

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

Coloured covers/
Couverture de couleur

Coloured pages/
Pages de couleur

Covers damaged/
Couverture endommagée

Pages damaged/
Pages endommagées

Covers restored and/or laminated/
Couverture restaurée et/ou pelliculée

Pages restored and/or laminated/
Pages restaurées et/ou pelliculées

Cover title missing/
Le titre de couverture manque

Pages discoloured, stained or foxed/
Pages décolorées, tachetées ou piquées

Coloured maps/
Cartes géographiques en couleur

Pages detached/
Pages détachées

Coloured ink (i.e. other than blue or black)/
Encre de couleur (i.e. autre que bleue ou noire)

Showthrough/
Transparence

Coloured plates and/or illustrations/
Planches et/ou illustrations en couleur

Quality of print varies/
Qualité inégale de l'impression

Bound with other material/
Relié avec d'autres documents

Continuous pagination/
Pagination continue

Tight binding may cause shadows or distortion along interior margin/
La reliure serrée peut causer de l'ombre ou de la distorsion le long de la marge intérieure

Includes index(es)/
Comprend un (des) index

Title on header taken from:/
Le titre de l'en-tête provient:

Blank leaves added during restoration may appear within the text. Whenever possible, these have been omitted from filming/
Il se peut que certaines pages blanches ajoutées lors d'une restauration apparaissent dans le texte, mais, lorsque cela était possible, ces pages n'ont pas été filmées.

Title page of issue/
Page de titre de la livraison

Caption of issue/
Titre de départ de la livraison

Masthead/
Générique (périodiques) de la livraison

Additional comments:/
Commentaires supplémentaires:

This item is filmed at the reduction ratio checked below/
Ce document est filmé au taux de réduction indiqué ci-dessous.

10X	14X	19X	22X	26X	30X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
12X	16X	20X	24X	28X	32X

BOOKSELLER & STATIONER OF CANADA

SEPTEMBER

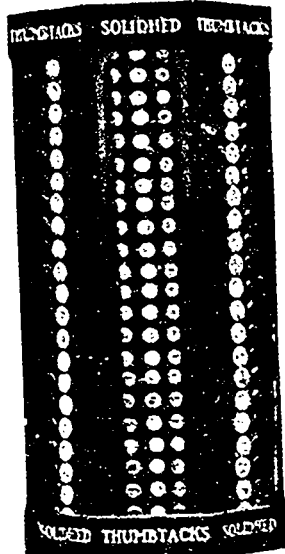
1907

The New Idea Trade Newspaper that Shows Retailers How to Sell Goods. Covers the Entire Canadian Field and has a Growing Circulation Abroad.

MONTREAL

TORONTO

WINNIPEG



*It's the Solidhed Display
that sells tacks*

Ask your jobber or
Hawkes-Jackson Co., Makers
82 Duane Street, N. Y.



A National Calamity

The...

Quebec Bridge Disaster

A SERIES OF

6 Illustrated Postal Cards

JUST PUBLISHED

Price \$1.00 per 100
" 7.50 " 1000

Special Prices to Jobbers.

Order now from

Illustrated Post Card Co.

106 East Notre Dame Street
MONTREAL

“Lorraine”

Stationery

The continued increasing sale of the different lines in our Lorraine Stationery is proof that this series of Note Papers, Papeteries, Tablets and Envelopes meets the requirements of the trade for all standard purposes. For the Fall trade we have a complete stock of all the following lines:—

Note Paper	White—Boudoir, Regent and Duchess Sizes
“	“ Azure “ “ “ “ “
Envelopes—White—	“ “ “ “ “
“	“ Azure— “ “ “ “ “
Tablets—White—Four Standard Sizes	
“	“ Azure “ “ “
Papeteries	White—Regent Size
“	“ Azure “ “

If you are not familiar with the value of this stock, write us for a set of samples, gratis.

“Be wise to-day. 'Tis madness to defer.”

Warwick Bros. & Rutter, Limited

Makers of High-Class Stationery.

TORONTO



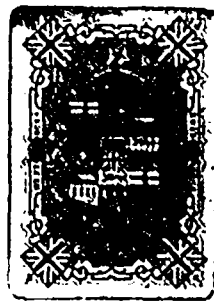
Salon 4



Can 16 Clats



Union Jack, all the Provinces



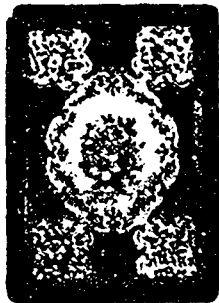
National - England, Ireland, Scotland, Canada



Salon 21



Elk



Salon 23



Sultan A



Grand Trunk



Salon 7



Burns, Dickens, Shakespeare



Salon 8



Salon 9



Salon 6



Salon 19



Salon 20



Salon 22



Sultan O

GOODALLS ARE **ALL GOOD**



A few of the good sellers
70 Designs to sell at 50c.
36 " " " 25c.

If you have not received our new Illustrated Playing Card Folder showing our full assortment, a post card to us will get you one.

SORT UP WITH THE JOBBER
 The leading ones carry them.

A. O. HURST
 24 Scott Street, TORONTO

Leading Leather Lines

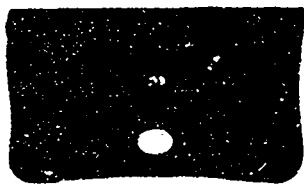



This season's assortment contains many new designs.

New Leathers
New Colors
New Styles

Ladies' Wallets
Card Cases
Strap Purses
Hand Bags
Portfolios
Music Cases

Men's Coin Purses
Letter Cases
Bill Wallets
Collar and Cuff Cases
Memo Books
Loose Leaf Memo
and Price Books
Bankers' Wallets



Diaries 1908

Large and varied Assortment

Prices right



BROWN BROS.

Limited

51-53 Wellington St. West, TORONTO

A. Molling & Co., Hanover

(350 workers employed)

(GERMANY)

17 Stone- and 8 Book-printing machines

Fine Art Printers

of Children-Toy- and Painting-Books
Xmas-New-Years- and Valentine-Cards
Illustrated Postcards, Calendars and Studies

Chromos, Fancy-Papers, Menus
Show-Cards, Advertising-Cards

CATALOGUES of any description and for every branch
Large Embossing-Book-binding- and Box-making-Department

First-class work ↔ Promptly delivery.

HOLIDAY GOODS

FROM THE

MANUFACTURER TO YOU

What we sell you we sell you right, as we sell for these manufacturers:

- ☞ Lee Paper Co. Makers of fine papeteries.
- ☞ G. W. Capen Co. Novelties and utility boxes in French tapestry and cretonne.
- ☞ The Benziger Co. Desk sets, Frames, smokers' articles, etc., in antique brass and copper.
- ☞ Cardinell-Vincent Co. Calendars and pictures.
- ☞ Hills and Hafely. Calendars and Xmas booklets, Xmas and New Year's post cards.
- ☞ A visit from you in search of Holiday Novelties will be appreciated and will do you good.

F. L. HARDING NOVELTY CO. 318 Broadway NEW YORK



No. 202

FOUNTAIN PENS

WILL BE USED
MORE THAN EVER
THIS FALL.

ANTICIPATE THE DEMAND
FOR THE BEST INK BY
STOCKING WITH

CARTER'S Fountain Pen Fluid

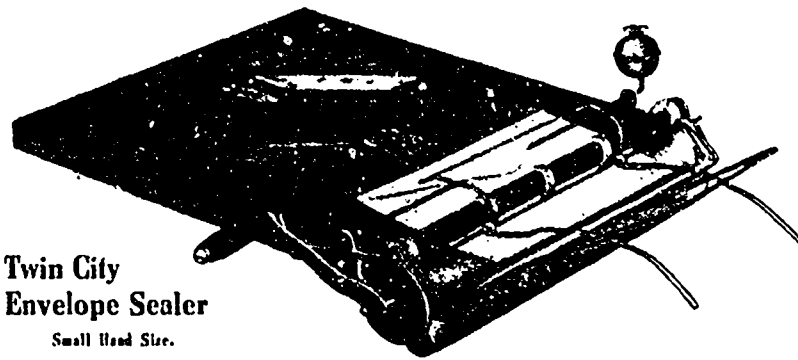
A perfect fluid made with the necessities of the fountain pen in mind. It will not clog pen point or barrel and has a very easy flow.

Put up in a variety of packages, including our travellers' outfit and special 4-oz. panel, with screw cap and filler—shown above.

OUR "PUBLIC FILLER OUTFIT" WILL
INTEREST DEALERS

THE CARTER'S INK CO.,

Boston New York Montreal Chicago



**Twin City
Envelope Sealer**
Small Hand Size.

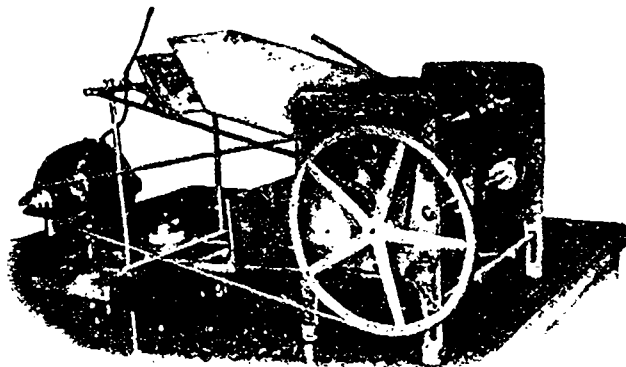
**Remarkable Labor-
Saving Device**

This simple and inexpensive machine ensures perfect sealing at the rate of 5,000 envelopes per hour with hand feeding. It will seal all standard sizes and shapes without adjustment.

Value, alone \$10.00; with Stacker, \$13.00

Opportunity for Canadian Capital

It is the intention of the Twin City Specialty Mfg. Co. to form a Canadian company to manufacture and sell the three sizes of Sealers in Canada, Great Britain and the Colonies. Mr. F. N. Jaynes, inventor of the small hand and intermediate machines, will visit Toronto in September to personally attend to the matter. Enterprising stationers will find this a splendid opportunity to get a share in an excellent proposition.



THE LARGE SIZE ENVELOPE SEALER
With Motor, Stacker and Automatic Feed Attachment.

The modern business office has lacked a proper device for quickly and neatly sealing the thousands of letters, circulars, price lists, etc., sent out daily by all first-class firms throughout the country. Something simple and cheap was needed, yet efficient and free from complicated mechanism though positive in its work, handling the various standard size envelopes without adjustment.

The Twin City Envelope Sealer meets all these requirements.

For full particulars with regard to these machines and the formation of the Canadian company, address enquiries to

TWIN CITY SPECIALTY COMPANY

**433 SECURITY BANK BUILDING
MINNEAPOLIS, MINN., U.S.A.**

When School Opens



and the children have started again with their duties, we of the trade should consider this as the last fore-runner of the activities in every branch of business for the coming months.

The demand for standard lines of merchandise of high repute, is stimulated in every store in the country; and the merchant who has been farsighted in his preparation of a well selected stock of a standard line, reaps the benefit.

The one article that has felt the increase of demand yearly, for many years, and with its constant improvements in manufacture continues to grow, is

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

Our salesmen are now showing the complete line, brought up to date, and we respectfully invite your careful attention. If he has not called as yet, write for full information. Our new catalogue of the L. & C. Hardtmuth line of Koh-i-noor pencils, etc., will soon be ready, and if not soon received by you write for one. Have you seen our line of Christmas sets? If not, write for information.

The L. E. Waterman Co. of Canada, Ltd.
136-138a St. James St., Montreal

175 Broadway, New York

No. 12 Golden Lane, London



Another

DENNISON

Innovation

Dennison's Fast Color Crepe Paper Napkins are now put up in dust-proof packages with an exact count in each package.

No more waste.

No more counting.

No more soiled or rumpled stock.

Designs of napkins displayed without opening package.

Beautiful for counter and window display.

An instant success wherever shown.

Fast Color Doilies and Lunch Sets put up in similar form. Send for sample packages.

Dennison Manufacturing Company

The Tag Makers


BOSTON
26 Franklin St.

NEW YORK
15 John St.

PHILADELPHIA
1007 Chestnut St.

CHICAGO
128 Franklin St.

ST. LOUIS
413 N. Fourth St.

