gallons of water a day in case one of the pumps gave out. The city has put in only two five-thousand gallon pumps. However, we believe it is the intention to augment these, though, possibly two years will go by before the additional service will be ready.

No calculation could be made which would show the saving to be effected to merchants and manufacturers by reason of the reduction; nor could Mr. Robertson state how the rate would compare with those in force before the big fire. In the first place, lighter stocks are being carried. One instance alone shows that a prominent wholesale dry goods firm has \$200,000 less stock than this time last year, and in the second place Mr. Robertson was not in his present position at the time of the fire. Insurance rates have very much advanced all over the world during the past five years, particularly so in the cities and larger towns, though Mr. Robertson did not think they were any too high.

BOOKS IN ENGLAND.

The publishing business suffered a slight depression during the past year in England, though the number of books issued was well above any year previous to 1907. In that year the total was 9,914 or 93 more than in 1908. One noteworthy feature is that there was an increase of 96 in the number of new editions in 1908. Taking the year's output, class by class, there were the following decreases: Religion 28, Educational 60, Political and Social 92, History 13, Year Books 24, Medicine 32, Belle Lettres 79. There were increases in Fiction 5, Law 17, Arts and Sciences 55, Voyages 49, Poetry 42 and Miscellaneous 67.

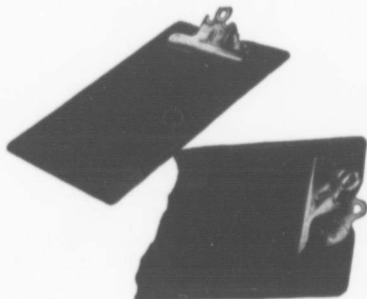
WHAT MANUFACTURERS AND JOBBERS OFFER--New Lines Shown this Month--Calendars for 1910--Players' Requisites--Improved Files--Read this Department Carefully for Saleable Novelties.

New Map of Canada.

A revised map of the Dominion, 60x81 inches in size, has been published by the Copp, Clark Co. This new edition shows the latest developments in railroad construction, etc. Dealers should get after the school boards at once, as the new map should be in every school house in Canada.

Steel Letter Clip.

The illustration shows a high grade steel board clip offered by Buntin, Gillies & Co., Limited. The steel



Steel Letter Clip - Buntin, Gillies & Co.

board does away with breaking and warping, so common in the hardwood boards. The nickel-plated clip has a patent stop attachment which causes it to remain open for convenience in handling. The two parts are firmly rivetted together and cannot come apart.

New Canadian Calendars.

The travelers of Warwick Bros. & Rutter are now showing a new range of Canadian calendars for 1910, which this house are manufacturing. They met with such success last season in disposing of their line of Canadian designed calendars that they were induced to go more extensively into the business this year. They state that after personal enquiry in Montreal and Toronto they discovered that their line of calendars sold better than any other individual line on the market. The reason for this was that the calendars were genuinely Canadian, both in design and sentiment. The 1910 line is superior to anything they have ever shown before.

New Bridge Pad.

At the request of a number of club members the Copp, Clark Co. have introduced a new bridge pad. This pad has at the top of each leaf a summary for four rubbers, which makes it very useful. This house also have in stock the celebrated Wallace Whist tray used by the Canadian whist league in all official tournaments. It is named after James Wallace, late president of the league. The Copp, Clark Co. are headquarters for all sorts of bridge players' sundries, including pads, sets,

tally cards, bridge whist invitations and the authorized cards of the Canadian whist league.

Valuable Commercial Map.

A valuable map of Western Canada has been issued by the Stovel Company of Winnipeg. It is 25x80 inches in size and on it are mapped out all the railways traversing Western Canada from Port Arthur to Edmonton and Calgary, with the name of every station in its proper position. With the exception of the railway lines in colors and the names of the stations printed plainly in black letters, the whole map is a blank. In this way the commercial routes of the West are most clearly displayed.

Each of the railways, Canadian Pacific, Canadian Northern, Grand Trunk Pacific and Great Northern is indicated in a different color. In addition to the map itself there is a complete index of all stations. After each name a sign indicates presence of express offices, post offices, telegraph stations and freight stations.

The value of this map to eastern business men doing business in the West is very great, and no business house should be without a copy.

An Attractive Inducement.

A proposition that will interest the trade is the offer of Nathaniel Field, New York, to supply all their new and old customers with one of their beautiful cases, as shown herewith, free of charge. This case is made to hold twenty-four of their fountain pens, all of which are made in attractive designs and guaranteed to be 14k solid gold. Careful construction, exceptional value, latest improvement, skilled workmen and expert adjusters, are only a few of the reasons why their fountain



Fountain Pen Display - Nathaniel Field, New York.

pens have so rapidly grown into general favor. Retailers who would like to secure a standard line of fountain pens reasonably priced, should investigate the offer made by this company.

Emerald Pencils.

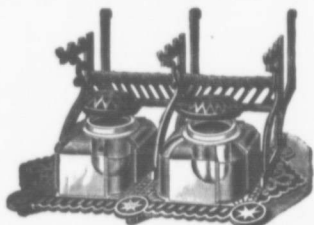
Warwick Bros. & Rutter have something special in a new pencil to retail at 5 cents, manufactured originally to sell at 10 cents. The Emerald pencil is remarkable value for the money. It is made in nine degrees of black from 2B to 6H and in indelible copying. It is put up

BOOKSELLER AND STATIONER

most attractively, one dozen to a box. The pencils are finished in olive, enamel, stamped in gold. The black pencils are hexagon and the copying are round. They offer a very special proposition for an assortment for introduction.

Ink Stands.

Buntin, Gillies & Co., Limited, have lately added to their stock a number of lines of ink bottles and stands,



New Inkstand - Buntin, Gillies & Co.

two of which are illustrated herewith. These include a heavy safety, non-spillable bottle and several lines of single and double stands, in both nickle and japan finishes.

Fine Drawing Pencils.

The Adonis drawing pencil, made in thirteen degrees, to retail at 10 cents, especially suited to requirements of draughtsmen and architects. The degrees are exactly accurate, running from 6B to 6H. This pencil is being introduced by the Copp Clark Co.

Notes From the Harcourt Company.

The E. H. Harcourt Co., Toronto, announce the publication of the new edition of the Ontario copy



Paper Fasteners - Copp, Clark Co.

books. These are printed on special paper imported from England, of excellent quality, and the Government

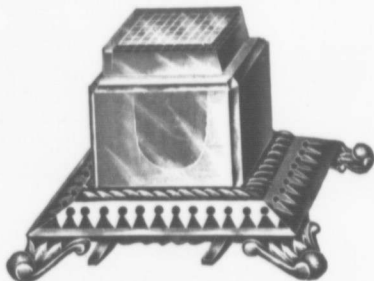
has supervised the printing. This company are showing this season some novelties in onion skin paper put up in octavo, quarto and fly leaf pads. The cobweb finish shown in some of these is quite striking. They have a number of other interesting numbers in tablets.

New Playing Cards.

A new pack of cards to retail at 25 cents is being placed on the market by the Copp, Clark Co. They are called the C.C.C. Club card, and their distinctive feature is the large index, which renders them particularly suitable for bridge whist. Each pack is sealed and attractively boxed.

1601 F.

1601 F. is the name of the new pen which William Briggs, Toronto, is going to introduce this season. It



New Inkstand - Buntin, Gillies & Co.

is made of a new composition, which is very light and non-corrosive. He has ready 2,500 samples on cards which he will be pleased to send to any one wishing a sample.

Sundry Notes From Copp, Clark Co.

Here are a few of the new goods on display at the warehouse of the Copp, Clark Co., Toronto.

The picture sensation in New York, "The Light that Lies in Woman's Eyes," retailing at \$1 and \$1.25.



Easter Cards - Copp, Clark Co.

BOOKSELLER AND STATIONER

New size in the linen lawn pad. This is now made in octavo size.

New cover on the onion skin pad, making a very attractive tablet.

Fifteen assorted designs in package of St. Patrick's Day post cards at \$1 per hundred. Also Valentine napkins and St. Patrick Day napkins, 30 cents per hundred.

Eight different designs in the Art Series of papereries, containing the popular fabric finish paper.

Regulation hockey pucks at \$1.50 per dozen, which can be retailed at 25 cents. The juvenile kind at 70 cents per dozen.

New calendar pad for the use of professional and business men, with space for engagements for every hour of the day.



The Archive File Copp, Clark Co.

A New File.

The Copp, Clark Co. are at present pushing the sale of a new file called the "Archive," which possesses many features not found in the ordinary make of file. The metal part is made in a new copper finish, which will not rust. The alignment of the arch is always accurate and will not spring out of place. The file is also equipped with a red index, which makes it easy to place one's hand on it.

MAGAZINE NOTES—Some New Ones on the Market—Changes in Price—Contents of Some Leading Periodicals.

The City, a magazine devoted largely to matters of civic growth and life, has been started by J. M. Dent & Co., London.

The spring numbers of the Standard Fashion Quarterly and the Butterick Fashion Quarterly are announced for publication on February 12.

In May, Cassell & Co. intend to launch a new magazine to be called Outdoor Life, containing 48 pages and color plate, same size and style as Nature Book. Its price will likely be 15 cents.

John W. Glenister is undertaking a campaign to boom the news-stand circulation of Good Housekeeping, the Phelps Pub. Co. magazine. He has a good proposition and Canadian Newsdealers should give him every assistance.

Vancouver has still another magazine and a young lady not yet out of her teens is its editor and publisher. It is called Levy's Magazine, and is a continuation of the Collector's Companion, which Miss Beatrice A. Levy has been running for the past year. It sells at only 5 cents.

St. Nicholas is now issued by the Century Co. on the fifteenth day of the month preceding the month named on the cover. Just by the way, the Century Co. have been doing some good advertising for St. Nicholas and the interest of the newsdealers has been brought forward every time.

Cassell & Co. are planning to issue on March 1, the first number of a new magazine to be called the New. It will have 16 pages on art paper and 144 pages text. The art section will consist of photographic illustrations of stage characters and scenes, and the text of the other pages will be 128 pages stories with line illustrations, and 16 pages fashions. The published price for Canada will probably be 15 cents.

Travel and Exploration, the new English magazine, published by Witherby & Co., London, started its course with the January issue. It is an attractive little magazine, beautifully printed and illustrated and contains "A Call to Exploration," by Sir Clements R. Markham; "The Danish Greenland Expedition," by Lieut. A. Trolle; "Travel in the Balkans," by M. Edith Durham; "Travelers and Photography," by Dudley Kidd; "The Forests of Peru," by L. C. Bernaschi; "A Naturalist in New Guinea," and "Dirigible Balloons."

The international Studio begins the new year with a splendid issue, containing many attractive illustrations. Among the plates are pictures by John Lavery, Charles Volkmar, Ferdinand Schmutzer, Frederic Yates, Norman Evill, James McNeill Whistler, Edward A. Hornel and Louis Faneher. The literary contents are in keeping with the illustrations, including, "Some Recent Painting by John Lavery," with twelve illustrations; "Architectural Gardening," with nine illustrations, etc.



The ELLIOTT line of Calendar Pads for 1910 is now ready. There is nothing to equal it in the market; all pads stitched and handsomely executed from original designs.

Also the greatest things in CALENDARS you have ever seen!

We are the makers of the Odd, Unique and Original line of Tally Cards, Dinner Cards, Dance Programs, Bridge Pads, "500" Pads and other Score Cards. Samples upon request, or see your jobber.

Write for Catalogue NOW!

THE
CHAS. H. ELLIOTT
COMPANY
North Philadelphia, Pa.

THE PROFITABLE END OF THE PHONOGRAPH BUSINESS--A Great and Increasing Demand for Records--The Sale of a Talking Machine only the First Step in a Lucrative Trade--Manufacturers Rely on the Retailers to Sell the Goods--By J.H. COLLINS in Printers' Ink.