HIS  MARK


**High Grade
Printing**
from the conception of the
idea to the finished job—we
are now ready to produce in
our **NEW PRINTING
DEPARTMENT**

With everything new—
NEW MANAGER—
from New York City, full of
the ideas and methods of the
best printers, advertisers and
publishers of the States—
NEW PRESSES—the
latest products of the press
makers—
NEW TYPE—the
best faces selected from the
stocks of leading foundries
and a
NEW RESOLVE—to
make every job a credit to
us and to you—we ask for a
chance to figure, furnish lay-
outs, dummies, schemes and
designs for anything from
a letterhead to a catalog—

If you want
"printing that's different"
let us hear from you

**MACLEAN
PUBLISHING
CO LTD**
John Bayne MacLean
P r e s i d e n t
10 Front St East Toronto
MONTREAL WINNIPEG
L O N D O N E N G

PRINTING DEPT
Charles Edward Peabody
M a n a g e r

his  mark

Special For Stationers

SCHOOL OPENING

We are showing the finest range of new scribblers ever offered to the Trade in Canada.

SIXTEEN NEW DESIGNS

We wish to call special attention to our eight new Animal Designs done in three-color process, and specially made up for us in the Old Country. Highest grade of Toned Paper for Pen Work.

These scribblers are absolutely in a class by themselves.

We also carry a full range of supplies, and all authorized School Text Books.

Clark Bros. & Co., Limited

Wholesale Stationers - Winnipeg, Man.

Higgins' Drawing Board and Library Mucilage



IS everywhere admitted to be the most desirable adhesive for the uses intended, ever put upon the market. It is a semi-fluid, of great strength and body, specially prepared for mounting paper on the drawing board, for repairing and labeling books, and for wood, cloth and leather work generally. Librarians have found it exactly suited to their needs, and it has become recognized as the only adhesive for library work that gives perfect satisfaction. For use as an ordinary mucilage or paste it may be diluted with 25 to 50 per cent.

of water. This article should be carried by every progressive dealer.

HIGGINS' AMERICAN DRAWING INKS
BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers

NEW YORK - CHICAGO - LONDON

Main Office and Factory, BROOKLYN, N.Y., U.S.A.

Quality Papers!

Your requirements, no matter what they are, can be satisfactorily met by us, as we have the facilities for manufacturing lines which, for quality, cannot be equalled in the Dominion. Notice a few of our chief lines, sizes and weights given:

PROVINCIAL BOND

White and Tint

17 x 28—20, 24 and 28 lbs.
17 x 22—14, 16, 18, 20 and 24 lbs.
19 x 24—20 lbs.

PROVINCIAL BOND

Azure

17 x 28—28, 32 and 36 lbs.
21 x 32—50 lbs.
23 x 36—72 lbs.

COVER PAPER

SNOWFLAKE

In Blue, Red, Lilac and Wine
20 x 25—40 and 60 lbs.
22½ x 28½—50, 60 and 80 lbs.

ADELIA

Fine White Wave, Double
Cap and Fello
and variety of other lines.

The Northern Mills Pulp and Paper Co.

278 St. Paul Street

MILLS.
St. Adele, Que.

MONTREAL

"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE
IN THE MARKET.
ONE OF MANY
VARIETIES

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

SPECIAL CARD FOR
WHIST PLAYERS

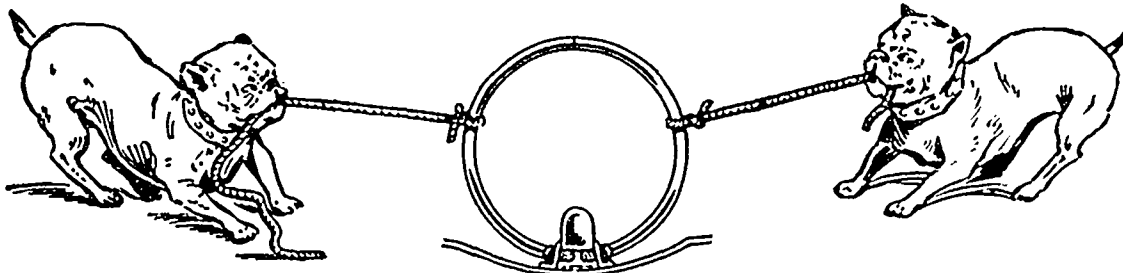
Colonial Whist

We are headquarters for PLAYING CARDS
MADE IN CANADA.

Style and finish equal to Imported Cards.

Advertising Cards of all sorts—Novel Designs.
FOR SAMPLES AND PRICES APPLY—

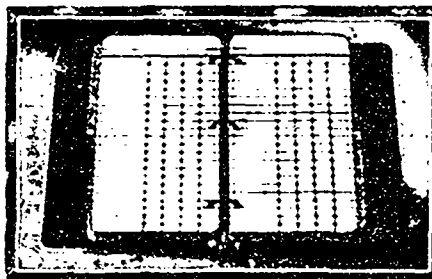
The UNION CARD & PAPER CO.,
Limited
MONTREAL.



The Arches of the Unimatic are Stronger than the Bull Dog Grip

The Unimatic is one of
the Big Sellers of the Large-
est and Best Line of Loose-
Leaf Devices.

S & T Loose Leaf Devices
The best in the World.



We manufacture
LOOSE LEAF

Ledgers, Transfers, Sec-
tional Post Binders, Order
Holders, Post Binders, Prong
Files, Price and Memo
Books and Punches.

S & T Devices Are Sold Through Stationery Trade Exclusively

Sieber & Trussell Manufacturing Company

Eastern Branch.
82 Duane St., New York

OFFICE AND FACTORY:

4000 Laclede Ave., St. Louis, Mo., U.S.A.

Western Branch.
First and Folsom Sts.,
San Francisco

BOOKSELLER AND STATIONER

FOR FIFTEEN DOLLARS

WE OFFER YOU FOR A LIMITED TIME ONLY

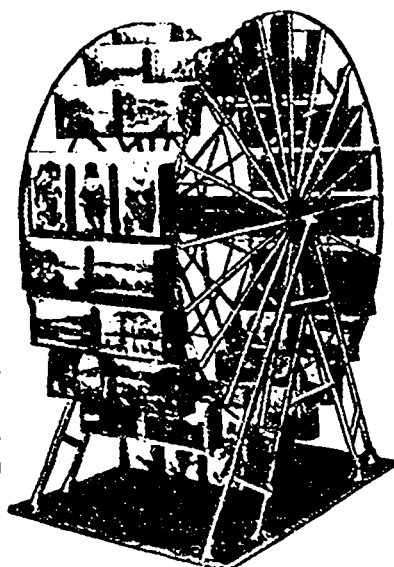
Our New and Improved Ferris Wheel Display Fixture

And 2,000 of our Latest and Best Selling Post Cards

Our Ferris Wheel

is different from the so-called Ferris Wheels on the market.

It is the only one that holds horizontal and vertical cards. It has a special pocket, for which a patent is pending, that prevents cards from falling out.



Patent applied for.

A Ferris Wheel in your store will pay your rent.

This wheel has an attachment for a motor, so that you can make a most attractive window display.

Height 40 inches, base 19 x 26, diameter of wheel 36 inches.

Capacity 5,000 Cards

The best silent Post Card salesman on earth.

For thirty days only, and only if you refer to this publication, we will give you

One New and Improved Ferris Wheel, value	\$ 9 00
200 Holzman's Life Model Cards, "	2 50
200 Original Holzographs, "	2 50
200 Famous Colored Comic, "	1 00
200 Linen Comic, "	1 50
200 Linen Motto, "	1 50
200 Roller Skating Comic, "	2 00
200 New Art Cards	2 00
200 Funny Fan Cards	2 50
200 Name Cards	2 50
200 Pointed Paragraph Cards	2 00
	<hr/>
	\$29 00

FOR \$15.00 F.O.B. CHICAGO.

The assortment of cards is taken out of our line of 10,000 subjects that we carry in stock—the largest line in America—and the largest Exclusive Post Card House in the world. THIS OFFER WILL NOT APPEAR AGAIN.

Alfred Holzman Co.,

Manufacturers

2815 Wabash Ave., - CHICAGO

THE Bookseller and Stationer

Vol. XXIII.

MONTREAL AND TORONTO, CANADA, SEPTEMBER, 1907.

No. 9.

Booksellers' and Stationers' Association of Ontario. Report of First Annual Meeting.

While the attendance at the first annual meeting of the Booksellers' and Stationers' Association of Ontario, held in Toronto on August 29, was not as large as it might have been, still those present represented the best element in the trade, and their presence and support was a decided encouragement to the officers. The organization of the association is now complete, and all that is needed is an increased membership to ensure ultimate success. Some valuable business was transacted at the two business sessions, a full report of which follows.

President Tyrrell called the meeting to order in the comfortable council chamber of the Board of Trade at eleven o'clock, and, after the secretary had called the roll and read the minutes of the last meeting, delivered his presidential address, as follows:

President's Address.

When our association was formed, on the 15th of last January, I was honored by being unanimously elected to the position of president, an honor, which I assure you, gentlemen, I do not undervalue.

I candidly admit, however, that I would have preferred to remain a less conspicuous member of our association, but having accepted the position in the hope that my services would be of value to you, I have endeavored to give of my best, and in such measure as time and occasion demanded.

In this work of the association I have been greatly assisted by our able and persevering secretary, whose devotion to your interests has been most remarkable in the face of such discouragement and indifference as would have daunted many.

It is well known to most of those present that our association was formed, as it were, on the spur of the moment, by a number of representative booksellers, who met in Toronto for the purpose of pressing their claims for consideration upon the Government of this province.

The danger which then drew these prominent and influential business men together was a real danger, and I may add that I believe this danger still remains as real as it did upon that eventful day which saw the beginning of the Booksellers' and Stationers' Association of Ontario.

It is only natural that the advantages of combination should be more apparent in times of stress than in times of peace, but if we would look at things as they really are, it would become clear beyond doubt that the time to organize is past when the time for action arrives. If

we are not prepared beforehand, it will be impossible to adequately rally our forces after the fight is on.

I need not, however, occupy your time by further comment on facts so obvious, but will pass on to other considerations, which, though somewhat less on the surface, are almost as vital to our interests as was the unifying idea of danger, which drew and bound us together at the beginning.

The benefits of organization may, I am inclined to think, be quite as valuable, or even more so, to us in the ordinary course of business than in times when special dangers threaten, and it is to these latter advantages that I would now call your attention.

As men, you and I may not think alike; as business men, we have different ways of estimating and deciding those things which come before us, but of this I am sure, that we all unite in a desire to improve the conditions which surround the business in which we are embarked.

As separate individuals, we can accomplish little, but united in an association, our scattered efforts would be focused, and the weight of our united strength would open many doors that now remain shut.

Let me illustrate, by way of practical suggestion, some of the ideas which it seems to me are not so visionary, nor so difficult, as to be beyond our hope of accomplishment, if undertaken in a spirit of fairness, and supported by a thoroughly representative body of the booksellers of this province.

And at this point let me say that it might be well for us to consider the question of enlarging our constitution so as to include all booksellers in Canada. Matters are sure to arise from time to time which will equally affect all parts of the Dominion, and our action, as an association, would, I believe, carry more weight if our organization were national, rather than provincial, in character.

Now, as to the policy of our association, I believe that the foundation of our usefulness rests upon a close and friendly relationship with publishers and jobbers. It surely needs no argument to prove that our business interests are best served by an intimate alliance between publishers and booksellers, and I am confident that the former will welcome any policy that tends to a closer relationship and a better understanding between them and their customers.

This leads to the first suggestion that our association might very wisely appoint a committee, whose duty

it would be to work in consultation with publishers, if called upon by them to do so, or whenever the interests of booksellers required that we should go to them. We might also appoint a committee to take charge of the school book question, and this committee should be composed of men whose experience and practical knowledge of the subject would make their service of real value to the association.

Another committee could be given charge of all matters relating to the magazine and subscription business, and by watching the interests of booksellers there is no doubt that improved conditions would be obtained. It might be possible, if our association were properly supported, to plan an "overstock exchange," by means of which school and other books unsalable in one section of the country, might be exchanged, with mutual profit, to some other locality, where they would be salable. This might be done in such a way that no names need appear in public.