When the census of 1900 was taken in the United States the business of making talking machines and records had to be grouped with electrical apparatus, there being not enough of it to form a separate classification. When the manufacturing census of 1905 was taken, however, a separate classification had to be made, because in five years the phonograph business had grown more than 350 per cent. The value of talking machines and records produced in 1900 was slightly over a million and a half dollars. In 1905 it had grown to more than ten millions. To-day some of the companies are paying dividends of twenty-five per cent.

Profits in the Records.

The chief end of the phonograph business is the sale of records. A phonograph is relatively simple in mechanism, and through certain trade conditions has been brought to a point where the profit on a machine is not large. The growth and profit are in records. Where increase in machines manufactured between 1900 and 1905 was less than 140 per cent., the increase in record business during the same period was nearly 800 per cent. Every phonograph and graphophone sold creates a demand for records that ultimately far outruns the cost of the machine itself. Indeed, the industry has been brought to a point in salesmanship where the fortunate owner of a twenty-five dollar machine is led on to buy fifty dollars' worth of records. At that point the shrewd dealer sells him a cabinet to hold the cylinders or discs, at a price about equivalent to what was paid for the phonograph. This cabinet, in turn, has room for twice as many more records. The fortunate possessor of the cabinet proceeds to buy records to fill its compartments, and by the time it is full he probably wants a better phonograph, and then more records, and a bigger cabinet and so on. Of course, he wouldn't do it if the phonograph didn't return ample pleasure for the money invested.

Big Developments in Sight.

As this business expands, therefore, the companies want to control record trade, and it is this desire that is furnishing most of the excitement just now.

Some time ago a fourth factor was introduced in record sales. A new company came onto the market, with records that would fit any machine, and which had the advantage of being indestructible. Heavy advertising was done for these indestructible records, and demand for them from all owners of phonographs was so great that the old companies had to do something about it. The Edison interests, according to report, prohibited their dealers selling any competing records. In some instances dealers evaded this prohibition, it is said, by running a partition down the centre of their stores and selling Edison goods on one side and competing goods on the other, through a dummy firm. Or if that didn't happen, then some small competitor down street took care of the competing business, which pleased the Edison dealer less. Just about the time this situation began to ripen, the Columbia interests bought out

the business of the company making the indestructible records (and trouble), and is now getting ready to do things with this newly acquired specialty. So, though the phonograph business is young, the developments in it are rapid. There seems to be plenty of fun ahead and lots of big advertising and probably sufficient new business for all.

More Trade for Retailers.

"The result of our announcement of the double record discs," said Mr. Metzger, the other day, at the general office of the Columbia Phonograph Company, in the Tribune Bldg., New York City, "has been the addition of a night shift in our record department. That means more than additional business for us. It signifies that trade for our retailers all over the country has been stimulated, and is recovering from panic consequences. Our year of general business depression naturally hurt this business, for the phonograph, while a necessity to people who own one, would still give pleasure with old records. But when we give two records for the price of one, people are brought back to the dealer for new music, the dealer has a strong new selling argument, and the new double records save him freight, loss, space, investment in stock, and enables him to carry complete selections for instant demand, a prime point in the live record trade."

"The dream of every manufacturer, I suppose, is to have his own retail selling agencies, distributing direct to the consumer, and making him independent of the retailer. Originally this company established its own agencies in large cities. That plan was sound in the phonograph business in early days. The machine was new as an amusement device. Expert salesmen were needed to demonstrate and sell it. Our vast repertory of records had not been developed, and sales of machines were the chief end of the proposition--indeed, at the outset machines were not sold at all, but leased to people who used them as nickel-in-the-slot amusement devices.

"To-day, where we have about sixty branches left, and are likely to discontinue those eventually, the Columbia is sold by above ten thousand retailers all over the United States. When I tell you that there are fully 17,000 retailers selling all makes of machine in the United States, reaching nearly every city, town, village and cross-roads, you will readily see the futility of selling through manufacturers' agencies, and how vital a part the retailer plays in our business.

The Retailer the Apple of the Eye.

"The retailer is the apple of our eye here, I want to assure you. He has learned to handle the machine better than we did ourselves in the early days, and has built up a trade in records that was not anticipated then. Practically all our advertising outlay goes directly to create demand for him, and back him up. All phonographs are manufactured under certain basic patents, you know, and through these the companies all operate in a way that gives strict maintenance of prices. This is a welcome condition for the retailer, and with him

protected in this respect of price, it is the endeavor of all the companies to develop new records, improvements and talking points to help him to sell. Incidentally, the manufacturing business is being built up along trademark and talking point lines against the day when the basic patents expire. In our own case, we give retailers exclusive territory, and have an arrangement whereby any dealer who works actively in his territory can build business for himself with the assurance that whatever local value he creates in connection with our goods will be his—practically it is an arrangement whereby he holds territory through the development of a certain volume of business.

When a family buys a phonograph, you know, there is something more than a real sale involved. Instead, a connection is established for the retailer, and it depends largely upon himself how strong, regular and profitable that connection is going to be. This connection, the sale of records, is the chief end of his business. It is the chief end of ours, too. So you will find all our periodical advertising centred on the new records, the new improvements in records, and so forth, with a view to helping the dealer sell records to people who own any kind of phonograph. Record advertising, too, makes the strongest appeal to the people who don't own machines, for the great return of the phonograph is the pleasure to be got out of it.

"A window full of talking machines cannot be made very attractive, nor changed from week to week to maintain public interest. The machine is built to be heard rather than seen. The dealer's problem is to get people into the store to listen—those who do not own a machine, to hear how much less objectionable it is than they had fancied, and those who already own machines to hear the newest records."

CASTELL PENCILS—Something About a New Issue and the Manufacturers Who Make Them—147 Years' Experience in the Making of Pencils.

In these days, when every man carries a lead pencil in his pocket, few of us give a thought to the patient efforts that were required to develop the first crude pencils until they reached the perfection that is found in the new brand of pencils made by the house of A. W. Faber and known as the "Castell" pencils. These are made in a series of sixteen different degrees of hardness, from 6B, a rich, deep black, having the color of India ink, to 8H, extremely hard, and suited to the needs of the lithographer for drawing on stone. In these varying degrees the artist, designer, architect or engineer will find a pencil that is exactly adapted to each particular one of his requirements. And the stenographer, the business and professional man will find the pencil exactly suited to their needs, and actually more economical than the cheapest pencils that can be bought, because "Castell" pencils are made from the very finest quality of graphite, manufactured by the aid of chemical science and that practical knowledge which has been gained by 147 years of experience in making lead pencils of the highest grade it has been possible to manufacture. They can be sharpened to an exceedingly fine point which is firm and durable, which wears away very slowly, thus avoiding the necessity for constant sharpening, and which always marks with a uniform depth of color. The "Castell" pencils are made in Germany by the house of A. W. Faber, whose name has been synonymous with superlative excellence in pencil making for 147 years.

Many of those who have for years been familiar with the products of A. W. Faber may not have known that they have an extensive factory in Newark, N.J., devoted exclusively to the manufacture of stationers' rubber goods, the largest factory of its kind in the world. Here they not only make pencil and ink erasers, but all styles and varieties of rubber bands, from the $\frac{1}{8}$ -inch to the 12-inch heavy parcel band, each of which is guaranteed to stretch six times, and is actually tested to stretch twelve times its length. Wherever the name A. W. Faber appears, whether on a pencil, or on rubber goods, it is a quality mark and signifies the best of the kind that can be produced. Be sure that the name is A. W. Faber—this is the original house—the one with 147 years' experience.

NEW SAMPLE ROOM OPENED.—John B. Hay Opens New Quarters for Eaton, Crane & Pike Co. in Toronto—Big Business Anticipated for '09.

John B. Hay, Canadian representative for Eaton, Crane & Pike Company, who had temporary quarters with McClelland & Goodchild, Toronto, for the past year, has now opened a regular show room for his company on the second floor of the McLeod & Allen Building, 42 Adelaide Street West. His new premises have been appropriately decorated and provided with ample accommodation for the display of the big range of goods manufactured by the Pittsfield firm.

The change last year whereby the old firms of Eaton, Hurlburt and Crane were amalgamated has meant the very considerable enlargement of the line carried by Mr. Hay, and the securing of a show-room was one of his first considerations at the new year. He has now a range of goods extending right up from the old standard lines of the Eaton-Hurlburt Company to the finest grade of Crane papers and papeteries and to show these properly he had to have a show-room with sufficient accommodation and lighting facilities. When the Ontario trade visit him in his new quarters they will find him located in one of the brightest and best arranged show-rooms in Toronto.

There is one great advantage that dealers handling the Eaton, Crane & Pike goods possess, and that is the strong backing up they receive from the advertising department of that firm. Take up almost any American magazine, especially those with the big popular circulations and striking advertisements for these goods will be found. These create a demand which the trade is called on to fill and the men that carry the goods get the business.

EXTENSIVE CONNECTIONS.

A. Roy MacDougall, manufacturers' agent, Toronto, has added several new firms to his list of agencies this season. With the combined lines of Copeland, Mittenhall & Co., The Arms Mfg. Co., Rendall, Underwood & Co., Birmingham, and M. Connor & Co., London, he has now a most complete range of leather goods. In the stationery department he represents Lepard & Smith's Limited, London; Geo. Wright & Co.; Dow & Lester, post card albums; Birn Brothers, Christmas cards; Beaumel's fountain pens, Spiro files, Smigel's desk pads, Holman's Bibles, Power Paper Co.'s papeteries, and the Pope Paper Co.'s paper napkins.

Condensed or "Want" Advertisements

The "Want Ad." gets work for workers and workers for work. It gets clerks for employers and finds employers for clerks. It brings together buyer and seller and enables them to do business, though they may be thousands of miles apart. It helps booksellers and stationers to clear their shelves of unsaleable stock. It enables them to get out-of-print books. In brief it is invaluable.

RATES.

Two cents per word first insertion; one cent per word subsequent insertions.

Five cents additional each insertion where box number is desired.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this be overlooked. Advertisements received without remittance cannot be acknowledged.

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 BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. **BUSY MAN'S** is on sale at all newsstands. Better still, send \$2 for one year's subscription. Mail it to-day. **THE BUSY MAN'S MAGAZINE,** Toronto.

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.

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.

MAPS, GLOBES AND ATLASES

C. S. HAMMOND & CO., 152 Broadway, New York, Atlases, School Maps, Road Maps, Globes.

BOOK PLATES (EX LIBRIS)

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

BOOKS ON HORSES, CATTLE, &c.

WILLIAM R. JENKINS CO., 851 and 853 Sixth Ave. (cor. 48th Street), New York. The literature of the world concerning horses, cattle, dogs, &c. (8 09)

DIARIES

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

BOOKS WANTED.

How to secure a copy of an out-of-print book or magazine may sometimes puzzle. Try this solution.

BOOKSELLERS HAVING IN STOCK 25 copies of books dealing with the early history of Ontario towns or counties are asked to communicate with "Historian," Box 77, **BOOKSELLER AND STATIONER** (12)

BACK NUMBERS OF BOOKSELLER AND STATIONER published prior to 1909. Any parties possessing such and wishing to dispose of same are invited to correspond with the publishers, 10 Front St. East, Toronto.

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.

BOOKS IN FOREIGN LANGUAGES

LEMCKE & BUECHNER, 11 EAST 17th St., New York. (All foreign books.) (12)

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

WILLIAM R. JENKINS CO., 851 and 853 Sixth Ave. (cor. 48th Street), New York. French and other foreign languages. (8 09)

DUPLICATING DEVICES

IF INTERESTED in a Duplicating Machine for getting out circular letters, reports, price lists, etc., or for printing various of ice forms, write for booklet and samples of work. The "POLYGRAPH" is the newest, latest and best and sells for a lower price than the others. It is unequalled by any similar device on the market. F. W. Tenney, Canadian Sales Agent, 123 Bay St., Room 114 Stair Building, Toronto, Can. (11)

KODAKS.