These few suggestions are offered, as already stated, merely to illustrate the possibilities which are inherent in a well-organized association, but which are not to be obtained by the efforts of separate individuals. At the present time all these matters are allowed to drift, and, as might be expected, they usually drift in the direction of lessening the profits of the retail dealers.

In addition to the collective advantages of organization, there would follow many indirect benefits, the value of which it would be impossible to estimate. Competitors, by frequent and friendly intercourse, would lose much of the distrust which now separates them, mutual appreciation and confidence would be established, and with these conditions much unreasonable and unnecessary price-cutting would be eliminated.

But if our association is to accomplish any of these things it must receive a stronger and more numerous support than it has yet received. The efforts of your committee to increase the membership have met with the most discouraging indifference.

Those of us who are eager for the association to become strong and useful, have had our patience tried, and our faith has often been put to the test. One or two of your committee have made personal sacrifices of time and money to a considerable extent, but on the whole, little or nothing remains of the splendid enthusiasm which characterized the beginning of our association. But now the time has come to change from this attitude of indifference to one of vital interest and active determination.

Accepting, then, the responsibility which rests upon us, realizing that there is strength in union wisely directed, let us decide to press forward and to obtain by just and honorable means those ends which we desire and which are worthy of our best efforts.

At the conclusion of his address, Mr. Tyrrell appointed Messrs. Anderson, London; Hay, St. Thomas, and Patterson, Stratford, a committee on resolutions.

Report of Executive Committee.

Mr. J. G. Cloke, of Hamilton, vice-president of the association, next presented the report of the executive committee, as follows.

Your executive committee, immediately upon their appointment, proceeded to secure the services of a permanent secretary-treasurer, and selected for that position W. A. Craick, editor of *The Bookseller and Stationer*, offering him a salary based on the number of members in the association.

Following your instructions, your committee next took up the work of drafting a constitution and by-laws.

These were duly prepared, and have been placed before you at this meeting.

At a meeting held on July 5, it was decided that we recommend the association to pass a strong resolution, to be presented to the Ontario Government, urging them to put in force, as soon as possible, their proposal to prevent school book publishers from issuing more than one edition of any annotated text book.

The executive further decided to recommend the association to appoint a committee to confer with the publishers and try to reach some satisfactory arrangement whereby many of the difficulties now existing in the book trade might be removed. This was felt to be the most practical way to clear up the differences.

The net system came up for consideration, and the resolutions passed by the American Booksellers' Association on the net system were gone over and approved. Booksellers were recommended to read these resolutions, as they appeared on page 18 of the June number of *Bookseller and Stationer*. The president was instructed to prepare an article explaining the advantages of the net system, the same to appear in *Bookseller and Stationer*, and later to be distributed in pamphlet form, for the education of Canadian booksellers. It was also recommended that the association take up the matter vigorously and instruct its special committee to try to come to some arrangement with the publishers.

The methods of publishers in clearing out remainders to department stores came in for some criticism, and it was suggested that regular booksellers be given a better opportunity for securing stocks of remainders.

All of which is respectfully submitted.

Mr. Cloke moved the adoption of the report, which was seconded by Mr. Anderson, of London, and carried.

Report of Secretary-Treasurer.

W. A. Craick presented the report of the secretary-treasurer. He first outlined the steps that had been taken since the organization meeting to increase the membership, and then detailed the financial condition of the association, showing a balance on hand of \$14.55. Continuing, the report read as follows:

Following up the memorial on the school book question presented to the Minister of Education by the booksellers' deputation, your secretary prepared a supplementary memorial, containing the arguments brought forward by the various speakers on the deputation, which, after having been submitted to these speakers, was laid before the Minister and duly acknowledged by him.

About the beginning of May, the attention of the secretary was directed to the fact that the Dominion Railway Commission were reported to be about to take up the question of express rates. As several members of the association had made complaints about the unfairness of the rates on books and various other articles, your secretary immediately wrote to the secretary of the Railway Commission, asking for definite information about the meeting of the commission, and what procedure should be taken in registering complaints. To this, Mr. Cartwright replied that the sitting of the commission was indefinite, but that we would be notified in due course. Since then no further information has come to hand.

At the meeting of your executive on July 5, your secretary was authorized to represent the association at the annual meeting of the National Association of Stationers of the United States, at St. Paul, on July 15-18. Going in his capacity of editor of *The Bookseller and Stationer*, and at the expense of that paper, he was able to represent the association without cost to you. The results of his observations in St. Paul may be briefly set forth as follows:

BOOKSELLER AND STATIONER

The National Association of Stationers unites in its membership manufacturers, jobbers and retailers in a healthy bond of union, and during the entire course of the convention not a discordant note was heard.

The association is composed of a number of local associations or clubs existing in the various cities or towns of the Union, and each local organization sends delegates in proportion to its membership. The expenses of these delegates are usually paid by the local associations, thereby ensuring a good attendance at the general convention.

Committees are appointed annually to handle the problems that arise in the different sections of the trade, thus there is a committee on blank books, a committee on files and office furniture, a committee on glassware, a committee on pens and pencils, a committee on loose leaf devices, a committee on paper and envelopes, a committee on leather goods and novelties, and a committee on inks and mucilage. Each of these committees consists of three members, and each presents an annual report. In addition, a membership committee does effective work in organizing new branches and developing established ones.

The meetings were most instructive and the information given out by the experts present was well worth the expense of traveling to St. Paul. Condensations of the

a beginning, the problems that arise under each of these headings to be referred to the various committees.

In conclusion, your secretary would urge every member to make more use of the organization. If there are problems or difficulties, do not conceal them, but write in to headquarters. The secretary is paid for this work and he is your servant. He cannot make bricks without straw, and he does not care to go around looking for trouble on his own account. If there are complaints that the association is doing nothing, the fault rests very largely with the people who make the complaints. Members should learn that, to make the association of use, each one of us should do his share, even if it is only to spur on the secretary to work harder.

All of which is respectfully submitted,

W. A. CRAICK,

Secretary-Treasurer.

On motion of G. W. Sulvan, Chatham, seconded by E. S. Brown, Collingwood, this report was adopted and handed to the committee on resolutions.

The Constitution.

The draft constitution and by-laws prepared by the executive committee next came up for consideration, and



Tally-Ho No. 1 and Its Occupants

President Tyrrell is seen, seated in the rear seat. Ald. Kilt of Ottawa, J. G. Cloke of Hamilton and M. G. Hay of St. Thomas are prominent figures in the front row.

papers and addresses will appear from time to time in your organ, *The Bookseller and Stationer*, so it will be superfluous for me to enter into details here. I would refer you to the paper on "The Handling of Blank Books," by Charles A. Stevens, of Chicago, which appeared in the August number, as an example of the kind of information to be secured from these addresses.

While in St. Paul, your secretary interviewed Fletcher B. Gibbs, who formed the National Association four years ago, and was its first president, and endeavored to secure him for this convention. Mr. Gibbs is an enthusiastic association man and was much interested in our effort to form a strong association in Ontario. Unfortunately, he could not arrange to be present this year, but promised to visit us at a later date.

From his observations at St. Paul, your secretary would recommend the appointment of committees along the lines of the National Association committees. He would suggest a committee on school books, a committee on express rates, a committee on relations with publishers and wholesalers, and a membership committee, as

were first adopted paragraph by paragraph and then as a whole. The constitution and by-laws read as follows:

ARTICLE I.

Name and Object.

Section 1. The name of the association shall be the Booksellers' and Stationers' Association of the Province of Ontario.

Section 2. The objects of the association shall be to promote the interests of its members and to secure friendly co-operation among them.

ARTICLE II.

Membership.

Section 1. Any person, firm or corporation in the Province of Ontario engaged in the retail business of selling books or stationery or books and stationery who carries a general assortment of stock in these lines and is known and recognized as a regular retail dealer, may become a member of the association, provided the application for

BOOKSELLER AND STATIONER

such membership meets with the approval of the Executive Committee

ARTICLE III.

Officers.

Section 1. The officers of the association shall consist of a President, Vice-President, Secretary-Treasurer, and five members, who shall be chosen to act with the President and Vice-President on the Executive Committee.

Section 2. The officers, with the exception of the Secretary-Treasurer, shall be elected annually by ballot and shall hold office until their successors are elected.

Section 3. The Secretary-Treasurer shall be appointed by the Executive Committee, and his duties shall be assigned by them.

Section 4. The Executive Committee shall pay the Secretary-Treasurer such salary as may be deemed necessary, and if they see fit a sufficient bond shall be required, said bond to be paid for by the Association.

Section 5. In case of a vacancy in any of the offices of this Association the same shall be filled by the Executive Committee until the next annual meeting.

ARTICLE IV.

Meetings.

Section 1. The annual meeting for the election of officers and reception of reports and the transaction of general business, shall be held on a date during the last week of August, to be selected by the Executive Committee.

Section 11. The Executive Committee shall meet at the call of the President for the transaction of all business of interest to the Association.

ARTICLE V.

Amendments.

Amendments to the constitution and by-laws may be made at any annual meeting by a vote of at least two-thirds of the members present provided four weeks' notice of the proposed change has been made to the members of the Association.

BY-LAWS

ARTICLE I.

Finances.

The finances of the Booksellers' and Stationers' Association of the Province of Ontario shall be provided for by an annual membership fee of one dollar (\$1.00). Furthermore, in order that members of the Association may be kept posted on the work done by the Association, they are required to be enrolled as subscribers to the official organ, THE BOOKSELLER AND STATIONER, the subscription fee of which is one dollar.

ARTICLE II.

Quorum.

A majority of the Executive Committee shall constitute a quorum for the transaction of business at any meeting.

ARTICLE III.

Proxies.

Each member shall be entitled to one vote or may in writing appoint a proxy at any meeting of the Association.

ARTICLE IV.

Order of Business.

At the annual meeting of the Association the order of business shall be:

- 1 Roll call.
- 2 Reading of minutes of last regular meeting.

3. Report of Secretary-Treasurer.
4. Report of Executive Committee.
5. President's address.
6. Report of Special Committees.
7. General business.
8. Reading of papers and discussion thereof.
9. Election of officers for ensuing year.
10. Unfinished business.

On motion the meeting adjourned for the noon recess

Afternoon Session.

The afternoon session opened at 2.30, and the committee on resolutions presented their report. The following resolutions were recommended and, after being considered seriatim, were unanimously adopted;

Resolved, That the following committees be appointed, to whom problems which arise under each of these heads may be referred:

1 On School Books: To watch any suggested change which might affect the trade and bring such to the notice of the executive for immediate action.

2 A Committee on Relations with Publishers and Wholesalers: To take up any matters which require adjustment.

3. A Committee on Express Rates: To bring before the Railway Commission inequalities in rates and exorbitant charges, in the hope of having same adjusted.

1. A committee to take up the matter of newspapers and magazines and yearly subscriptions for same.

Whereas, At present there are published various annotated editions of the prescribed texts for the various examinations, and whereas, the publishing of so many editions is an annoyance and direct loss to the pupils, as well as to the trade, resolved, that we urge the Minister of Education to authorize only one edition for use in the schools.

Resolved, That a persistent and constant effort be made through the columns of Bookseller and Stationer, editorially and otherwise, to get the trade generally throughout the province to enroll themselves as members of this association, and that those now members be urged to give the matter attention and time enough to make a personal solicitation among non-members in their own and adjacent towns and cities, in an endeavor to get every legitimate bookseller and stationer to become a member. Resolved, further, That the assistance of The Bookseller and Stationer, through its provincial canvasser or collector, be requested to this end.

Resolved, That this association express their appreciation of the good work done by Bookseller and Stationer in its evident desire to help and encourage the trade in all departments.

Resolved, That the thanks of the association be tendered the Board of Trade for the use of their room.

Resolved, That the thanks of the association be tendered the wholesale dealers and publishers, who have contributed so liberally for the entertainment of the visiting members.

Special Committees.

The following special committees were thereupon selected, in accordance with the resolutions passed:

School Books—Messrs. Cloke, Hamilton, Hay, St Thomas, and Sifton, London.

Express Rates—Messrs. Robertson, Hamilton, Stratton, Peterboro, and Stanton, Toronto.