I CARRY THE LARGEST STOCK OF KODAKS and Photographic Supplies in British Columbia. Write for catalogue. Will Marsden the Kodak Specialist, Vancouver, B.C. (11)

LITHOGRAPHY.

HIGH CLASS COLOR WORK.—Commercial stationery, posters. The Hugh Lithographing Co., Limited, Office, No. 3 Jarvis St., Toronto. Telephone, Main 1576. Art, good workmanship, business methods. (11)

AGENTS WANTED.

A LONDON firm dealing in fancy goods of all kinds, including leather goods, toys, etc., wants Canadian agent. Address Box 1981, **BOOKSELLER AND STATIONER.** (12)

A LONDON company manufacturing model theatre sets, desires to secure Canadian agent. Address No. 1983, **BOOKSELLER AND STATIONER.** (12)

MISCELLANEOUS

THE PERRY PICTURES. EXTENSIVELY advertised. Millions sold. Very popular. Send 4 cents in stamps for illustrated catalogue and prices to the trade. Perry Pictures Co., Box 449, Malden, Mass. (12)

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Limited, 129 Bay Street, Toronto.

BETTER, CHEAPER, SAFER LIGHTING.—The Pinner System of Gasoline Lighting is the best system yet produced for lighting a store, hotel or public building. In cities and towns Pinner Systems are used because of the superior quality and quantity of light obtained for small cost. They are just as successful in any village or country place. A small outlay secures a complete and independent Pinner lighting plant. Free illustrated booklet and full particulars on request. The Pinner Lighting Co., Limited, Toronto, Canada. (11)

ENGLISH AND UNITED STATES FIRMS desiring Canadian representation should communicate with the editor of **BOOKSELLER AND STATIONER,** Toronto.

SIDE LINES WANTED for Alberta. Advertiser works the province regularly. P.O. Box 532, Calgary, Alta. (12)

THE RELIABLE LIGHT will light your store 100% better than gas, electricity or kerosene. 800 candle power light costs 1 cent per hour to operate. Thousands in use. A safe, reliable, pure white light of intense brilliancy. Write for booklet M. The Rice-Knight Mfg. Co., Limited, 40 Lombard St., Toronto. (11)

\$60,000,000.00—Shrewd merchants all over the world have paid \$60,000,000.00 for 650,000 National Cash Registers. They've saved more than that. The National Cash Register Co., F. E. Munton, Canadian Manager, corner Yonge St. and Wilton Ave., Toronto, Ont.

SITUATIONS VACANT.

You want a manager or a clerk. Here is the place to let your wants be known to just the class of people you require.

THE EDITOR OF BOOKSELLER AND STATIONER wants correspondents in all the larger cities of the Dominion. Apply, stating qualifications, 10 Front St. East, Toronto.

WANTED in every town and village, a representative to take charge of the distribution 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 for his spare time. The **MACLEAN PUBLISHING COMPANY**, Limited, Toronto. (11)

WANTED—A young man who has had four or five years' experience in the stationery and wall paper business. One who has a taste for wall paper preferred. Apply at once to A. H. Stratton & Co., Peterboro. (11)

BUSINESS CHANCES.

WANTED—Stationery business; western Ontario. State full particulars. Apply Box 778, **BOOKSELLER AND STATIONER.** (11)

PERSONAL PARAGRAPHS OF INTEREST—Information About the Travelers—Movements of the Big Men who Do the Buying—What Has Happened to Some Retailers—A Few Failures.

Librarie Nationale, dealers in stationery, books, etc., Montreal, have registered.

M. J. Flanagan has opened a stationery store at 2474 Portage Avenue, Winnipeg.

W. J. Stephenson, Wetaskiwin, was burnt out on January 9th, in a fire which destroyed his entire stock.

W. J. Tovell has opened a 5c, 10c and 15c store in Listowel, stocking stationery, confectionery, fancy goods, etc.

B. W. Garner, bookseller and stationer, Welland, has sold out to S. D. Dunn, Peterboro, and will likely go West.

The Thomas Co., Bracebridge, dealers in jewelry, fancy goods and stationery, suffered loss by fire last month.

George Savoy, of the National Blank Book Co.,

Another publisher who visited the big city early this month was S. B. Gundy, of the Oxford Press.

R. W. Douglas, representing the Macmillan Co. of Canada, starts in February for the West, covering that territory for the first time.

The entire stock of the Bright Stationery Co., Limited, Vancouver, B.C., has been seized by the bailiff under power of chattel mortgage.

W. J. Cox, circulation manager of McClure's Magazine, was noticed in Toronto recently, doing some work in the interests of his magazine.

A. Roy MacDougall, Toronto, visited London in December, where he made several important connections. He returned by way of New York.

H. G. Maepherson has bought out the Bennett News Co., of White Horse and Dawson, Y.T., and will continue the business under the same name.

A. Roy MacDougall, Toronto, will show his numerous stationery lines personally in Montreal, Ottawa, Quebec and Western Canada this year.

The business of the late E. A. Arnold, of Portage la Prairie, will be continued by his brother, Major L. Arnold. W. McKay is in charge at present.

M. E. O'Gorman, bookseller and stationer, Pembroke, was married on January 11 to Miss Mary Maud Austin, daughter of Mrs. John Higgins, Sudbury.

S. L. Elkus, of Leubric & Elkus, New York, manufacturers of tally cards, etc., was in Toronto recently interviewing the firm's Canadian representative, A. O. Hurst.

Harry A. Dawson, of Montreal, has joined the traveling staff of Warwick Bros. & Rutter, and will cover Montreal and Quebec Province. He started on his new duties on January 1.

William Copp, vice-president of the Copp, Clark Co., returned about Christmas from his annual trip to Great Britain, where he secured various lines for import and holiday business for 1909.

The traveling staff of the E. H. Harcourt Co. for 1909 consists of E. H. Harcourt, J. Swift and H. Tanner. Mr. Harcourt covers the East, Mr. Swift the West, and Mr. Tanner the North.

Henry Button, manager of Cassell & Co., Toronto, sails for England on the Corsican, January 23, and will be away from four to six weeks. While in London he will confer with his head office on improved bindings for the Canadian trade.

When McLeod & Allen's travelers go on the road in the course of a few weeks, they will carry the lines of the following publishers:—Cassels & Co., Dean & Son, Dean Rag Book Co., Hurst & Co., A. L. Burt & Co., Grosset & Dunlap, Cupples & Leon.

The late Joseph C. Morgan, of the Inland Revenue Department, who died in Toronto on December 11, was formerly with the Toronto News Co., and later carried on a stationery store, subsequently going on the road about 1878 for the Buntin, Reid Co., of Toronto.

H. Henderson, who has been carrying on a stationery and tobacoco business at 960 Bloor Street West, To-



J. C. MURRIE
Now on the Traveling Staff of McLeod & Allen.

Holyoke, is visiting the Canadian trade centres at present.

A. O. Hurst, Toronto, spent several days last week in New York, getting posted on trade conditions in the American metropolis.

F. W. Law & Co., Limited, wholesale stationers, Winnipeg, Man., have entered a petition for the appointment of a liquidator.

GARNET Austin, brother of Frank Austin, of the Central Book Store, Galt, is dead. Deceased was employed in a store at Haliburton.

The Ideal Stationery Co., Hamilton, Ont., have assigned to W. G. E. Boyd. A meeting of the creditors was held on December 14.

Both George McLeod and Thomas Allen, of the firm of McLeod & Allen, Toronto, were in New York recently.

ronto, has assigned to N. L. Martin. His liabilities will total about \$3,000, with assets placed at the same figure. The date of the creditors' meeting has not been decided upon.

Henry Tietzen, of the Physical Culture Publishing Co., New York, is expected shortly to visit Canada in the interests of Physical Culture. He will call on the news trade in Toronto, Montreal and other cities.

Ernest Alfred Arnold, who bought out the book and stationery business of F. B. Bagshaw, Portage la Prairie, last July, is dead, having succumbed to an attack of typhoid fever. Mr. Arnold was born in Thorold. Later he lived in St. Catharines. Three years ago he went West and became commercial traveler for F. W. Law & Co., Winnipeg. He was 33 years of age.

Geo. D. Scott has been engaged by A. Roy MacDougall, of Toronto, to carry the latter's leather goods this season. He will cover the whole of Canada and will start shortly on his western trip. Mr. Scott was formerly in the leather goods business in Toronto, and later on was in business in Hamilton. He has been traveling the Maritime Provinces for the past five years.

John Graham, who has been with the Copp, Clark Co. for the past fifteen years, during eight of which he was senior salesman at the Toronto warehouse, goes on the road this year to look after the territory formerly traveled by Mr. Townley. Mr. Graham is thoroughly posted in the stationery business. He has already started on his trip, having opened in Calgary on January 4th.

W. A. ("Teddy") Westcott, will represent A. Roy MacDougall, of Toronto, this year in Ontario and Western Canada. Mr. Westcott has had a long experience in the stationery business. He started out with the Grigg Stationery Co., in Exeter, where he spent 7 1/2 years. Later he was employed in Sarnia, Peterboro, and Ottawa. He will carry stationery lines only, and will set out on his route shortly.

As a result of expanding business, Cassell & Co. have been compelled to enlarge their premises. They have taken a portion of the second floor of the McLeod & Allen Building for their general offices and periodical departments, retaining the entire fourth floor for a stock room. This will enable them to handle their goods more expeditiously and give better facilities for

display. A handsome sample room, fitted in old English style will be a feature of the new premises.

The traveling staff of McLeod & Allen, Toronto, has been strengthened by the addition of J. C. Murrie, who for the past five years has been local salesman for the Toronto News Co. Mr. Murrie is a big genial Scotchman, a native of Kirkcaldy, Fifeshire, who will no doubt make a favorable impression on the trade. His territory will comprise Ontario and Eastern Canada. Before leaving his old position Mr. Murrie was presented with a grip and dressing-case from his fellow-employees.

The Religious Tract Society, London, Eng., have arranged for their representative, F. H. Bailey, to visit Canada in succession to John Morgan, who is now the society's representative in Australasia. Mr. Bailey will arrive about the end of January and expects to remain until the end of April, during which time he will visit all the important towns as far west as Vancouver. He will carry a complete set of samples of the society's popular publications, and there is no doubt that he will receive the same kind reception as was accorded to his predecessor.

The report in our last issue that the Canada Drug & Book Co. of Nelson, B.C., had sold out to W. E. Davidson of Vancouver shows how great a fabrication can be made out of a grain of truth. The truth in this case was that P. Lamont, proprietor of the Drug & Book Co., having gone to California for a well-earned holiday, arranged with a former employee, W. E. Davidson, now of Clark & Stuart, Vancouver, to take charge of the store during his absence. Mr. Lamont has made a great success of the book business in the West, starting some years ago in a small way in Regina. He will spend the winter at Coronada.

Curtis W. Coe, who has been traveling for the publishing department of A. C. McClurg & Company in Canada and cities of the middle West and South, including Texas and the South-Eastern Atlantic States, will now represent the Dodge Publishing Company, of New York City. His territory includes Canada and the middle Western States. Mr. Coe was born in New Hampshire, lived in Boston for many years, and from there traveled through the larger Eastern cities for the Pilgrim Press, of Boston and Chicago. He later was manager of their Chicago store. He has had the advantage of a large retail and wholesale experience and is well and favorably known to the trade of the country.

Hurd's Name on the Box

represents the highest possible quality in correspondence stationery and when it appears in connection with such papers as

Lawn Finish
Bonds

Cheviot Finish
Suede Finish

Herring Bone
Twilled Pique

Extra Superfine

Dresden Linen

Early Saxon

you may be very sure they will be in every way satisfactory to you and the user of them. They cover all finishes and weights and are made in a wide variety of colors. We have, too, in addition to these, many other styles at different prices, all being the best of values.

GEO. B. HURD & CO.

Fine Paper Makers

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



BOOKSELLER AND STATIONER

The first roll of wall paper made in Canada was marked "Staunton." The best is still marked so.

We have a little booklet we would like to send you. It will be forwarded to you free if you will write for it. This

little book deals quite frankly with the question of wall paper as a stock to be carried in connection with books and stationery. It tells of profits, costs, etc., etc. You cannot very well afford to be without the information it contains. Send for it, mentioning the Bookseller and Stationer and we will include a free copy of the interesting wall paper magazine, Gilt and Glimmer.

Stauntons - Limited

941 Yonge Street
TORONTO

The Staunton Diamond Trade Mark on wall paper corresponds with the Sterling mark on silver.



Take Your Pick

of our Spring range of stocks before the best part is gone. We want you to see our line of specially good values which our travellers have with them. It certainly will be to your advantage to get our prices before ordering.

Valentines, Easter Goods
Fireworks Japanese Lanterns
Spring and Summer Goods

including Hammocks, Fishing Tackle, Rubber Balls, Marbles, School Supplies, Easter Novelties, Garden Sets, Sporting Goods, Sand Sets, Baseball Supplies. . . .

The Sutcliffe-Edmison Co., Limited
76 YORK STREET, TORONTO

COPYRIGHTS—Books Entered for Copyright at Ottawa during the Month of December.

Copyright Books.

The Story of Old Kingston. By Agnes Maule Macfar. (Book.) The Musson Book Company, Limited, Toronto. Calgary Pageant, 1908. (Book.) J. A. Irvine, Calgary, Alberta.

The Story of the Years. A History of the Woman's Missionary Society of the Methodist Church, Canada, from 1881 to 1906. Volume I. (Book.) Annie L. Ogden, Toronto.

The Rose Celeste. Published in "The Morning Leader," Regina, Saskatchewan. (Temporary Copyright.) Bertha C. Foster, Regina, Saskatchewan.

The Tercentenary. (Cardboard sketch of Character Scenes and photographs of the most prominent personages who took part in the same, and Poem.) John W. Campbell, Toronto.

Almanac Commercial et Industriel, 1909. (Livre.) Aubin et Berube, Hull, Quebec.

Where the Buffalo Roamed. By E. L. Marsh. With Introduction by R. G. MacBeth, M.A. With Illustrations from Paintings by Paul Kane, and from Photographs and Drawings. William Briggs, Toronto.

A Lecture on the Nature and Cure of Ailments and Diseases. By Theophilus Wesley Langille. (Book.) Theophilus Wesley Langille, Halifax.

The Life Agents Manual. (Book.) Richard Wilson Smith, Montreal.

Suggestions 1909. (Chart.) Henry D. Bayne, Montreal.

Fore! A Few More Golf Shots. By W. Hastings Webbing. (Booklet.) W. Hastings Webbing, Brantford. My Lady of the Snows. By Margaret A. Brown. (Book.) Margaret A. Brown, Brantford.

Belcher's Farmers' Almanac for the Maritime Provinces, 1909. McAlpine Publishing Company, Limited, Halifax.

Droit Public de l'Eglise—Principes Generaux. Par Mgr. Louis Adolphe Paquet. (Livre.) Louis Adolphe Paquet, Pretre, Quebec, Quebec.

Harvests in Many Lands. Edited by Rev. W. S. McTavish, B.D., Ph. D. (Book.) William Briggs, Toronto.

Elements de Geometrie Pratique. Par les Freres des Ecoles Chretiennes. (Livre.) Ferdinand Louis Jeandron, Montreal.

Poetical Tragedies. By Wilfred Campbell, L.L.D. (Book.) William Briggs, Toronto.

The Garden of Allah. By Robert Hitchens. Dramatic version by Violet Irwin. (Book.) Violet Irwin, Toronto.

"SUPERIOR"

Paper Fasteners



Superior
Because They have two points which pierce the paper. They cannot pivot. They are inexpensive.

Samples and quotations furnished the trade upon request.

Patented July 14, 1908

For sale by all leading stationers.

Superior Manufacturing Co., Sidney, Ohio

BOOKSELLER AND STATIONER

A. W. FABER'S THE FINEST IN EXISTENCE
16 Degrees—6B to 8H

"CASTELL"

PENCILS



Unequaled for
Purity, Smoothness
Durability or Grading

A. W. Faber, 149 Queen Victoria St.
LONDON, E. C.

A. W. Faber's
"Castell" Copying Pencil

Manufactory
Established 1761



FACTORIES
STEIN, GERMANY
GEROLDGRUEN
NOISY-LE-SEC
NEWARK, N. J.

A. W. FABER.

ESTABLISHED 1761.

RUBBER WORKS

ELASTIC BANDS ERASIVE RUBBER



HOUSES
STEIN, GERMANY
NEWARK, N. J.
LONDON
PARIS
BERLIN

41 - 47 DICKERSON STREET AND 68 - 88 HECKER STREET

NEWARK, N. J., U. S. A.



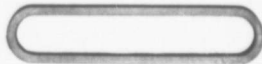
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7085

Periodicals That Sell

A list of the leading periodical publications of the day with trade particulars about price, return privileges, etc. Readers are requested to give these periodicals a good show.

Scribner's Magazine has been for 22 years THE MOST POPULAR MAGAZINE OF ITS CLASS IN AMERICA. It has its established place in the homes and affections of cultivated people from the Atlantic to the Pacific, and many of such appreciative friends are Canadians. The retail price is twenty five cents per copy. To newsdealers it pays a liberal profit and unsold copies are fully returnable. An illustrated prospectus fully describing attractions for the coming year sent free upon request. Liberal supplies of advertising matter furnished to newsdealers for monthly display. CHARLES SCRIBNER'S SONS, Publishers, Fifth Avenue, New York City.

The Busy Man's Magazine offers the dealer greater inducements than any other Canadian publication. It is the most popular magazine on the market, fully returnable, and allows the trade the widest margin. It has the bull dog grip; it holds its readers every month, thus enabling the bookseller to build up a substantial business. Price to trade 14 cents; retail 20 cents. Order from your news company. BUSY MAN'S MAGAZINE, Toronto.

The Rider of the Plains. By Amy H. Keane. (Poem.) Amy H. Keane, Brantford, Ont.

The Toronto Masonic Blue Book. Andrew H. McDowell, Toronto.

Repertoire de la Revue Legale et de la Revue de Jurisprudence sous forme Alphabetique et Chronologique. Par J. J. Beauchamp, L.L.D., C.R. (Livre.) Wilfred John Wilson et Theophile Lafleur, Montreal.

A Christmas Carol. By Charles Dickens. Edited with Notes by J. F. Van Every, B.A. (Book.) Morang Educational Company, Limited, Toronto.

The Canadian Accountant. By S. G. Beatty and J. W. Johnston, F.C.A. (Book.) J. W. Johnston, Belleville.

Latin Composition. By George W. Mitchell, M.A. (Book.) The Macmillan Company of Canada, Limited, Toronto.

Good Housekeeping

A Big Seller
A Big Profit
Out the 25th

All the Month
Fully Returnable
Widely Advertised

Every newsdealer who handles Good Housekeeping should increase his order. Every dealer who does not handle it should surely place an order with the nearest news company.

The PHELPS PUBLISHING COMPANY
New York SPRINGFIELD, MASS. Chicago, Ill.

Attention, Newsdealers!

BEGINNING with the February number, an extended and complete series of charts will be issued with the PHYSICAL CULTURE Magazine. A chart will accompany each issue of the magazine as a supplement.

These charts will be handsomely printed in two colors with many beautiful engravings illustrating a series of body-building exercises by Bernard Macfadden. Chart will be 12½ by 18½ inches in size, and will be printed on heavy coated paper.

We would suggest that you call your customer's attention to this notable addition to the leading periodical in its field, and that you will give the sample copies of this supplement which will be sent you on application, a good live display.

We are printing an extra large edition of the February issue, and we are going to do a lot of general advertising to create a demand for it. We would thank you to increase your original order for February PHYSICAL CULTURE accordingly, as it will be difficult for us to supply your News Co. with copies in addition to their initial shipment.

Remember PHYSICAL CULTURE is fully returnable within 60 days. Price to you 11 cents from your News Co. A postal card requesting us to forward posters showing these charts will meet with immediate attention.

PHYSICAL CULTURE PUBLISHING COMPANY
FLATIRON BUILDING, NEW YORK

Circulation Dept.

British Magazines and Periodicals

The proprietors of the under mentioned British publications solicit the assistance of Canadian Booksellers and Newsdealers in promoting circulation in the Dominion and request that the trade keep well supplied with their various publications. Bookseller and Stationer may be referred to for further information.

Sells wherever shown

Farm Field & Fireside

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The Canadian Bookman

A Monthly Review of Contemporary Literature Devoted to the
Interests of Canadian Bookbuyers

Volume I, No. 1

January, 1909

10c per copy, \$1.00 per year



R. W. SERVICE

The Canadian Kipling of Whose First Book, "The Songs of a Sourdough,"
25,000 Copies Have Been Issued.



MINIATURE OF SIR ISAAC BROCK.
From the "Life of Brock," by Walter Norzey. (Briggs).

GOSSIP OF THE MONTH.

IT was to be expected that Robert W. Service, the poet of the Yukon, having achieved such a success with his first volume of verse, "The Songs of Sourdough," would venture again sooner or later to test the favor of the public. His new book of poetry to be issued in the near future will bear an equally curious title, "The Ballads of a Cheechaco." The term "Cheechaco" means exactly the opposite of the term "sourdough." "Sourdough," as almost everyone knows, means an old-timer, the term originating with the custom of the old miners of saving a piece of sour dough from one baking to act as yeast for the next baking. Greenhorns or tenderfeet did not know this custom and so the term sourdough became synonymous with old-timer. It is interesting to note that the number of copies issued of "The Songs of Sourdough" has reached 28,000, which is a remarkable figure for a Canadian book, and poetry at that.

Just about Christmas time, when the public are scurrying around making endless purchases for the holiday season, it would seem as if the publishers could settle down and enjoy the fruit of their labor. But those who know the ins and outs of a publisher's life will tell you that the holiday season is no time of rest for the purveyor of literature. One by one the Canadian publishers slip away to London or New York to make

their arrangements for the next season. And the funniest part of it to an outsider is to watch the efforts that are made to keep one another in the dark as to their movements, for competition is keen in the book world.

It is an interesting study to examine the records of the best-selling books in Canada from month to month. These lists of best sellers are supplied by the leading booksellers in the various cities mentioned and from the local lists a summary is compiled for all Canada. The December summary is somewhat extraordinary in that the leading books are so closely bunched together. Usually the first six are separated by fair sized gaps, but this month there is not only a tie for first place, but a tie for second and fifth places as well. To be just, we must include all these titles, making a list of nine books instead of the usual six.

Writing from the Canadian standpoint it is gratifying to note that of the nine books mentioned, three are by Canadian authors, and genuine stay-at-home Canadian authors at that. Moreover the honor of occupying first place is accorded to a Canadian lady, Mrs. McClung, of Manitou, Manitoba. The writer has been compiling this list of Canadian best sellers for six years now, and to his best recollection, only one Canadian author has ever reached the top before.—Rev. C. W. Gordon, (Ralph Connor.)

The other Canadian authors to attain the distinction of large sales are Rev. R. E. Knowles, of Galt, and Miss L. M. Montgomery, the Prince Edward Islander. Their books, "The Web of Time" and "Anne of Green Gables," occupying fourth and fifth places respectively.