Relations with Publishers—Messrs. Anderson, London, Sulman, Chatham, and Tyrrell, Toronto.

Periodicals and Newspapers—Messrs. J. P. McKenna, Toronto, W. D. Mills, London, H. M. Patterson, Stratford.

Election of Officers.

On motion of Mr. Anderson, seconded by Mr. Patterson, the officers elected in January were re-elected for the coming year, and a ballot was cast for them unanimously. They are as follows:

President—William Tyrrell, Toronto.

Vice-President—J. G. Cloke, Hamilton.

Committee—G. W. Sulman, Chatham, R. A. Robertson, Hamilton, E. S. Brown, Collingwood, A. H. Stratton, Peterboro, and W. B. Hart, Perth.

M. G. Hay next read a paper by Fletcher B. Gibbs, of Chicago, on "The Making of Prices," which was listened to with evident attention. This brought the business sessions to a close.

Tally-Ho Drive.

Several of the members accepted the invitation extended by the entertainment committee, and took in the ride around the city in the electric tally-hos. The residential portions of the city, the parks, colleges and public buildings were all visited, and proved interesting sights.

THE BANQUET.

Seldom has a more representative gathering of booksellers and stationers, wholesale and retail, been brought together, than graced the banquet board at the St. Charles hotel in the evening, and seldom has more enthusiasm for the association and all it stands for been manifested. The evening function dispelled from the minds of the pessimists all fears that the Booksellers' and Stationers' Association of Ontario would not develop into a virile organization.

A large portion of the success of the evening was to be attributed to the presence at the banquet of a number of representatives of the recently-organized Boost Club of Toronto. These gentlemen, led by their Arch-Booster, C. E. Peabody, and their Festive Booster, C. E. Haight, contributed several choruses between courses, and provided two singers, and a reciter, who delighted the audience later on in the programme with well-selected pieces that inimitable entertainer, Alderman J. W. Bengough, of Toronto, was also the guest of the association, contributing several humorous selections, that fairly brought down the house.

The chair was taken about seven o'clock by President Tyrrell. On his right sat Arch-Booster Peabody, J. W. Bengough, and Rev. J. J. Redditt. On his left were Messrs. J. G. Cloke, Richard Brown and James I. Anderson. After grace had been said by Rev. J. J. Redditt, the guests proceeded to partake of the good things that had been provided, while at intervals the exuberance of the gathering worked itself off in jovial choruses.

When at length the repast had been disposed of and cigars were alight, President Tyrrell rose to propose the toast of "The King," which was loyally drunk. A rollicking song from Wilbur Horner followed, and then C. E. Peabody was introduced. The Arch-Booster received quite an ovation. He proceeded to welcome the booksellers "to their own banquet," and explained the share the Boost Club had taken in the evening's entertainment.

Next Mr. Bengough was called on, responding with his splendid character skit, "The Immigrants." The speeches of the English, Scotch, Irish and American immigrants, overheard at Winnipeg station, were reproduced in all their linguistic glory.

Rev. J. J. Redditt was the next speaker. Following him, Harry Watts sang a song very acceptably, and then C. E. Haight, in a thoughtful speech, explained the objects of the Boost Club, the need for such an organization, and the spirit, which permeated its membership.

G. W. Sulman, of Chatham, proved himself to be a popular after-dinner speaker, reeling off a number of breezy anecdotes, and concluding with a rendition of Longfellow's, "Ship of State," that was considered one of the finest things on the programme.

E. Pomeroy, a visiting ink manufacturer from the United States, gave the association some valuable information on the costs of doing business, urging a strong organization to protect trade interests. He showed up department store methods, claiming that the regular stationer could do business cheaper and sell cheaper.

Alderman Kilt, of Ottawa, Frank Wise, of Toronto, and T. J. Stewart, all spoke with acceptance, while Hal Hampden recited "Brokers Ahead," and Mt. Bengough gave two more selections.

C. L. Nelles, of Guelph, who still claims to be a loyal bookseller, though he has entered the banking field, eulogized the association and its officers, and the Boost Club, and moved a vote of thanks to the president and secretary. This was seconded by Mr. Sulman, and put to the members by Vice-President Cloke, who, in doing so, added his words of commendation to what had been said by the previous speakers. Messrs. Tyrrell and Craick responded briefly.

After singing some choruses and concluding with "Auld Lang Syne," the first annual banquet of the association was brought to a close.

Those Present.

William Tyrrell, Wm. Tyrrell & Co., Toronto, J. G. Cloke, Cloke & Son, Hamilton, Richard Brown, Brown Bros., Toronto; James I. Anderson, London, M. G. Hay, M. G. Hay & Son, St. Thomas; C. L. Nelles, Guelph, A. O. Hurst, Toronto, G. W. Sulman, Chatham; H. L. Thompson, Copp, Clark Co., Toronto; J. Taylor, Hanover; Harry Watts, Grip, Limited, Toronto, Ald. J. G. Kilt, Ottawa, W. W. Thomas, Copp, Clark Co., Toronto, John F. Sifton, London, J. W. Bengough, Toronto, E. S. Caswell, Methodist Book Room, Toronto; O. B. Stanton, O. B. Stanton & Co., Toronto; Percy Grand, Grand & Toy, Toronto, A. H. Stratton, A. H. Stratton & Co., Peterboro, J. T. Hornbrook, Brown Bros., Toronto, E. S. Brown, Collingwood; Frank Wise, the Macmillan Co. of Canada, Toronto; Rex. Croasdell, Toronto; George Warwick, Warwick Bros & Rutter, Toronto, F. I. Weaver, F. I. Weaver & Co., Berlin, Dr. J. J. Redditt, assistant book steward, Methodist Book Room, Toronto, C. E. Peabody, MacLean Publishing Co., Toronto; H. M. Patterson, Stratford, Frederick Carman, Vannevar & Co., Toronto, H. Button, Cassell & Co., Toronto, I. L. Holden, Musson Book Co., Toronto, George Clarke, W. A. Murray Co., Toronto, W. J. C. Wilson, Wilson Stationery Co., Toronto, J. M. Young, Copp, Clark Co., Toronto, W. J. Brady, Methodist Book & Publishing Co., Toronto, E. Pomeroy, Pomeroy Bros., Newark, N. J.; Harold Copp, Copp, Clark Co., Toronto, J. T. Swift, E. H. Harcourt Co., Toronto, R. B. Bond, Methodist Book & Publishing Co., Toronto, W. A. Craick, editor Bookseller and Stationer, Toronto, C. E. Haight, Toronto, Donald Barron, Toronto, W. F. Ralph, assistant editor Bookseller and Stationer, F. E. Robson, T. J. Stewart, J. M. Robertson, Weston Wrigley, T. J. Tobin, Hal Hampden, W. Horner, Toronto

Self-made Man (to highly educated grandson) "Well, Teddy, my boy, and what do you learn at school?"
 Teddy "Latin and Greek, and French, and algebra."
 Self-made Man "Ho, indeed. And what's the algebra for cabbage?"

Suggestions for the Office End

By Howard R. Wellington

A great deal of time is unnecessarily wasted in posting items to a customer's account in the ledger, and it might not be out of place to suggest a few simple ideas, which are not new by any means, but which will save considerable time in posting. When posting merchandise to the debit of an account, use the letter "M"; for cash use the letter "C", for bills payable, "B.P.", for bills receivable, "B.R.", for January "1", the first month, for February "2," the second month, etc. Some ledgers have item after item written in carefully in detail. Note the difference —

1907.	
Jan. 2, Mdse.	\$25.50
Feb. 2, Cash	\$25.50
March 5, Bills Rec.	25.50
Apr. 5, Bills Pay.	21.50
May 6, Bills Pay	25.00
1907.	
1, 2, M	\$25.50
2, 2, C.	\$25.50
3, 5, B.R	25.50
4, 5, B.P.	21.50
5, 6, "	25.00

It is a small matter, but of some importance when a number of items are involved.

What Per Cent. Shall I have for Profit?

Is it a general practice in the retail trade to add a certain percentage to the cost of an article in order to obtain the selling price, or does the dealer say, for instance, "These goods cost me 80 cents per yard, I can get \$1.50 per yard for them?"

Is it more profitable to impress a customer favorably with the fact that your prices are right, than to have him leave your store feeling that he has paid a fairly high price for the article purchased? There is no doubt that a customer who is well satisfied with his purchase is the most valuable advertisement a dealer can have.

As to percentage to be added for profits, this depends upon several things —

1. The cost of selling
2. The general expense cost of maintaining the store outside of the selling force, such as rent and taxes, insurance, stationery, bookkeeping, etc
3. The profit which the dealer should have over and above all expenses

It is difficult to state any definite percentage which would represent a fair margin of profit, as it depends altogether upon the particular business in which the dealer is engaged. For instance, the margin in a certain business is very fine, owing to necessity of maintaining low prices on account of keen competition. In such a case the dealer will have to be satisfied with a small margin on this particular line, even though his selling expense is high. Again, there may be a good margin on a certain line, but sales are rather slow and the selling expense is fairly high. In such a case the dealer will find it necessary to maintain a good price for his goods in order to meet expenses and leave a fair profit.

It should be ascertained definitely at the end of a period what percentage of the sales or profits, the expenses, salaries, rent, taxes, insurance, light, etc., formed, and in this way a certain percentage added to the true cost of the goods for each expense item involved,

will give the true cost, to which the percentage for clear profit is added.

Cash Discounts.

The system of paying all accounts once a month, either on the 10th, 15th or 25th, as the case may be, is steadily growing in favor, and this is a good indication of the fact that the merchant is becoming more conversant with his business, the stock he carries, and his ability to handle quantities of goods during the season when his stock is largest.

Have you ever stopped to think, Mr. Merchant, of the amount which could be earned annually through taking advantage of cash discounts? Suppose your purchases amount, as per invoices, to \$30,000, subject to cash discounts of 2½ per cent., 3 per cent., or even 5 per cent. By taking advantage of each in turn, our cash discount amounts to \$750, \$900, and \$1,500, respectively.

Now the question arises as to whether this cash discount should be taken into consideration when arriving at the selling prices placed on goods. Suppose a shipment of goods is subject to 20 per cent. trade discount and 5 per cent. for cash within 10 days. Should this rebate of 5 per cent. enter into the matter of cost and selling price, or is it simply a clear profit for the merchant who buys the goods? The retailer almost invariably sells his goods for cash or "net" terms of 30 or 60 days, and does not, therefore, allow the item of cash discount to enter into his selling price. This being the case, one might suppose that it would be in order for the retail merchant to figure his cost price on the basis of 20 per cent. trade and 5 per cent. cash discount; but look at it from another standpoint: the merchant finds that business is not very brisk, money is tight and he is unable to take advantage of his cash discount, although his prices have been figured on this basis. It will be seen that the wiser plan is to figure cost and base selling prices irrespective of cash discounts. The merchant will either take "time" on his goods to run his business or borrow money from his banker in order to take advantage of his cash discounts. In the first place he loses his discounts, in the second he makes a profit of the difference between the cash discount earned and the interest paid the bank for the use of money borrowed. It is only by actual experience in operating a business that a merchant knows whether or not he is in a position to take advantage of all his cash discounts. An unusually backward season, when sales are comparatively small, will tighten up the finances of even a business with ample capital for ordinary requirements to such an extent that renewals must be asked for or cash discounts lost, through not being in a position at a particular time to take advantage of short dates and cash discount.

W. V. Heinemann (21 Bedford street, London, England), announces that he has arranged with Cecil Alden and John Hassall, to prepare a new annual, which he will have ready early in November. The collaboration of two so well-known artists as Cecil Alden and John Hassall should have the most happy result, and the title itself, "The Happy Annual," gives a foretaste of what may be expected. As we understand there will be another of Cecil Alden's dog stories — who has not laughed over "A Dog Day?" — it will not only appeal to children in the nursery, but to those of a larger growth.

The Personal Story of a Western Firm

Clark Bros. & Co., Winnipeg

For books and stationery, as for all other lines of goods, Western Canada provides a rapidly expanding market. All the big Canadian book and stationery firms find their sales in the western provinces rapidly expanding and it is not surprising to find that Winnipeg is rapidly becoming an exceedingly important jobbing centre for these lines. In the very front ranks of western wholesalers must be placed Clark Bros. & Co.