In one respect Canada is fortunate and that is, generally speaking we are only offered the best fiction of the season. A good deal of discrimination is exercised by Canadian publishers in their choice of books. They have the range of both the English and United States markets to choose from and generally contrive to select only the best contemporaneous work. A great deal of useless trash is thus kept out of the country and booksellers are not confronted with a conglomerative mass of fiction to order from. On the other hand we do miss



CANADA'S MOST POPULAR AUTHORESS
Nellie L. McClung, of Manitou, Manitoba, whose "Sowing Seeds in Daany" heads the Latest List of Best Sellers.

BOOKSELLER AND STATIONER

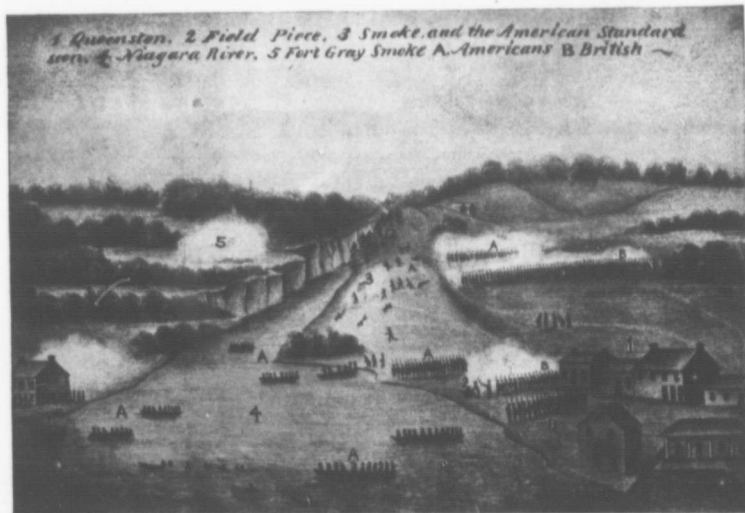
some good things, but these are usually brought in for the following season.

It may not be generally known that we have in Canada an author, or rather an authoress, one of whose books has sold to the astounding number of over 400,000, and has been translated into three foreign languages. The authoress is Miss Marshall Saunders, of Halifax, and the popular book is "Beautiful Joe." Miss Saunders wrote this story in competition for a prize of \$200, offered by the American Humane Educational Society, and spent six months over it. That was in 1894, since then she has written several other books, but none of quite the same popularity. While thinking of the success of this nature book, one naturally thinks of the success of other Canadian writers in the field of nature. Probably no other nation on earth has produced so many living nature writers as Canada.

I am a firm believer in the ultimate appreciation in

of the authors, judging by the number of books issued. Just from memory let me jot down a few titles. The first is Burpee's "In Search of a Western Sea," Miss Lant's "Conquest of the Great Northwest," Tyrrell's "Across the Sub-Arctic of Canada," Cody's "The Life of Bishops Bompas," Harrison's "In Search of a Polar Continent," Marsh's "Where the Buffalo Roamed" and Mair's "Through the Mackenzie Basin." All these works without exception are thorough and authoritative, and their publication indicates a strong and growing interest in this immense and comparatively unknown region. That they will do much for the upbuilding of the North is indubitable.

I have been trying to figure out the number of books published in Canada in 1908 and I have ended up in a greater state of perplexity than when I began. What is a Canadian book? That is the crucial point. If we



AN OLD PICTURE OF THE BATTLE OF QUEENSTON HEIGHTS

Illustration from "The Life of Brock," by Walter R. Narsey.

value of many of the books at present being published in Canada, particularly historical works. Canada is a young country with a literature in the making. The day will assuredly come when historical research will become so developed and when the value of historical works will become so keenly felt, that the publications of to-day describing the early life of the country will double and treble in value, for the reason that the supply will be inadequate. Where will 500 copies of good historical work go when we have 500 cities in the land, each with a public library anxious to have a complete set of Canadian? Yet this is not too much to expect. The booklovers of the country will increase in number as the years roll on and collectors will be in evidence. And among them all will be some scarce volumes in the days to come.

Hudson's Bay and Northern Canada have received more attention last year than ever before at the hands

limit ourselves to books published in Canada solely, omitting all school and text books, all Government publications, all society reports, in fact everything except literary works, I find that last year we published in this country in the neighborhood of 70 volumes. But this is scarcely fair to our Canadian authors. Our three leading fiction writers of the year, R. E. Knowles, Mrs. McClung and Miss Montgomery, all had to go outside the country to secure primary publication. Their books are really Canadian books. If then we add to the seventy volumes mentioned those books by Canadian writers, which were printed and published outside Canada, (several of which were also issued in Canadian editions) the number is brought up to ninety. It is entirely possible that some of the titles included in the ninety should be omitted, as not falling under the category of a book, while others should be included. But it is a fairly close figure.



Traders Leaving Athabasca Landing for the North.

One of the illustrations in "The Conquest of the Great North West" by Agnes C. Laut.

A Survey Of The Publishing Field

Books that have Recently Been Published in Canada and Books that will Shortly Appear.

It is more through ignorance than through wilful perversion of facts that many Canadians—and well-informed Canadians at that—make disparaging statements about the paucity of purely Canadian books. Perhaps it will surprise a good many that during the month of December there was quite a goodly number of valuable works produced, mainly in the department of history, biography and description. Let us take a survey of the field, noting under their various headings, some of the books that have appeared and that are about to appear.

History.

A. G. Bradley, whose interesting historical work, "The Fight for Canada," was published a few years ago, has written what may be termed a sequel with the title, "The Making of Canada," describing the events following the conquest of the country. This book was published last fall in England and now a Canadian edition is being brought out by the Copp, Clark Co., ready this month.

It is a somewhat unusual undertaking for a County Council to undertake the publication of a book, but this unique task is being carried out by the Council of Simcoe County. They are publishing a history of the county, the work of A. F. Hunter, of Barrie, and Warwick Bros. & Rutter, Toronto, have the contract for printing the volume.

Canadians will take a special interest in the latest volume of the series of descriptive histories of the great rivers of America, published by G. P. Putnam's Sons, New York, as it deals with the Niagara River. The author

is Archer Butler Hulbert, professor of American History in Marietta College, and the large volume of 319 pages is full of valuable descriptive and historical matter about the famous river. Chapters are devoted to General Brock and the War of 1812, while the concluding chapter contains a concise history of Toronto. The illustrations, which are numerous and admirably executed, are among the most interesting features. The work is large octavo in size and is strongly boxed. It sells at \$3.50 net.

Frank L. Wiles, 8 Pemberton Square, Boston, is publisher of an elaborate volume on "The Hunts of the United States and Canada," by A. Henry Higginson, M.F.H., and Julian Ingersoll Chamberlain. The edition is limited to 500 copies on laid paper at \$10 net and 100 copies on hand-made paper at \$30 net.

The first volume A.D. 1613-1680 of the Acts of the Privy Council of England, Colonial Series, edited by W. L. Grant, Beit lecturer in Colonial History at Oxford, and James Munro, university assistant in history in the University of Edinburgh, was announced for December publication.

R. E. Gosnell, Victoria, B.C., who has been a frequent contributor to magazines and newspapers on historical and literary subjects, is at present writing for the Victoria Times, a series of articles entitled "Bygone Days of British Columbia." These, Mr. Gosnell intends to put into book form during the coming year, if he can find time for the undertaking.

Laflamme & Proulx, Quebec, publish "L'Amérique Précolombienne," by Mr. Alphonse Gagnon. The book

is dedicated to Honorable Lomer Gouin, Premier of Quebec.

A copy of the Historical Papers read before the Art, Historical and Scientific Association of Vancouver, B.C., during the season 1907-08, has been received. The papers are three in number, "Early Navigators of the Pacific," by F. C. Wade, K.C., "The Search for the Fraser by Sea and Land," by Judge Howay and "History of Cariboo Wagon Road," by Walter Moberly, C.E. These are preserved in a neat 40-page booklet, printed by Clarke & Stuart Co., Vancouver, with paper cover attractively designed by F. Noel Bursill. Needless to say the three papers show careful research and form a valuable contribution to the early history of British Columbia.

Rev. Father P. W. Browne, of St. Patrick's Church, Halifax, a writer and lecturer of ability, is arranging for the immediate publication of an important historical work, entitled, "Labrador—Where the Fishers Go." It will be the first authentic account of the entire coast of Labrador ever published and will contain a map and

county, in the second volume. Careful work has been done by Mr. Taylor in the initial volume, particularly in the collection of genealogies. John Lovell & Son, Montreal, are the publishers. (\$1.50 and \$2.75.)

After many delays the Canadian Press Association's memorial volume, "A History of Canadian Journalism," has at last been published. It is a well-printed book of 242 pages, illustrated with portraits of the presidents of the Association. In addition to the story of the fifty years of the association, there are articles by competent writers on the history of the press in the various Provinces of the Dominion. The book is issued at \$2 and may be had through the Secretary of the Association.

An interesting book was published in December by the McAlpine Publishing Company, of Halifax, entitled "Sketches and Traditions of the Northwest Arm," the work of John W. Regan, a distinguished young newspaper man of Halifax and president of the Nova Scotia Press Association. Mr. Regan has collected a vast amount of



HALF-BREEDS RUNNING BUFFALO.

From a painting by Paul Kane, by permission.

Illustrating "Where the Buffalo Roamed" by L. E. Marsh.

seventy-five illustrations from original photographs. Those who have had the privilege of reading the advance sheets pronounce it a fascinating piece of literature. Father Browne was formerly pastor of Whitbourne and Bonavista, in Newfoundland. His grandfather, the late Patriek Browne, was the first Newfoundlander to go north of Cape Harriston in quest of codfish. Before his time all the region beyond was a terra incognita. The price of the book will be \$1.50. At time of writing the author has not yet decided on a publisher.

Another valuable contribution to the list of local histories has been made by Rev. Ernest M. Taylor, M.A., of Knowlton, Quebec, who has written and published a "History of Brome County," under the auspices of the Brome County Historical Society. The present publication, containing 288 pages, is to be the first of two volumes covering the history of the county, the writer intending to supply a detailed history of each township making up the

entertaining matter in the 181 pages of his book, describing an interesting portion of Halifax harbor and its surroundings. The book is admirably illustrated and great credit is due to the McAlpine Publishing Company for its appearance. (\$1.00).

The author of "Myths and Facts of the American Revolution," while modestly disclaiming any pretension to being a writer of history, has, nevertheless, made a very exhaustive study of the documents furnished by the chief actors and leaders in the American Revolution in support of his contention that many of the popular and school histories dealing with that event are both untrustworthy and inadequate. The book is written in a spirit of fairness and fearless candor, yet with a desire to encourage a better mutual understanding between the two great nations involved in that historic struggle. It is the work of Arthur Johnston, a Canadian, now resident in San Francisco. (William Briggs, \$1.25).

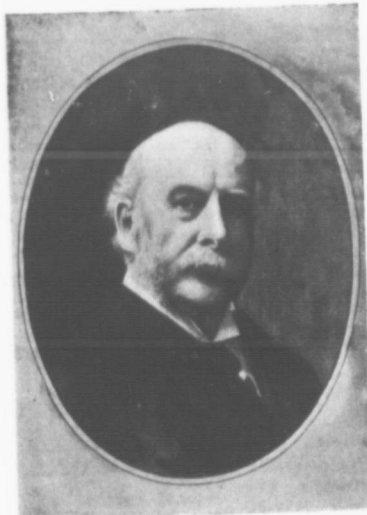
BOOKSELLER AND STATIONER

of Kingston. It is published by Alliance Press Co., 692 Eighth Avenue, New York, at \$1.00.

There are many to whom the name of Judge Haliburton is unfamiliar, but who do know "Sam Slick, the Clockmaker." They will be interested to hear that a life of Judge Haliburton's famous son, Lord Haliburton, is forthcoming this year, entitled "Memoirs of Lord Haliburton," by J. B. Atley. It will be fully illustrated, the publisher being William Briggs, of Toronto.