This firm was organized and incorporated in 1889. It was domiciled for a time on McDermott Avenue East, but moved to its present location in 1900. It was capitalized at \$100,000 and well equipped for its work, carrying very complete stocks in all lines of stationery, printing papers, sundries and books. Starting in at the time when the road was paved with obstacles, it has through energetic hustling kept pace with the growth of the country and now ranks among the big firms of Canada.

The success with which this firm has been rewarded is largely due to systematic organization, alert, up-to-date business methods and energy in their fulfilment, courage in buying and courteous treatment of their customers. The business is divided into five departments, each under the personal management of capable men and thoroughly organized in modern systems.

Mr. D. A. Clark, president of the company, devotes himself to the financing and general supervision of the business. Mr. J. H. A. Clark holds down the sundry department, which includes wall papers, sporting goods, Berliner and Victor Gramophones and fancy goods. Mr.

is a great devotee of system and is probably one of the hardest workers in the trade. The difficulties to be met with in a business of this kind, when the original sources of supply are so far from the market, can only be fully appreciated by western men and the success that has come to this firm is largely due to his energetic perseverance.

Mr. J. H. A. Clark joined the firm in 1900 and under his able care the sundry department has made rapid



D. A. CLARK



J. H. A. CLARK

John Gibb has charge of the general stationery foot. Mr. George Wilson takes care of the paper and book departments and Mr. A. D. Watson is acting in the capacity of treasurer.

Mr. D. A. Clark first entered the firm in 1897 and managed the entire business until four years ago, when it was found necessary under the great expansion to divide the work up into different departments. Mr. Clark

strides. The most important lines in this department are the Watson Foster wall papers, Berliner gramophones (for which they are exclusive agents in the west), sporting goods and fancy goods. Mr. J. H. A. Clark is a thorough detail man and the success of this department is largely due to his energetic efforts and careful selection of these different lines in anticipation of the wants of the western trade.

Mr. Geo. Wilson was the first traveler this firm put on the road and at the time of his retirement from the road, some three years ago, he was probably one of the most widely known travelers in the west and also one of the most successful in a business way and under him the book department has grown to be one of the best in Canada. Mr. Wilson is known not only as a book salesman, but also as a book lover and every spring he displays for the selection of the western trade a line of expensive de luxe books scarcely surpassed by any house in the Dominion. The paper department has also grown under his management and is now one of the largest departments in the business and the requirements of the printer's trade are watched closely and kept thoroughly up-to-date in new lines.

Mr. Gibb first entered the employ of Clark Bros. & Co. in 1898 and has worked up with the business and is now in charge of the general stationery department. He is well known in the trade as a keen, progressive buyer and stock-keeper, and anything new in this line is sure to be picked up by him.

BOOKSELLER AND STATIONER

Mr. A. D. Watson entered the office of this firm in 1901 and by close attention and hard work now holds the position of treasurer of this company, a position which he is most ably fitted for.

The warehouse is located in the heart of the whole sale district. It is a handsome building and is equipped with all the modern conveniences and consists of four floors 50x90 and a basement, but it has grown altogether too small and they have had to secure outside storing capacity for heavier lines of goods. The growth of the business has made it necessary to find more commodious quarters and the question of building a new warehouse is under consideration.

Clark Bros. & Co. have over fifty employes and ten travelers covering the three western provinces thoroughly. The progressiveness of the firm has had its reward as is evidenced by the numerous eastern and foreign firms who have given them exclusive handling or made them distributing agents of their lines in the west. Among these perhaps the most important are the Berlioz and Victor talking machines, Watson Foster wall



GEO. WILSON

papers, Montrose Paper Mills, and Ritchie & Ramsay's flat papers, Canada Tag and Label Co., Ault & Wiborg's inks, Rolland Paper Co., the Johnston Horsburgh Co., London, Eng., Milan hand made papers, Italy, the Macmillan Co. of Canada's publications, A. & C. Black, Somersetshire, the Morang Educational Co., and A. & C. McClurg, Chicago.

THE AD. AND THE WINDOW TRIM.

One of the essentials of the really good advertisement is the quality of being remembered whenever any future reference is made to the subject advertised. For instance suppose you are advertising a certain line of boxed paper. You make your newspaper announcement so interesting, and the arguments in favor of the line so convincing, that the very next time a man who has read your ad. sees a box of note paper he remembers the line you are advertising. In view of this, a strong newspaper ad. is made stronger when it is followed up, or supplemented rather, by a window trim of the line advertised. The dominating note of the newspaper ad. should also be the dominating note of the window trim.

The large department stores follow out this theory all the time and succeed well at it. Some advertising would touch the spot, so to speak, without a supplementary window trim, but only in the case of a reader being pressingly in need of the article advertised, or of the article advertised being offered at a cut rate. When the goods offered are advertised for sale on their intrinsic merits with mere price a secondary consideration, a supplementary window trim harmonizing with the newspaper argument is very valuable.

There is a little story of a shoe sale in a recent issue of "System" which well illustrates the value of this kind of co-operation, especially when backed up by genuine salesmanship. In brief, the story is something like this: Smith, when putting on his shoes in the morning, discovers a hole in the sole. Being a very busy man, he forgets about it almost at once. On the way down town to business, hastily glancing through his paper, his eye is attracted by the picture of a skeleton shoe. This reminds him of his need, and he reads the argument which goes with the picture. Reaching his office and plunging into business he soon forgets all about his shoe, and is only reminded of it when, returning from lunch, he sees in the window of a shoe store a young man handling a skeleton shoe just as he had seen in the advertisement. He stops; goes in, and comes out a customer.

Such is on operation, repeated countless times when a window display reminds the passer-by of what he has already seen in the newspaper.

A change of newspaper copy is a necessity in advertising. Lines which follow each other in being made prominent in the newspaper space should follow each other in being the chief feature of a window display. Someone has said that variety is the spice of life. Certainly variety is the spice of retail advertising. A manufacturer making one article only must depend for his advertising variety upon the ingenuity of his ad. writer in presenting his ad. in a new way. This is a difficulty which has not to be faced by a retail merchant, who can get his variety by pushing different lines of goods. That is why the average retailer of the smaller cities rarely needs the assistance of the professional ad. writer.

An advertising policy of variety and strength, supplemented by harmonious window trims, cannot fail to produce results.

5,000 FACTS ABOUT CANADA.

A remarkable little booklet has been compiled under the above self-explanatory title by Frank Yeigh of Toronto, the well-known writer and lecturer on themes Canadian. Perhaps no one in the Dominion is better qualified to make such a compilation. Its value is, as claimed, "worth its weight in Yukon gold or Cobalt silver." The idea is a clever one, viz.: a fact in a sentence, giving a wonderful mass of information in the smallest compass on every phase of our commercial and industrial life, and our natural resources. The booklet is sold for twenty-five cents, and may be had from the Canadian Facts Publishing Company, 667 Spadina Avenue, Toronto.

"A Mother's Son," is the title of a novel by the well-known athlete, C. B. Fry, and his wife. Methuen & Co. are the publishers.

According to the Publishers' Circular, 100,000 copies of the first ten volumes of the People's Library, which Cassell & Co. are publishing, have already been sold.

A Handsome New Winnipeg Store

By F. R. Munro

As was mentioned in *Bookseller and Stationer* at the time, Russell Lang & Co. opened on Portage avenue, Winnipeg, about three months ago one of the handsomest and best appointed book and stationery stores in the Dominion. For years this firm have carried on a thriving business in their store near "the bend" on Main street, and their opening on Portage avenue was not followed by the

and furniture being in green weathered oak. As can be seen from the general view shown in the accompanying illustration, silent salesmen and handsome show cases are used throughout the entire store. It is the aim of the management to keep under cover every article which is likely to be injured by exposure to dust.

An up-to-date feature of the new store is the rest room shown in the illustration. This is for the use of the customers and it is indeed a very charming place in which to while away an hour. Its dark greens and browns are harmoniously blended in walls, leather chairs and carpets, while there is a wealth of attractive material on the large table, all the latest magazines, etc., to amuse the firm's visitors while waiting in the rest room.

Russell Lang & Co. have always made a specialty of school books and educational supplies. In the new store an entire department is devoted to these lines and it is within easy access to the rest room. This department is placed on a gallery extending along the entire length of one side of the store and connected with the rest room. Teachers and students are invited to visit the educational gallery, pick out a number of books from the shelves and carry them to the rest room to make their selections.

Shortly after the opening of the new store this firm held a reception for teachers which was attended by throngs of interested visitors. The rest room was decorated with roses and two popular young ladies pour-



General View of the New
Russell, Lang & Co. Store
on Portage Ave., Winnipeg

and

View of the Rest Room
at the Rear of the Store



closing of their old store. Portage avenue is becoming the important retail street, while Main street is rapidly becoming the home of the banks and financial institutions. Hence, the Main street store is to be devoted almost exclusively to stationery and office supplies required by the wholesale houses, banks, financial institutions and smaller offices while in the new store will be carried a large general stock for the general public and the educational books and supplies for the colleges and schools.

The new store is handsomely appointed, all the fittings

ed tea while an orchestra discoursed sweet music. The function proved a great success and the idea might be used to advantage by other firms.

The rest room idea is one that might well be taken hold of by any store where books cut a prominent figure among the stock. It is well known to booksellers of experience that book lovers will be quick to ferret out any spot where they may go at any time, and be allowed the privilege of leisurely examining a volume before purchasing it.

**MONTHLY REPORTS
FROM TRADE CENTRES**

MONTREAL.

Retailers Busy With School Trade—New Books on the Market—Tourist Trade Exceptionally Good.

Office of BOOKSELLER AND STATIONER
227 McGill Street, Montreal.

September 7, 1907

August trade continued good, with stores featuring souvenir supplies in a great variety. View books, maps, post cards, etc., were eagerly sought by the largest number of tourists that ever visited Montreal. Every store reaped a harvest in these lines. Window displays were timely and commendable.

The beginning of September found trade very much eased off, according to most merchants, with only one or two stores claiming a steady business. Just now large St. Catherine street stores here are paying particular attention, and making extra bids, for school supplies. Competition is very keen. Window displays for the past few weeks have predominated in these lines. No cut prices or bonuses are given to the consumer this year, in accordance with an agreement made between the booksellers of the city. Not very long ago premium-giving was resorted to by merchants on purchases amounting to 25c, 50c, \$1 and \$1.50, or over. This way of carrying on business, however, is rapidly being abolished. At the present writing, displays include everything in school requisites, and most stores wisely have graded the books so as to facilitate selections.

The book trade just now, while not neglected altogether, is not very satisfactory. This is reasonably explained by the fact that the tourist trade is now pretty well finished and the holiday-loving people are all making preparations to return to their respective homes. At present the "Brass Bowl," by Lewis Joseph Vance, and "The Port of Missing Men," by Meredith Nicholson, are doing very well. "The Younger Set," by Robert W. Chambers, is also selling freely. There is also a good demand for C. N. & A. M. Williamson's works.

Among the many new arrivals in fiction, "Barbary Sheep," by Robert Hichens, and "The Helpmate," by May Sinclair, are highly spoken of. "Beatrice of Clare," published by the Montreal News Co., and also current, is meeting with marked favor.

Trade in souvenir postal cards continues steady, as per usual. New stores, carrying these lines, are making their appearance day by day. Illustrated cards are selling well, as are views and scenes. Canadian coat of arm views are also to the fore. The demand for leather cards while not as large as the other lines mentioned, is picking up, now that the holiday trade is approaching. These cards generally retail at five cents.

TORONTO.

Booksellers' Association Convention—Brisk Souvenir Business—Exhibition Visitors Spend Money.

Office of BOOKSELLER AND STATIONER,
10 Front Street East, Toronto.

September 11, 1907

The chief event in the stationery and bookselling circles of Toronto during the past month was the annual meeting and banquet of the Booksellers' and Stationers' Association of Ontario, on August 29. Among the guests at the banquet were three prominent commercial station-

ers, O. B. Stanton, of the O. B. Stanton Company, Percy Grand, vice-president of Grand & Toy, Limited, and W. J. C. Wilson, of the Wilson Stationery Company. There is an increasing feeling in commercial circles here that friendly business rivalry is the best policy. The Boost Club idea is having a good deal to do with this feeling.