"Canadian Hymns and Hymn-Writers" is the title of a charming booklet compiled and published by Rev. A. Wylie Mahon, B.D., St. Andrew's-by-the-Sea, N.B., in which he gives sketches of William Bullock, Joseph Scriven, Robert Murray, Edward Hartley Dewart, Anna Louis Walker, Silas Tertius Rand, Charles Innis Cameron and Frederick George Scott. Portraits of each are tipped in. The booklet is exquisitely printed, the cover being an appropriate work of art, fastened with bows of ribbon. It is on sale at William Briggs, Toronto; E. J. Nelson and Co., St. John and B. A. Book and Tract Society, Halifax. (35 cents.)

A work of biography which should act as an incentive to many young Canadians is the memoir of Alfred William Stratton, contained in a volume of "Letters from India," by him, which has recently been published. Professor Stratton, who won great prominence in the world of Oriental study, was a Toronto boy of modest parentage, who worked his way up through the University and commenced his career as classical master in



LORD HALIBURTON

Son of Judge Haliburton ("Sam Slick"), a Biography of Whom is Promised for this Year.

A small brochure entitled "Irish Families in Ancient Quebec Records," containing the copy of an address delivered in Montreal, January 15th, 1872, by John O'Farrell, president of the Hibernian Benevolent Society of Quebec, has been reprinted through the instrumentality of Hon. Charles Murphy.

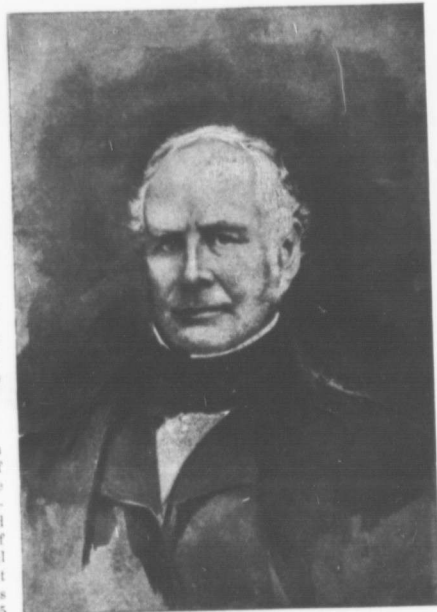
The Welland Tribune Print, Welland, prints: "Officers of the British Forces in Canada during the war of 1812-1815," issued by the Canadian Military Institute, and edited by L. Homfray Irving, honorary librarian.

When in 1889, the Prince and Princess of Wales visited Quebec, Dr. J. M. Harper published a memorial brochure, "The Earliest Beginnings of Canada," dedicated to the Prince. To mark the latest visit of the Prince, the author has republished this interesting prose sketch relating the incidents of the earliest voyages of Europeans to our country, together with two poems of some length. "Then and Now," and "The Silly Mission," an elegy conceived in the style and tone of Gray's famous poem.

Biography.

A notable achievement in Canadian publishing has been made by William Briggs, of Toronto, in the production of the first volume of the Canadian Heroes Series,— "The Story of Isaac Brock," by Walter R. Nursey. The object of the series will be to provide Canadian boys and girls, both young and old, with the inspiring stories of their own national heroes, written from the national standpoint. In point of printing and binding, the first volume is very attractive, several of the illustrations being executed in colors. When the price is considered, 85 cents, the result is little short of marvellous. The second volume on Tecumseh is being written by Norman Gurd, of Sarnia.

Henry Wilson, "One of God's Best," is the title of a life of Rev. Henry Wilson, D.D., at one time a resident



Thos Haliburton

A Striking Likeness of "Sam Slick," the Father of Humor in America

BOOKSELLER AND STATIONER

Hamilton. After occupying positions at John Hopkins University and in Chicago he became Registrar of Punjab University in India. The book is published by Constable & Co., for whom Copp, Clark Co. are agents.

Poetry.

The Nova Company, 126 Mansfield Street, Montreal, issue "New Patriotic Poems," by Nelson C. Gray.

One of the most important of December publications was the "Poetical Tragedies" of Wilfred Campbell, issued by Wm. Briggs, of Toronto, in a companion volume to his "Collected Poems." The new book contains the four tragedies, "Mordred," "Daulac," "Morning"

leaves, thereby representing nine holes of a golf course. On each of the eighteen pages, thus formed, appeared a poem. Mr. Webling's work possesses merit and will delight the heart of any golf player.

Reference Books.

"The Commercial Handbook of Canada," or "Heaton's Annual," is now in its fifth year, and the 1909 volume just published supplies a mine of valuable commercial information about Canada. Every imaginable subject having to do with Canadian business is touched upon from postal rates, and banks and branches to railway fares, boards of trade, custom tariffs, etc. Everything is ar-



THE PASSING OF THE PROPHET

An Example of Canadian Art as Applied to Book Illustration. This Picture is the Work of J. S. Gordon, of Hamilton, and it Appeared in "The Master of Life," by W. D. Lightall.

and "Hildebrand" the first and last of which were originally published in a small edition in 1895, while the other two are now appearing for the first time in book form. Mr. Campbell has received the greatest praise for his work in this volume from the critics and it is safe to say that it will be reckoned among Canada's poetical masterpieces. (\$1.50.)

W. Hastings Webling, secretary of the Brantford Golf Club, who is an enthusiastic golf player, recently published a pamphlet of verses on his favorite game. The pamphlet was in the shape of a folder opening out to nine

ranged in a handy form and the book is well indexed. The volume contains 416 pages, is cloth bound and sells at \$1.00.

Year by year in keeping with the growth of the Dominion, that valuable repository of information, the Canadian Almanac, grows in size and importance. The 1909 volume, the sixty-second in the series, is the largest yet issued, containing 496 pages. It would be a difficult matter to place one's finger on any subject relative to Canada, which is not dealt with. There are the usual Government Departments, with ample statistics, lists of

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officers of societies, clergy lists, newspaper lists, etc., all corrected to date. To the business or professional man the Almanac is invaluable. It is published by the Copp, Clark Co.

General Literature.

Drury Lane Theatre is perhaps the best known of London theatres to the average Canadian, at least by name. To the writer it conjures up all that is delightful in the realm of dramatic art. The play at present on the boards there, "The Marriages of Mayfair," is probably the most outstanding drama of the season in London. It is the work of Cecil Raleigh, who it will be recalled was also the author of "The Sins of Society," which had a long and successful run at the same theatre last season. The latter play is to be brought to America this spring and the former in the fall. Meanwhile the Canadian public are to be given the story of "The Sins of Society," in book form, an edition being in preparation for February publication, by the Copp, Clark Co.

It is surprising how many Canadians are interested in the work of contemporary European writers. A couple of years ago Fagazzaro, the Italian, had quite a run

is not exaggerated, then fiction readers may smack their lips in anticipation of a sumptuous repast. This enthusiastic critic says, "it holds you like a live wire, for if once you touch it you cannot let go." As corroborative evidence the American publisher tells an unique story in connection with the printing of the book.

The first novel of the season to be issued in a Canadian edition is "Septimus," by W. J. Locke. It is not strange that there should be quite a vogue in Canada for the work of this novelist. The two novels from his pen, which were issued in this country last year, "The Morals of Marcus Ordeyne" and "The Beloved Vagabond," possessed an individuality and charm that placed them quite in a place by themselves. I am informed by the enthusiastic publisher that so well have these books taken with the Canadian public, he is arranging to introduce three of Mr. Locke's previous works this year.

That the Canadian reading public do appreciate, what may be termed high-class fiction, is abundantly attested by the favor with which the trio of novels of William De Morgan have been received. The advent of "Joseph Vane," created no little stir among novel readers, who had h-



Illustration from "The Old Loyalist," by Roger Davis.

here some four or five of his novels being issued in Canadian editions. Tolstoi has always had a band of admirers. And now another Russian writer is to be introduced to us, a man with the almost unpronounceable name of Warlaw Suoiszewski. His book of "Flight from Siberia," will be issued shortly by a Toronto house.

It appears the foreman of the plant where "The Red Mouse" was being printed came to the publisher with a story to the effect that he wished they had never taken "The Red Mouse" into their printing office as it was demoralizing the whole place. He stated to the publishers that half the time the proofs were lost because some of the employees had stolen them to read the story and when he came to figure up all the time lost by employees reading the story, instead of attending to type setting, he felt that they were losing money on the proposition. William Briggs will publish the Canadian edition.

If the remarkable statement of a reader of the manuscript of "The Red Mouse," one of this season's books,

come satiated with the problematic and sociological brand of fiction. "Alice-for-Short" endeared the author to a large circle of admirers, and "Somehow Good" proved his versatility to the satisfaction of everybody. Since its appearance I have been repeatedly questioned as to when there would be a new De Morgan. It is now a pleasure to be able to state that the Spring will witness the publication of the fourth novel from his pen, the title to be "Blind Jim."

The busy man's bible is a title which may aptly be given to a small volume of selected passages from the Bible arranged for daily devotional reading. There is a page for each day with appropriate selection taken verbatim from the Bible. The title of the book is "Ungilded Gold." It is published in Canada by The Copp, Clark Co., in cloth binding at 50 cents and leather at 75 cents.

Among this season's importation of the Copp, Clark Co. are editions of "The Up-to-Date Reciter," contain-

ing 96 large double column pages in attractive paper covers (25 cents); seven volumes of Mile's "Al Reciters" and "Humorists of the Pencil," containing comic illustrations from "Punch." Three numbers in the series are now ready, namely those containing the work of Charles Keene, Phil May and Raven Hill. These will be followed by others. (30 cents each.)

Henry Frowde, Oxford University Press, is arranging for a big edition of a bright little book of present-day wisdom, entitled "The Knack of It," the work of Charles Battell Loomis. The book contains many wise sayings clothed in clever language, and the publisher feels that there should be a large demand for the book. (50 cents.)

The publication of the new India paper "Thackeray," by the Oxford University Press will probably have the same effect as the publication some years ago of the India paper "Dickens," that is to say, it will revive the interest in that great novelist. Thackeray's works are complete in seventeen volumes, to be had in either cloth or lamb skin binding.

in his influence against a trade which he is convinced is wholly evil. (John M. Poole Co. Cloth, \$1.25.)

Quite an imposing volume is "My Lady of the Snows," by Margaret A. Brown, a Brantford lady. The story deals with great problems and great issues in the political world of Canada's young nationhood. The writer is equally at home in discussing questions in the realm of faith and morals—the spiritual and the aesthetic, to which she brings a mind well equipped with a varied store of learning. She has kept ever before her high ideals and has succeeded in writing a book that will live and take a permanent place in our Canadian literature. (William Briggs: \$1.25.)

F. W. Musgrave, a Nova Scotia writer, has in "Gabrielle Amethyst" produced a story of a deeply religious tone. Gabrielle Amethyst, a young and beautiful girl of sensitive temperament, exemplifies in her life and ministrations the power of the religion of Christ to afford a consolation to the sorrowing and new joy and hope of the mourner. A book that appeals to what is most tender and gracious in human nature. (William Briggs: \$1.25.)



The House in Which William De Morgan Writes His Books.

The color work of the publishing house of T. C. and E. C. Jaek has come to have a great reputation in Canada through the efforts of Copp, Clark Co., who are the agents for the British publishers. They are now issuing three serial publications, "The National Gallery," "Beautiful Flowers" and "Wild Beasts of the World." Each will consist of 17 parts and will contain 109 plates in color, besides numerous illustrations in black and white. All three sell at 30 cents, per part.

Fiction.