Trade has been very brisk in stationery, souvenir, and fancy goods circles, on account of the exhibition. The city is full of people with lots of money and a desire to spend it.

Bain & Cubitt, commercial stationers, of 88 Bay street, have been incorporated under the name of Bain & Cubitt, Limited, with a capital stock of \$40,000. Mr. Donald Bain was for many years in the stationery business in Toronto, but sold out to W. J. Travis two or three years ago, and has only recently re-entered business in partnership with Mr. Cubitt.

The Copeland-Chatterson Company have been appointed Canadian selling agents for the Elliott-Fisher billing and adding machine, which has, until quite recently, been handled by Mr. F. W. Sears.

Mrs. Susie M. Bond, stationer, 724 Queen street west, is retiring from business.

Two recent visitors to Bookseller and Stationer were Messrs. J. A. Gulbrandsen and L. B. Twiss, respectively the Quebec and Western Canadian representatives of Warwick Bros. & Rutter.

Mr. John Britnell, 140 Yonge street, the antiquary and bookseller, is preparing to go to England to visit his London collecting bureau. He expects to be away for some months.

Mr. E. W. Walker, manager of the publishing department of the Methodist Book and Publishing Company, is at present away on a flying visit to the coast.

Mr. Tom Allen, of McLeod & Allen, is back from a coast trip, having returned via Chicago.

Another traveling man home from the coast is Mr. Frank E. Waterman, Canadian representative of the Eaton-Hurlbut Paper Company. He went as far south as San Francisco.

DISCOURTESY.

Editor Bookseller and Stationer,—I am ashamed of the trade in Ontario. The discourtesy shown by a large number of the booksellers of the Province in their treatment of the officers of the Booksellers' Association is almost incredible.

As I understand it, the Toronto committee went to considerable trouble and expense to provide a free entertainment for the stationers of the Province. They issued special invitations, requesting the presence of each and every dealer, big or little, and mailed them to the dealers personally.

Naturally they did not expect everybody to come, but they did expect to receive some acknowledgment of the invitation. Common decency would surely prompt a man to thank his would-be entertainers for their offer of hospitality. I believe that more than half the trade ignored the invitation and maintained a silence, that, to say the least, was most aggravating.

Surely stationers, who are supposed to know the etiquette of this sort of thing, should be able to practice themselves what they endeavor to cultivate in others. I doubt, if in their private life at home, they would be guilty of such unpardonable discourtesy to their friends.

The only mitigating circumstance I can think of is that the stationers failed to realize the nature of the invitation, or what obligations it involved.

BOOKSELLER.

On Running a Music Department

By Ed. Michael

Following "Possibilities of a Sheet Music Department," published in last month's special issue of *Bookseller and Stationer*, and which referred to everything concerning the starting of a sheet music department, from "When a Popular Song First Became Popular," to "Sheet Music Profits," a few useful hints are here suggested, on the method of conducting the department. Best methods of displaying and handling stock, one or two rules for selecting stock, the keeping of stock, and the location of department are the principal subjects to consider.

Evolution of Sheet Music.

A few years ago purchasers of sheet music thought nothing of paying the publishers' price for every copy of either old or current compositions that they obtained. However, with the advent of the departmental store music counter all this has been changed, and the business, especially in large cities, has undergone a change.

Under former conditions the piano and musical instrument houses carried a very limited supply of the latest music, which, unless the purchaser happened to be a teacher of music, was sold at from 40 to 60 cents per copy, and at this figure the purchaser was almost invariably informed by the salesman the sale was an accommodation rather than a business transaction. Today, instead of having to pay 40 to 60 cents the purchaser can secure practically all of the latest music within a range of, say, 18 to 25 cents per copy, with an average price of 25 cents for the general run of music. With the exception of where a special sale is held, departmental stores are reaping sufficient profit to-day to justify far more liberal expenditures for advertising than was ever allowed by the limited sales under the old methods in which high prices ruled.

Best Selling Methods.

One of the best methods of selling large quantities of sheet music is to keep at least one copy of every piece on exhibition. Publishers generally put considerable thought and expense in the making of attractive covers, because past experience teaches them that such a feature is a very great help to sales. The department should follow the publishers' lead and keep the music in sight. A very successful and inexpensive plan for displaying and handling sheet music was observed by the writer, in a leading sheet music house in Montreal. One side of the department was carefully decorated with all the latest songs. They should be well arranged with titles and covers well displayed. On the other side, common tables covered with a green cloth, also containing a rack, displayed successfully all the current compositions on sale. One copy of each sheet of music was pinned on the back, while five or six copies of the same composition were displayed on the surface of the table. Another suggestion is the use of wires. They can be used to great advantage, if run in the shape of an X across the department.

Selecting Music.

In the selection of sheet music there are few hard and fast rules by which all can be guided, except the rule of demand, because different sections have varied tastes and frequently a popular piece in one section falls flat in another. For this reason it is always best to underbuy than to order heavily, and replenish your stock as it is depleted.

Another feature in the music department, and one that is being rapidly adopted, is a separate counter, upon which specials and mark downs, slow movers and soiled copies are placed and featured from a price standpoint.

Then, again, it is customary to keep in touch with the theatres, looking out for attractive songs. A piece, sung successfully on the stage, if it takes the public fancy, creates a demand, and it is good policy to procure a small quantity of the composition rendered, as quickly as possible.

Large music dealers will, further, find it to their advantage to leave an open order with the jobbing and supply house with which they do business, for at least one copy of all current songs.

Overstocking, naturally, should be avoided. Some songs arrive while current and immediately take hold of the public fancy. The merchant then orders a quantity of this song, but shortly after the sale drops. As soon as this occurs the merchant should advertise a special sale with other compositions which also have had their day.

Keeping Stock.

Keeping stock simply means knowing thoroughly the lines carried, those having the same titles together, with vocal and instrumental pieces separate, also so arranged that the compositions can be promptly shown. Racks containing shelvings or drawers, suitable to the size of a piece of sheet music, also lettered from A to Z, will be found useful and convenient. Further books lettered the same way make a ready reckoner. Have all the music, vocal in one book, and instrumental in the other, which you have in stock, on the page under the letter of which the composition begins; for instance: "In the Shade of the Old Apple Tree," should be indexed under the initial I. This plan will be found exceptionally satisfactory, especially in the case where a clerk is just newly employed and is not familiar with stock on hand.

Location of Department.

To-day the public in general are finding sheet music an absolute necessity. As a result, if in a departmental store, the music counter should be as far away from the entrance as possible. As the music department is an assured drawing card, it will be found good policy to have the department at the other end of the store, thereby having all the lovers of music pass through the store. In nine cases out of ten, the customer will see something displayed which she wishes, and if an immediate sale does not result the person in question always bears in mind that such an article is procurable.

If a music counter is in a stationery house, the same may be said of it. Namely, have the department farthest from the entrance. A good plan is to have window displays of all current compositions one day, and then advertise a special sale of all songs, of which the sale has dropped, or of which you have too large a supply.

It is reported that McClure's Magazine is to be enlarged by the addition of 36 pages in the early fall, and the price is to be increased to fifteen cents.

Show Card Writing

By Craftsman

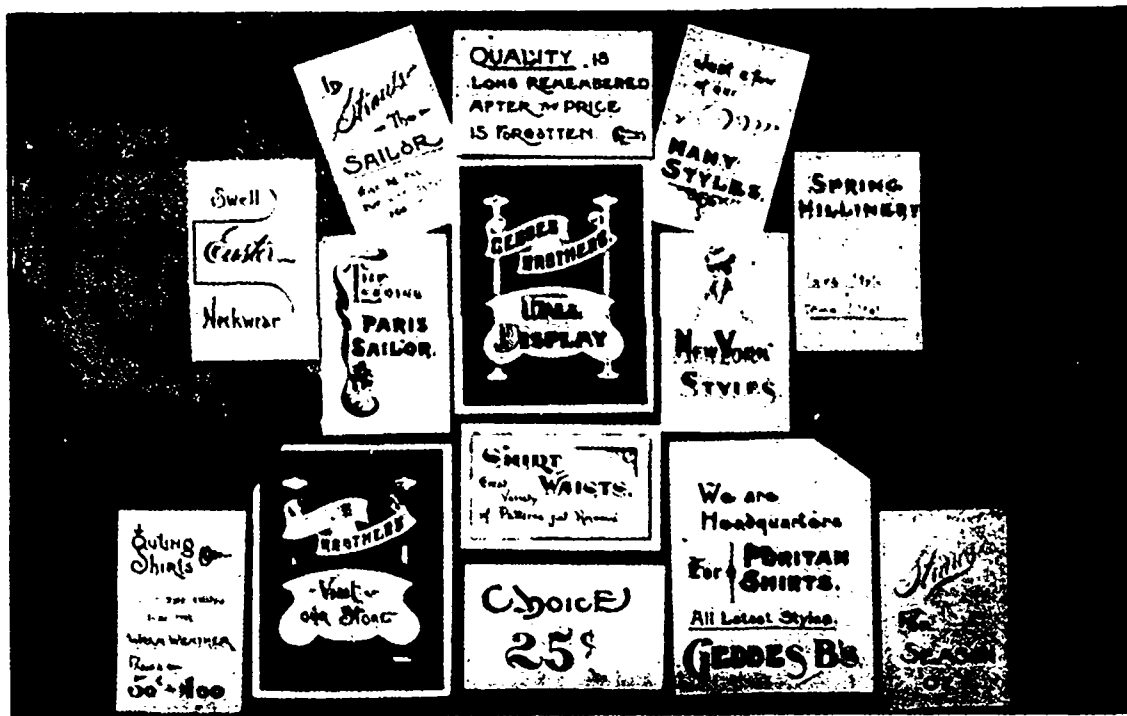
Continued from August Number

If you desire to duplicate scrolls you must, of course, copy the structural or main lines through tracing paper with a very soft pencil and transfer in reversed position by placing the side of your paper having the lead pencil marks downward on your card, then using a hard pencil and tracing over the soft lead design, which will show through the paper distinctly. The pressure of the hard pencil transfers the soft lead marks to your card. For instance, if you take this scroll, No. 25, and insert it you will see that the beauty of the design is not only not lessened, but, perhaps, intensified.

The student should practice making designs in this reversed position. In this manner they can readily be duplicated in this reversed position also by rubbing a soft pencil over the entire surface of that side on which you have used the hard pencil. Then trace over the or-

squares forming sheets, having 100 to the sheet. The rings are packed in nests, beginning with those one-half inch in diameter and ranging in various sizes to five inches wide. The same may be bought in ovals.

To fasten embossed ornaments, the best method is to spread glue across a pane of glass, place the backs of the ornaments on the glass, then take a paper, cover them, and use considerable pressure of your hand while stroking and rubbing the top of the paper. With a pair of tweezers place the ornaments in position wanted, and with a narrow roller such as is used by paperhangers, roll over the ornaments, which will then be firmly attached to the card. The gold rope rings such as are used in the centre of No. 211 are made by a machine, which embosses it and sinks it into the body of the card, so that it is firmly embedded.



Show Cards Made by Chas. E. Weeks, with Geddes Bros., Strathroy.

iginal soft pencil marks by using a hard pencil. Transfer carbon paper can also be used to good advantage. When writing large scrolls the hand is generally entirely raised from the surface of the table.

Centre and Side Scrolls.

For show cards, scrolls like A to G in illustration are used with good effect under words to emphasize them or to make a paragraph. The side scrolls are used to great advantage to fill in a space, to place on one end of a word, or on both sides of it. In the latter case to make them exact they should be transferred as explained in a previous lesson.

Embossed Ornaments.

Gold ornaments like those on the corners of card No. 210 and in the centre of No. 217 illustrated in a previous issue are imported from Germany. The first are in

Flitter is a flaky tinsel which is sold by the pound or ounce at all paint or supply stores. It can be obtained in gold, silver, purple, green, fire gilt, and a variety of other colors. It is frequently used on signs intended for night display or holiday purposes. It is best applied by using thinly diluted glue, just like paint. Place a large sheet of paper under your card and spread a liberal quantity of flitter on its surface, being careful that every portion of the wet glue lines is completely covered with the flitter by gliding it along the entire surface of the card by raising and lowering one end. Then shake off any surplus flitter onto the paper beneath.