"The Harvest of Moloch," by Mrs. J. K. Lawson, of Toronto, is a story dealing with the evils of the drink traffic, of more than ordinary interest. The scene is laid partly in Scotland and partly in the Canadian Northwest. Violet Micklelool, the heroine, shows her devotion to principle by giving up a fortune made out of a business that leaves only sorrow and ruin in its track, and devoting her life to works of charity. Her lover, Geoffrey Webster, plays an equally noble part and throws

Very handsome indeed is the collection of "Little Stories of Quebec," by Professor James Edward Le Rossignol, which appeared in December from the publishing house of Jennings and Graham in Cincinnati. Professor Le Rossignol is a native of Quebec and was educated at Huntingdon Academy, Montreal High School and McGill University, later going to Leipzig for his Ph.D. He became professor of economics in Denver University and the University of Nebraska. His little book tells of the daily life and doings of the people of old Quebec. It is exquisitely illustrated and decorated, each page having a picture border in colors.

The Broadway Publishing Company, 835 Broadway, New York, are the publishers of a new and revised edition of "The Mystic Spring and Other Tales of Western Life," by Hon. D. W. Higgins, of Victoria, B.C., who was for nine years Speaker of the Legislature of British Columbia. In his preface the author notes that the first edition (published by William Briggs, Toronto) has been out of print for many months. He has varied

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some of the situations and changed the names of a few characters in the new edition, which has been well printed and illustrated by the new publishers. (\$1.50.)

"Anne of Avonlea," by Miss L. M. Montgomery, author of "Anne of Green Gables," will not be published by L. C. Page & Co. until the fall.

W. H. P. Jarvis, of Ottawa, has in "A Remittance Man's Letters to His Mother," written a most readable account of a young Englishman's experience in Western Canada. After spending £1,000 to no purpose he returns to Winnipeg penniless, makes a fresh start and succeeds. One wishes that every intending emigrant from the Old Country could read these letters—a valuable contribution to the right understanding of the people and conditions of life in this country. The book has been published simultaneously in London and Toronto. (Musson Book Co.: \$1.50.)

Description.

John M. Clarke, New York State Geologist, 92 Lancaster Street, Albany, has published "Sketches of Gaspe," containing chapters on "The Scenery of the Mountains,"



MARSHALL SAUNDERS

A Halifax Lady, Whose "Beautiful Joe" has Been for Years a Popular Juvenile. Her New Book, "My Pets," Promises to Have an Equal Popularity.

"The Great Rock Folds and Troughs," "Perece Mountain," "The Rocks and the People," "The Early Settlements," "Historical Sketch of the Codfishery," etc. The book is bound in green library cloth, with large color plate and several plates in black and white. (\$1.25).

"The Rockies of Canada" is the title of a revised and enlarged edition of "Camping in the Canadian Rockies," by Walter Dwight Wilcox, which G. P. Putnam's Sons will shortly publish. It contains more than 40 photographs and other illustrations from original photographs, with maps. (\$3.50 net.)

Miss Agnes Laut, who last summer made a 1,500-mile trip down the Saskatchewan River in company with Miss Gertrude Simpson, of Winnipeg, will publish her experiences this year in book form.

A year or more ago Gertrude Balmer Watt, who is a staff contributor to the Edmonton-Saturday News, issued a small book of 52 pages entitled, "A Woman in the West," containing a number of entertaining sketches of Western life. This book was so well received that its author decided to repeat the experiment and towards the close of last year, she issued through the News Publishing

Co., of Edmonton, a somewhat larger book along similar lines to which she gave the title, "Town and Trail." The new book contains 85 pages, and is daintily printed. It will serve to give a still more intimate picture of life in the West. (50 cts.)

The publication of a book of travel, entitled, "In Search of a Polar Continent," by Alfred H. Harrison, is confirmation of the fact that Arctic exploration still allures and still fascinates in spite of the hardships that it entails. Mr. Harrison has recorded with fulness of detail a two years' excursion into the country adjacent to the Mackenzie River. He has made an accurate survey of the region and has added valuable contributions of a scientific and geographical character, which go far to confirm the conviction that a great future awaits this little known part of our wide Dominion. The book is a handsome one, freely illustrated, and has an appended map of the survey and observations made by the author. (Musson Book Co., \$1.50.)

In "A Noble Company of Adventurers," Rufus Rockwell Wilson tells about seven classes of brave men. The first two are the men of the Hudson's Bay Company and the Northwest Mounted Police. Both are described in entertaining fashion for young readers. The book, which is illustrated, is published by B. W. Dodge & Co., New York.

"In Old Quebec and Other Sketches," by Byron Nicholson, of Quebec, was one of the numerous literary products of the Tercentenary Year and a very accurate and graphic account, not only of Quebec, but of Canada as it is to-day, does it present. The author is fervently patriotic, proud of his city and his country, steeped in its historic lore and confident of its destiny. To the essays on Quebec and Canada, are added chapters on "The Ethics of War," "The Charms of Bermuda" and "The Companionship of Books." The whole book is illustrated with a large number and variety of half-tone plates, which add to its interest.

Miscellaneous.

"The Romance of American Expansion," by H. Ad-dington Bruce, a Canadian, now resident in New York, which has made so marked a success in the Outlook this year, will be published early in 1909, by Moffat, Yard & Company.

There will be interest in Canada over the re-issue by Henry Frowde of John Galt's "Annals of the Parish." Mr. Galt was the commissioner in Canada West of the Canada Land Company, and gave his name to the town of Galt, in Ontario. His son, Sir Alexander Tilloch Galt, filled a big place in Canadian public life for many years, and was the first Minister of Finance in the Dominion of Canada. Mr. Galt's stories are full of interest and quiet humor.

William Hardy Alexander, professor of classics in the new University of Alberta, is the author of "Some Textual Criticisms on the Eighth Book of the De Vita Caesarem of Suetonius," which the University of California Press has published.

"Gibbs Travelers' Route and Reference Book of the United States and Canada," published by Gibb Bros. & Moran, 45 Rose Street, New York, contains 61 complete route maps. (\$3.00).

Christian McLeod, which is a pen-name for a lady living in Milton, Ontario, has published through the Revell Co., of New York, a book entitled, "The Heart of the Stranger," in which she treats of Miss Lindsay's Settlement work in New York. It is a book well worthy of study by everyone who has the welfare of neglected children at heart. Her motive is love for children who have never

had a chance and her method is first to win their affections and confidence and then to develop along natural lines. The principle on which she works has Christianity for its basis and good citizenship for its object. Her work lies chiefly among the Italian children in the upper East Side of New York.

Mr. Jerome Internoscia, of Montreal, advocate, and Consul-General of Italy, has prepared "A New Code of International Law," consisting of 5,657 articles, printed in English, French and Italian, which he has spent five years in writing. We understand that he has not yet selected a publisher.

Kate Simpson Hayes, of Victoria, B.C., is the author of a dainty booklet containing the first Indian legend produced in Western Canada, called "The Legend of the West." She placed it on sale as a Christmas souvenir, and a very attractive gift book it makes. The illustrations, which embellish it, are the work of Lillian J. Clarke. The price is \$1.00 in the West, and \$1.25 in the East.

G. M. Fraser, librarian, Public Library, Aberdeen, has collected a number of essays on literary subjects into a volume with the title, "The Lone Shieling or the Authorship of the Canadian Boat Song." The first essay gives its title to the book. In it Mr. Fraser brings forward conclusive evidence that the poem was the work of "Christopher North." The other papers in the book, while not of immediate interest to Canadians, are most readable. The publishers are William Smith & Sons.

THUMB NAIL REVIEWS.

THE WAY TO LIVE. By George Haekensehmidt. London: Health & Strength, Ltd. Cloth, 2s 6d net. A practical hand-book of exercises intended to develop and strengthen the body.

THE TRAGEDY OF MAN. By Imre Madach. Translated from the Hungarian by William N. Loew. New York: the Arcadia Press, 150 Nassau Street. Cloth, \$1.50 net. A drama of intense power, which has been played successfully for a quarter of a century at Budapest and Vienna.

THE BIBLE—A MISSIONARY BOOK. By Robert F. Horton, M.A., D.D., Edinburgh and London: Oliphant, Anderson & Ferrier. New edition. This is a simpler and cheaper form of the author's earlier work on this subject. In it he presents the argument for Biblical sanction of missionary effort, simply and strongly.

THE SECRET OF THE GOLDEN KEY. By Lucilla. Methodist Publishing House. London. 6s. A romance of the sixteenth century in France, having for its climax the massacre of St. Bartholomew. The life depicted is that which prevailed under the feudal system when fair dames and brave knights played their parts amid much romantic glitter and show. Love, adventure, a haunted chamber and a hidden treasure are some of the elements in this sensational and well-told tale.

THE READER'S LIBRARY. Vols. I. and II. The Great English Letter Writers, by W. J. Dawson and Coningsby Dawson. Fleming H. Revell Co., Toronto. \$1 each. This new literary series contains an admirable selection of letters illustrative of the development of letter writing. Each volume opens with an essay which treats of this department of literature from a historic and critical standpoint. Setting aside chronological order, some of the greatest English exponents of the art of letter writing are grouped under appropriate

headings. These books will prove a delight equally to the student and to the general reader.

QUIET TALKS WITH WORLD WINNERS. By S. D. Gordon. Wm. Briggs, Toronto. 75 cents. This book aims at an intimate heart to heart talk with Christians about personal life and service. That service though it begins with the nearer interests of the home, the church and one's own country, is not circumscribed by these. The obligation to service extends to the whole world. The writer shows that the duty of the hour in relation to foreign missions is greatly accentuated by the imperative call for the Gospel of Jesus as the true basis for the western civilization now spreading over the whole world. A very timely and convincing book.

CONCERNING THE CHRIST. By J. D. Freeman. Wm. Briggs, Toronto. \$1.25. Incidents in the life of Christ are here treated as separate themes of reflective study. With deep insight and spiritual perception the old, yet ever new subject of the wonderful life of



MISS L. M. MONTGOMERY
Whose "Anne of Green Gables" is One of the Popular Books of the Month.

Jesus and the far-reaching significance of his teachings are here presented in beautiful language and in a form which is simple yet at the same time subtle and persuasive. The book must prove a delight to every true disciple of Christ.

THE QUEEN'S GATE MYSTERY. By Captain Henry Curties. Boston: Dana Estes & Co. Cloth, \$1.50. Here is a novel with all the elements of success, essentially modern in its setting and bristling with incident. That the murder of a London tradesman should affect the map of Europe seems wildly improbable, but such is the ingenuity of Captain Curties that on laying down the book the reader is bound to confess that it all might very well have happened in real life. The characters are exceedingly well drawn, and the author's style is far more vivacious than is usually the case in fiction of a sensational kind.

THE CONVENTIONALISTS. By Robert Hugh Benson. Toronto: The Musson Book Co. \$1.25. An interesting study of the processes by which a young man is led to

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exchange the conventionalities of social life for the conventionalities of the cloister. Algernon Banister, a young man of good family, much given to introspection, finds his individual life much hampered by his social obligations develops into the mystic and the contemplative, makes the great renunciation and voluntarily submits himself to the more circumscribed conventionalities of an English monastery.

LIFE OF THE REV. JOHN WATSON, D.D. By W. Robertson Nicoll. Toronto: the Westminster Co. \$1.50. The great popularity of this new book has already ex-

hausted the first edition. This it owes largely to the outstanding prominence of both the writer and the subject. Dr. Watson possessed just those personal and literary qualities which afford the keenest interest to biography. And Dr. Robertson Nicoll, from whom much was expected, has measured up to the highest expectations of his friends and admirers by the manner in which he has portrayed the man who through his "Bonnie Brier Bush" has endeared himself to readers on both sides of the Atlantic. No more delightful book has been published this season.



Daniel Mulcahey Watson and Robert Robbin Watson, otherwise known as "Bugsey" Taking the Air. Characters in "Sowing Seeds in Danny" by Nellie L. McClung.

Best Selling Books of the Month.

Brantford.

1. Lady of the Snows. By M. Brown. Briggs.
2. Web of Time. By R. E. Knowles. Frowde.
3. Holy Orders. By Marie Corelli. Briggs.
4. Trail of Lonesome Pine. By John Fox, jr. McLeod.
5. Out-of-Doors in Holy Land. By H. Van Dyke. Copp.
6. Great Fight. By W. H. Drummond. Briggs.

Calgary.

1. Lewis Rand. By Mary Johnston. Briggs.
2. Riverman. By S. E. White. Musson.
3. Trial of Lonesome Pine. By John Fox, jr. McLeod.
4. Web of Time. By R. E. Knowles. Revell.
5. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
6. Man from Brodney's. By G. B. McCutcheon. Briggs.

Charlotteown.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Trail of Lonesome Pine. By John Fox, jr. McLeod.
3. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
4. Fly on the Wheel. By K. C. Thurston. Briggs.
5. Lewis Rand. By Mary Johnston. Briggs.
6. Man from Brodney's. By G. B. McCutcheon. Briggs.

Chatham.

1. Web of Time. By R. E. Knowles. Frowde.
2. Lewis Rand. By Mary Johnston. Briggs.
3. Treasure Valley. Marian Keith. Westminster.

4. Holy Orders. By Marie Corelli. Briggs.
5. Soul of Dominic Wildthorne. By J. Hocking. Copp.
6. Peter. By F. H. Smith. McLeod.

Edmonton.

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Anne of Green Gables. By L. M. Montgomery. Page.
3. Dianna Mallory. By Mrs. Ward. Musson.
4. Peter. By F. H. Smith. McLeod.
5. Riverman. By S. E. White. Musson.
6. Trail of Lonesome Pine. By John Fox, jr. McLeod.

Guelph.

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Songs of a Sourdough. By R. W. Service. Briggs.
3. Great Fight. By W. H. Drummond. Musson.
4. Dianna Mallory. By Mrs. Ward. Musson.
5. Riverman. By S. E. White. Musson.
6. Web of Time. By R. E. Knowles. Revell.

Halifax.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Lewis Rand. By Mary Johnston. Briggs.
3. Holy Orders. Marie Corelli. Briggs.
4. Web of Time. By R. E. Knowles. Revell.
5. Peter. By F. H. Smith. McLeod.
6. Sowing Seeds in Danny. By Mrs. McClung. Briggs.

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Hamilton.

1. Web of Time. By R. E. Knowles. Frowde.
2. Trail of Lonesome Pine. By John Fox, jr. McLeod.
3. Riverman. By S. E. White. Musson.
4. Testing of Dianna Mallory. Mrs. Ward. Musson.
5. Peter. By F. H. Smith. McLeod.
6. Sowing Seeds in Danny. By Mrs. McClung. Briggs.

Moncton.

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Heart of a Child. By Frank Danby. Copp.
3. Peter. By F. H. Smith. McLeod.
4. Web of Time. By R. E. Knowles. Revell.
5. Dianna Mallory. By Mrs. Ward. Musson.
6. Trail of Lonesome Pine. By John Fox, jr. McLeod.

Montreal.

1. Holy Orders. By Marie Corelli. Briggs.
2. Trail of Lonesome Pine. By John Fox, jr. McLeod.
3. Peter. By F. H. Smith. McLeod.
4. The Jewelled Ball. By Mrs. Lionel Guest. Cambridge.
5. Paths of the Righteous. By Miss Dougall. Macmillan.
6. Anne of Green Gables. By L. M. Montgomery. Page.

Port Arthur.

1. Lewis Rand. By Mary Johnston. Briggs.
2. Songs of a Sourdough. By R. W. Service. Briggs.
3. Riverman. By S. E. White. Musson.
4. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
5. Treasure Valley. By Marian Keith. Westminster.
6. Firing Line. By R. W. Chambers. McLeod.

St. Thomas.

1. Peter. By F. H. Smith. McLeod.
2. Holy Orders. By Marie Corelli. Briggs.
3. Trail of Lonesome Pine. By John Fox, jr. McLeod.
4. Lewis Rand. By Mary Johnston. Briggs.
5. Man from Brodney's. By G. B. McCutcheon. Briggs.
6. Quest Eternal. By Will Lillibridge. Briggs.

Stratford.

1. Holy Orders. By Marie Corelli. Briggs.
2. Man from Brodney's. By G. B. McCutcheon. Briggs.
3. Songs of a Sourdough. By R. W. Service. Briggs.
4. Lewis Rand. By Mary Johnston. Briggs.
5. Voyage of Donna Isabel. By Randall Parish. Briggs.
6. Web of Time. By R. E. Knowles. Revell.

Toronto.

1. Wild Geese. By Stanley J. Weyman. Copp. Clark Company.
2. Peter. By F. H. Smith. McLeod.
3. Holy Orders. By Marie Corelli. Briggs.
4. Trail of Lonesome Pine. By John Fox, jr. McLeod.

5. Lewis Rand. By Mary Johnston. Briggs.
6. The Firing Line. By R. W. Chambers. McLeod.

Winnipeg.

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Trail of Lonesome Pine. By John Fox, jr. McLeod.
3. Dianna Mallory. By Mrs. Ward. Musson.
4. Peter. By F. H. Smith. McLeod.
5. Heaven of Love. By M. Burnham. Briggs.
6. Nancy McVeigh. By R. H. Mainer. Briggs.

United States.

1. Trail of Lonesome Pine. By John Fox, jr.
2. Lewis Rand. By Mary Johnston.
3. Peter. By F. H. Smith.
4. Dianna Mallory. By Mrs. Ward.
5. Red City. By S. Weir Mitchell.
6. Man from Brodney's. By G. B. McCutcheon.

Canadian Summary.

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SPRING FICTION ANNOUNCED.

Title.	Author.	Publisher.
Septimus	W. J. Locke	Frowde
Blind Jim	Wm. De Morgan	"
Gateway of Swords	J. J. Vanece	Briggs
Areminta	J. C. Snaith	"
Catherine's Child	Mrs. De la Pasture	"
My Lady of Shadows	John Oxenham	"
Fashionable Adventures of Josiah Craig	D. G. Phillips	"
The Long Arm	E. P. Oppenheim	"
Mr. Opp	Alice Hegan Rice	"
Old Man in the Corner	Baroness Orczy	"
The Waters of Jordan	H. A. Vachell	"
The Red Mouse	W. H. Osborne	"
The Sins of Society	Cecil Raleigh	Copp, Clark
A Flight from Siberia	W. Snuiszewski	"
Fraternity	John Galsworthy	"
54, 40 or Fight	Emerson Hough	McLeod & Allen
Letters of Jennie Allan	Grace Donworth	"
The Message	Louis Tracy	"
The Special Mes- senger	R. W. Chambers	"

◆

In the February number of Scribner's Magazine will appear "The Indians of the Stone Houses," by Edward S. Curtis, a poem on Milton, by Henry Van Dyke; "German Painting of To-day," by Christian Brinton; "Who Are the English?" by the anonymous author of "England and the English From an American Point of View," and "The Bandelaire Legend," by James Huneker.

A List Of Canadian Books Published In 1908

Including Solely Books Published
Primarily in Canada and Books by
Authors Residing in Canada.

It is a problem of some difficulty to estimate the number of books published annually in Canada, for the simple reason that it is uncertain just what should be considered as a Canadian book. If we were to estimate all the books bearing the imprint of a Canadian publisher, the total would make a respectable figure. If on the other hand we were to limit the list to books printed in Canada from type set in Canada, the number would be comparatively small. But it is hardly fair to take either classification,—the first would err by calling a book Canadian, when neither would it be the work of a Canadian author, nor would it be Canadian in subject nor Canadian in workmanship,—the second would err by omitting several books printed outside the country for publication in the country.

A second difficulty lies in the problem of collecting information about books published privately or in remote parts of the country. An elaborate system would be necessary to make sure that nothing was omitted and there is as yet no organization capable of handling such a work.

The publications of the Dominion and Provincial Governments, the universities, the historical, literary and scientific societies, etc., all publish important books annually. Many of these are noted, but many of them escape notice and no summary of a year's publication would be complete without them.

The following list for 1908 has been as carefully compiled as one individual could manage. It includes only books printed and published in the Dominion, or primarily published in the Dominion, omitting school books, technical books, directories and Government publications. It must not be considered absolutely complete. Titles preceded by an asterisk mean books by resident Canadian authors, published in foreign editions or contemporaneously in foreign and home editions.

HISTORY.

Myths and Facts of American Revolution ..	Johnston
History of Canada (New edition) ..	Weaver
Sixty Years in Upper Canada ..	Clarke
Recollections of Crimean Campaign ..	Veith
History of Canadian Journalism ..	Wrong
Review of Hist. Publications ..	Wrong
A Canadian Manor ..	Dunlop
Recollections of War of 1812 ..	Cruikshank
Documentary Hist. of War of 1812 (Vol. 8) ..	Morice
Dictionnaire Historique ..	Ganong
Description Geographique ..	Sanderson
History of Methodism ..	Wade
Emigrant Soldier's Gazette ..	Doughty
Historical Glimpses of Bear River ..	Carrol
Cradle of New France ..	Machar
Quebec Tercentenary History ..	Marsh
Kingston of Old ..	Burpee
Where the Buffalo Roamed ..	Sellar
*In Search of the Western Sea ..	Colby
The Tragedy of Quebec ..	Gagnon
*Canadian Types of the Old Regime ..	Taylor
L'Amérique Precolombienne ..	
History of Brome County ..	

Sketches of the Northwest Arm	Regan
Proceedings at Halifax, Oct. 2	

TRAVEL AND DESCRIPTION.

Through the Mackenzie Basin	Mair
Real Cobalt	Gard
Across the Sub-Arctics (New edition)	Tyrrell
Glimpses of Northern Canada	Curran
In Old Quebec	Nicholson
*Western Canada	Tucker

FICTION.

Trails and Tales in Cobalt	W. H. P. Jarvis
*Treasure Valley	Marian Keith
Old Loyalist	Davis
Gabrielle Amethyst	Musgrave
Lady of the Snows	Brown
Harvest of Moloch	Lawson
Legend of the West	Hayes
Master of Life	Lightall
Nancy McVeigh	Mainer
*Letters of a Remittance Man	Jarvis
Jewelled Ball	Guest
*Sowing Seeds in Danny	McClung
*Web of Time	Knowles
*Anne of Green Gables	Montgomery
*Angel and the Star	Ralph Connor

ESSAYS.

The Kingdom of Canada	John S. Ewart
Municipal Government	Wickett
Democracy and Education	Logan
Continuity of Revelation	Hall
Genius of Shakespeare	Osborne

BIOGRAPHY.

Sir John A. Macdonald	G. R. Parkin
William Lyon MacKenzie	Lindsay
Isaac Broek	Nurse
*Dr. Robertson	Ralph Connor
Canadian Hymn-Writers	Mahon
*Life of Bishop Bompas	Cody

POETRY.

Miriam	J. Hunt Stanford
Bird of the Bush	Summers
Peter Ottawa	Thomson
A Garden in Antrim	Molesworth
Poems of Memory	Sparrow
Croynan Hall	Baker
Empire Builders	Stead
Wing of the Wild Bird	Watson
Acadian Lays	Morse
Canada, My Land	MacKeracher
Uncle Jim's Nursery Rhymes	Boyle
Canadian Book of Months	Marny
Collected Dramas	Campbell
The Fight of the Atlante	Boyd
Romance of the Lost	McInnes
Fore	Webbing
New Patriotic Poems	Gray

Sour Sonnets of a Sorehead Haverson
 Selected Poems Smith
 *The Great Fight Drummond

MISCELLANEOUS.

Remarkable by Destiny McCharles
 7,000 Facts About Temperance Howard
 Your Boy Dickinson
 Christ's Teachings Caven
 Education of a People Locke
 Canadian Flag on Our Schools Wade
 *Acts of the Apostles Knox
 *Mystery of Golfe Haultain
 *My Pets Saunders
 *Little Sam Kerr
 *The Pact of Conversion Jackson
 *The Church Year Armitage

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