If you wish to display a line of gold flitter next to a line of green or other color of flitter, repeat the same process after you have applied one color. Then allow the card to dry thoroughly before handling it.

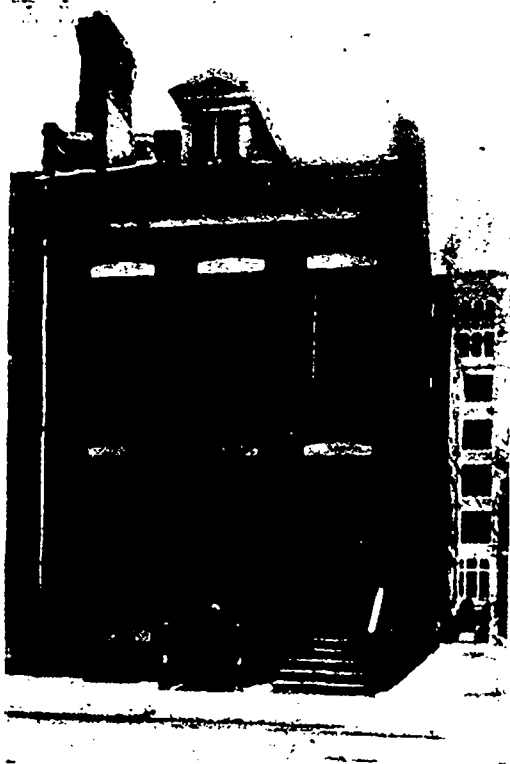
Toronto. Publishers Make a Move

McLeod & Allen's Change.

Increasing business and lack of space in their old quarters have led to the removal of the publishing house of McLeod & Allen from the building which they previously occupied on Melinda street, to larger premises at 42 Adelaide street west. The firm are now almost settled in

Bobbs-Merrill Co., Paul Elder & Co., Rand, McNally & Co., Moffat, Yard & Co., Life Publishing Co., Duffield & Co., Grossett & Dunlop, Geo. E. Newcombe & Co., Thompson & Thomas, Hurst & Co., De Wolfe, Fiske & Co., Lothrop, Lee & Shepherd, Cupples & Leon, Geo. Munro Sons, McClure, Phillips & Co., Doubleday, Page & Co. They have also recently been appointed Canadian selling agents for Cassell & Co., the English publishers, whose Canadian branch is located in the McLeod & Allen building.

Booksellers will find a warm welcome at the new office of McLeod & Allen whenever they visit Toronto.



The Old Premises
At 37 Melinda Street.

the new building, which in every respect is a great improvement on the old place.

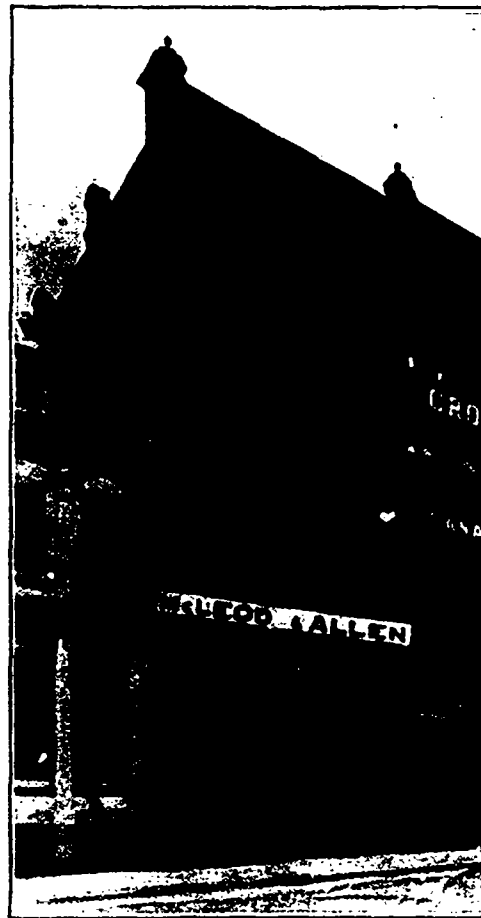
McLeod & Allen at present occupy only the ground floor, having arranged to let the basement and upper floors, but they will have always at their disposal an increased space, should the growth of their business require it. The main feature of their office is the show room, which has been arranged to admit of the best possible display of the various lines of books carried by them. There is shelving all around the room, on which the books are ranged singly, giving at a glance a good general idea of a book and its cover. Display tables are also placed in the centre of the room. The lighting is supplied by electric lights, fastened in reflectors at the height of the ceiling.

The business of McLeod & Allen, under this firm name, has now been six years in existence, and during this time the partners have succeeded in building up a trade connection of the most successful kind. They have acquired a reputation for enterprise and reliability, and, wherever they have had dealings, they have won the esteem and friendship of publisher and bookseller alike.

At present, in addition to the publication annually of a large number of Canadian editions of fiction, they represent in a jobbing way quite a list of United States publishers. This list includes H. M. Caldwell & Co.,

TRAVELER'S PROMOTION.

The vacancy on the traveling staff of the Copp, Clark Co., created by the resignation of Mr. James T. Swift, has been filled by the appointment of Mr. Paul Trebilcock, son of the well-known Bowmanville stationer, who



The New Premises
At 42 Adelaide Street West.

has been in the employ of the Copp, Clark Co. for several years, and who has lately been covering Eastern Ontario. He will in future take the western ground between Toronto and Windsor. Mr. Donald Root will take the Eastern Ontario trip this fall.

Editorial Chronicle & Comment



BOOKS FOR CHRISTMAS.

Booksellers should make up their minds early to boom Books for Christmas. There are few more acceptable gifts than books, and not many people have as yet grasped that fact. Therefore, the public must be taught. Booksellers in the various towns and cities of the province should unite in arranging advertising schemes for this purpose. The catchy line, "Why not books for Christmas?" should be scattered through local newspapers, wherever it will attract the reader's eye. Neat little folders should be printed to slip in all parcels going out of the store, and attractive show cards, bearing the inscription, placed in every available space around the store and in the show window. Let "Why not Books for Christmas?" be the booksellers' slogan this year.

MAKE AMPLE PREPARATIONS.

Forethought is a great deal more valuable to the dealer than any amount of activity, when the time for action arrives. Some men pride themselves on their skill in handling emergencies, but much of this skill resolves itself into adequate preparation to meet just such emergencies. The holiday trade, which is now looming up on the bookseller and stationer's horizon, calls for early and ample preparation. Profit by past experiences and make those arrangements which you deem necessary while there is time to think and act calmly. Then, when the critical time comes, you can rest assured that you have done everything possible to make the trade a success. There is no reason why an increased business can not be transacted this year than last year.

WAS IT DISCOURTESY?

The letter of our correspondent on another page, making a protest against the discourtesy of numerous Ontario booksellers, in neglecting to make any kind of reply to the invitation of the Booksellers' Association, provides food for thought. Were these booksellers really

discourteous, or did they misunderstand the situation? It seems to us that they should be given some consideration. The association is young yet and they may not have grasped its significance. There may be a little suspicion abroad that it is a "scheme," with some ulterior motive, and under these circumstances they may be forgiven. Still, after all is said and done, it is a little distressing to the officers of the association to have the cold shoulder turned on their efforts to improve the conditions of the trade.

KEEP INFORMED.

Knowledge is power, therefore get knowledge. Many people realize this, yet few put it into practice. The bookseller and stationer, who fails to keep posted on trade conditions and trade doings, is losing power and losing money at the same time. In this connection, there are two sources of information which a dealer should never neglect,—the commercial traveler and the trade newspaper. The dealer is prone to consider the first-named as a personage from whom he must, perforce, buy goods, and the second as a necessary sort of evil, costing a dollar or more a year. Such a mistake! Dealers should get value out of both traveler and trade paper. Consider them as servants and derive as much information and assistance from them as is possible.

OBSCENE POST CARDS.

A man has been arrested in Philadelphia, charged with publishing and circulating pictorial post cards of an indecent character. It is said that one New York firm had placed an order for 2,200 of these cards, and when the publisher's premises were searched by the police, other orders for lots from 100 to 8,000 cards were discovered. We have observed several comments in the public press upon the prevalence of the post card habit, which goes to show the widespread popularity of the post card. It is being recognized by the press as a firmly established social institution of great educative value. It is in this light that the press (very rightly) severely censures the

purveyors of indecent cards. The general press can do good work for the decent post card business, by encouraging the officials of both police and post office to relax not in their efforts to eliminate indecency on the part of dealers and senders, as well as by keeping a good ideal before the general public. But the most effective instrument by which the indecent post card can be suppressed, is the dealer himself. If the stationers and druggists, and other handlers of the post card in each community, were to cooperate in refusing to handle cards which they would not care for their own daughters to read, the indecent post card would quickly die. It is necessary for the continuance of the legitimate picture post card business,

◆
THE FALL BOOKS.

A general estimate of the book lists provided by Canadian publishers for this Fall would place the standard fairly high. There is no outstanding Canadian book on the market this year, as was the case last Fall, so that Sir Gilbert Parker's new novel, both on account of the nationality of its author and its evident merits, should have a leading sale. The new Chambers' book, "The Younger Set," and stories by such popular authors as McCutcheon, Wister, Hallie Erminie Rives and Frances Hodgson Burnett, will be sure to sell well. The merits of William De Morgan's work in "John Vance" and "Alice-for-Short," which are appearing in Canadian editions, will be appreciated by booksellers and the reading public alike.

CONDENSED ADVERTISING.

That phase of advertising which is finding its expression in the pages of condensed matter appearing in the daily papers, merits the careful attention of business men. The extent to which it has been developed is one of the phenomena of the day. Magazine publishers have been slow to take it up, but they are now beginning to realize its possibilities. For some time, we have been inserting the conventional want ads. in *Bookseller and Stationer*, but it has occurred to us that it might be beneficial to extend the scope of this class of advertising. For instance, if supported, we intend to start an exchange column, wherein dealers can offer to make exchanges or dispositions of slow-selling or left-over stock. Other kinds of advertising will follow.

◆
THEIR FIRST ANNUAL

At this interval, we can look back on the first annual meeting of the Ontario Booksellers' and Stationers' Association with greater accuracy of judgment than was possible immediately after the meeting. What at the time appeared discouraging, begins to resolve itself into something different. There was reason for regret that more members and friends did not attend the meeting, but even had there been more present, it is doubtful whether any further business would have been accomplished anyway. The organization is now complete, and, we believe, it has the general support of the trade. So far so good. Next year, when the time for the annual gathering comes round, it should be an easy matter to double or even treble this year's attendance.

Moral Ventilation

By W. P. Warren

The mental and moral atmosphere of a business deserves ample consideration; it is a matter of great importance to the development of the individual.

A man who has been employed in an office where progressiveness and good feeling prevailed left to take a position at a much higher salary with another concern. But he quickly learned that the spirit of the new place was not like that of the old one. Men quarreled with each other over trifles, the manager was gruff and overbearing, the conversation was either made up of criticising each other or of matters equally unwholesome. The man soon discovered that the additional salary was more than offset by the unrefining influences, and

he was glad of an opportunity to return to his old position at his former salary.

Many men get started in the wrong kind of business atmosphere and do not always realize that there are places where things are very different; and not appreciating this, they do not make the effort to get into a better atmosphere or to purify the one they are in. Instead, they spend a large portion of their lives under conditions as unwholesome as a closed room in summer.

When a man gets a "better offer" in salary, let him not fail to give attention to the moral atmosphere, for it may have a far greater influence on his career than any increase in salary can have.



**Catholic
Prayer Books, Etc.**

We wish to emphasize to the trade that we are specialists in our line and, therefore, are best able to advise you what to stock with. Our lines are beyond question in the excellence of their get-up. It will be to your advantage if you wait for our traveller or drop us a request postal.

W. E. BLAKE

Catholic Book Publisher

123 Church St. - - Toronto

Booksellers and Stationers

will find it profitable to give

The Busy Man's Magazine

a prominent place in their magazine displays. The news stand sale is increasing at a phenomenal rate. It is a ready seller, and the profits are large. It needs only to be introduced to be appreciated. Order from your News Company on a fully returnable basis.

The Busy Man's Magazine

Montreal, Toronto, Winnipeg, London, Eng.

A NOTABLE NEW AUTHOR

To how many literary men, we wonder, is it given to "arrive," with a first attempt in fiction, at the age of sixty seven, as Mr. de Morgan has done? Born in 1840, he published his first novel in 1906. As he himself says. It is unlikely that there has ever been such a case before. The author of "Joseph Vance" and "Alice for Short," has been hailed by reviewers as a "coming novelist" with a great future. He has already established a reputation any novelist with a long list of successes behind him might well be proud of. Given five more years of work, Mr. Morgan must of necessity increase that reputation, and widen the already large circle of his admirers.

Mr. de Morgan comes of a family in which brains have ever been a prominent characteristic. His father was Professor Augustus de Morgan, who preceded Karl Pearson in the Chair of Applied Mathematics, at University College, London, and it was at University College School, that Mr. de Morgan received his education.

To those who have read "Alice for Short," it will be interesting to learn that the character of Charles Heath, though in no sense a portrait, is full of reminiscences of the author's own life. Charles was first a painter, then an artist in stained glass, then a writer. Except that he has also been an artist in ceramics, this is precisely what Mr. de Morgan has done.

Several years of comparatively unsuccessful work as a painter led Mr. de Morgan to try his hand on stained glass. Again we see how the experiences of his artist's life gave him subject matter for his books, the books that he never imagined he would write, but which he was really born to write. Mr. de Morgan next turned his attention to ceramics, and in this field of art he at last began to make something of a name.

Although for forty years after his early boyish attempts at writing, Mr. de Morgan never put pen to paper, in his early manhood he took a keen interest in contemporary literature, though later it ceased to have any interest for him. Indeed, he naively confesses to a complete ignorance of the work of living writers.

In Mr. de Morgan's work, the influence of Dickens is certainly predominant. The workmanship of "Joseph Vance" and "Alice for Short," seems almost like a throw-back to the methods of a period half a century behind us. Nowadays the novel reader is startled when he comes across a story that covers six hundred pages of small type. Especially do Mr. de Morgan's almost unique powers of observation and description recall Charles Dickens, while in the knowledge of men that he displays he bids fair to rival Thackeray. It would indeed be hard to find two books in which all the characters were so human, so intensely living.

CAMEOS REPORTED SCARCE.

There is, it is reported, a great scarcity of cameos in both Europe and America now, owing to the gradual dying off of the old cameo cutters. The old stock is diminishing rapidly on account of the craze for the old-fashioned jewelry and few cameos are being made. Jewelers say that practically their only source of supply is to buy them from private owners and cameos have consequently advanced greatly in price. It is not the stone itself that constitutes the cameo, but the method of cutting, as they are small sculptures, executed in low relief. There are emerald cameos, turquoise cameos, shell cameos, coral cameos, etc. and nearly all precious stones except diamonds have been so used. The emerald is the most common precious stone from which cameos have been made. Banded onyx is generally used for cameo work because of its hardness and coloring.

Departmental Sections



Books	pages 26-43
Stationery	“ 44-49
Photographic Supplies “	50-51
Fancy Goods	“ 52-53
Music	“ 54-55
Picture Post Cards “	56-58
Wall Paper	“ 58-59

Professor CHARLES G. D. ROBERTS'S

The Haunters of the Silences

With 62 illustrations (4 reproduced in colors) by Charles Livingston Bull. \$2.00

"Of all the nature writers he is by far the most charming, the most literary, and the most interesting. (N.Y. *Saturday Times Review*) We swear by the whole book. (N.Y. *Sun*) There is always the dignity of reality in his animal stories. (Buffalo *News*) He is king in this field of literary achievement. His other stories were models, unsurpassed until by his latest work. (New Haven *Journal*) It remained for him to crystallize, in a series of vibrant character studies, told with power, insight and sympathy, the salient features of the horizonless life of the animal world. (The *Bookman*) Whatever of verbal or poetical embroidery or picturesque description is woven into the stories only adds to their charm and fascination. (Brooklyn *Eagle*) Poet Laureate of the animal world, he displays the keenest powers of observation closely intermingled with a fine imaginative discretion. His poetic feeling for nature and the niceties of his language rank him as a stylist of the highest class. (Boston *Transcript*) As the Landseer of literature he is the ideal biographer of the animal world. These are fascinating stories of animal life. (Boston *Herald*)."

NEW NOVELS OF INTEREST TO BE PUBLISHED IN SEPTEMBER

Mr. ROBERT NEILSON STEPHEN'S last romance,

CLEMENTINA'S HIGHWAYMAN

With six illustrations in colors by Adalste Everhart. \$1.50

A dashing, sparkling, vivacious, comedy in which the heroine is as lovely and as changeable as an April day and the hero all ardor and daring. The exquisite quality of Mr. Stephen's literary style clothes the tale in most delicate word-fabric, and never before have his setting and atmosphere been so perfect.

Mr. NATHAN GALLIZIER'S

THE SORCERESS OF ROME

With four drawings in colors by The Kenneys. \$1.50

The author has used the love story of Otto III. and Stephania as the main theme of the second book of his trilogy of romances on the mediæval life of Italy. In detail and finish the story is a brilliant piece of work, even superior in its color, absorbing action and sumptuous word-painting to its predecessor, "Castel del Monte."

MR. EDWARD H. HURST'S

MYSTERY ISLAND

Frontispiece in colors by Griswald Tyng. \$1.50

By the murder of one of their number in a hunting camp on a swampy island in the Florida Everglades the secret of egress is lost and the campers find themselves marooned. Cut off from civilization the conventional veneer is soon worn away, and an unusual and difficult plot is developed. The author handles the situation between the men and the woman with skill and a fine delicacy.

MR. GROVER CLAY'S

HESTER OF THE HILLS

Frontispiece in colors by Griswald Tyng. \$1.50

This novel will, the publishers believe, cause much discussion. It has a motif which is new both to real life and fiction, and which should prove absorbingly interesting to all those who believe in the approaching freedom of man from inherited tendencies and unnatural laws.

L. C. PAGE & COMPANY (At All Booksellers) BOSTON

From
Page's
List

NEWS OF THE BOOK WORLD

BEST SELLING BOOKS.

The best sellers for Canada and the United States during the past month are recorded herewith. The lists vary considerably from each other, as might be expected. The leading seller in the United States is hardly known yet in Canada.

Canadian Summary.

1. The Brass Bowl. By L. J. Vance.
2. Running Water. By A. E. W. Mason.
3. The Younger Set. By R. W. Chambers.
4. Songs of a Sourdough. By R. W. Service.
5. Princess Virginia. By C. N. and A. M. Williamson.
6. Captain of the Kansas. By Louis Tracy.

United States Summary.

1. Lady of Decoration. Little. Century.
2. Brass Bowl. L. J. Vance. Bobbs-Merrill.
3. The Scarlet Car. Davis. Scribner.
4. Alice for Short. Dr. Morgan. Holt.
5. The Mayor's Wife. Green. Bobbs-Merrill.
6. Beatrix of Clare. Scott. Lippincott.

FALL ANNOUNCEMENTS FOR 1907.

Following the custom established several years ago, we have gathered together information about the various book lists, announced for publication this fall by the leading publishers of Canada and the United States. The information has been placed under the heading of the publishers for easy reference.

A. C. McClurg & Co.

The leading book of fiction on A. C. McClurg & Co.'s list is "Beth Norvell," by Randall Parrish, of which a Canadian edition is being issued by William Briggs, Toronto.

Following it comes "The Crimson Conquest," by Charles B. Hudson, a love story. From the exploits of the fiery Pizarro and the loyal and determined defence of the hosts of the Inca Kings to the gentle and loving deeds of the royal Inca princess, the author has built a pageant of unique and splendid proportions.

"The Real Agatha," by Edith Huntington Mason, announced for November 23, is a tale of the unusual adventures of two young men and an heiress. It is a most cleverly constructed mystery. (\$1.00 net).

"For Maisie," by Katharine Tynan, an English story, and "A Book of Joys," by Lucy Fitch Perkins, are books that will be of special interest to girls.

"Immensee," by Theodore Storm, is a translation of a standard German classic, which is likely to appeal to the thousands of readers for whom Max Muller's "Memories" has become a household word. (\$1.75 net).

"Our Country Home," by Frances Kinsley Hutchinson, is a chronicle of the planning, the building and the arrangement of an attractive country place, with notes on the succession of flowers, shrubs, birds, and other animate life. (\$2.00 net).

In literary titles, the McClurg list has the following: "With Wordsworth in England," by Anna B. McMahan; "Literary Rambles in France," by M. Betham-Edwards;

"Shakespeare's Christmas Gift to Queen Bess," by Anna B. McMahan; "The Lincoln Year Book," compiled by Wallace Rice, and "The Franklin Year Book," compiled by the same writer.

Books of travel and description contained in the list are: "Venice" by Pompeo Molmenti; "The Great Plains," by Randall Parrish. "A Handbook of the Philippines," by Hamilton M. Wright.

A biography of "Thomas Gainsborough," by William D. Bolton; "How to Identify Old Chinese Porcelain," by Mrs. Willoughby Hodgson; "Old Oak Furniture," by Fred Roe, and "Dame Curtsey's Book of Novel Entertainments for Every Day in the Year," will be found of interest.

The Copp, Clark Co.

A splendid list of fiction, numbering twenty-five titles, and of miscellaneous books, to the number of thirteen, comprises the Copp, Clark Co.'s fall list. Of these, several books have already appeared, though the majority have yet to be published.

The leading book on the list will undoubtedly be Sir Gilbert Parker's "The Weavers," which will appear late this month. Like all Sir Gilbert's work, it is a well-con-



Sir Gilbert Parker
Author of "The Weavers." Copp, Clark Co.

ceived and strongly written story, and will at once rank among his best productions. (\$1.50).

A second strong title will be "The Shuttle," by Mrs. Frances Hodgson Burnett, a story which has been running serially in the Century Magazine, and has created widespread interest. (\$1.50).

Of the books already published, probably the most remarkable is "The Shulamite," by Alice and Claude Askew—a story of a beautiful Boer woman and the tragedy that entered her life far out on the South African

Duffield & Co.

veldt. An appreciation of the story appears elsewhere in this number. (\$1.25).

Every season the Copp Clark Co present new titles by a number of standard novelists, notably Oppenheim, Oxenham, Hocking, Pemberton, Le Quex, etc., and all these novelists are represented this fall. The new Oppenheim will bear the title, "The Conspirators"; Oxenham's new story is entitled "Carette of Sark," a tale of the Channel Islands; Hocking's, "The Trampled Cross"; Pemberton's, "The Lodestar," and Le Queux's, "The Count's Chauffeur." All these books sell at \$1.25.

"Garrison's Finish," by W. B. M. Ferguson, a racing story, and "Champion," by John Colin Dano, a motor story, are two new American stories of breezy interest, recently published in \$1.50 editions. Both are well illustrated, while the cover design of "Champion," depicting Elsie Janis, driving a motor car, is stunning.

Already published are "The Woman," by Antonio Fogazzaro; "The Traitor," by Thos. Dixon, jr.; "Patricia at the Inn," by J. C. Smith; "The Night Riders," by Ridgwell Cullum, and "A Shepherd of the Stars," by Mrs. Campbell, to which reference is made in the review columns.

On the list of titles yet to appear are "Ross Dur-



MARY CHOLMONDELEY
Whose novel "Prisoners" has just been issued in a paper edition by the Copp, Clark Co.

ham," by David Lyall; "Thou Fool," by J. J. Bell; "A Fatal Dose," by F. M. White; "The Rose of Renheim," by Maurice Gerard; "Under the Southern Cross," by Elizabeth Robins; "The Noble Company," a Canadian story, by R. R. Wilson; "The Call of the Deep," by Frank T. Bullen; "A Colonel From Wyoming," by J. A. H. Cameron a Nova Scotian writer, and "The Helpmate," by May Sinclair. (\$1.25). On the list are also new novels by Madame Albanesi and J. A. Stenart.

The juveniles for this fall are five in number, and are well selected. First comes "Ozma of Oz," by Frank Baum; then "In Shadowtown," containing beautiful photographic studies by L. G. Day; then "Nursery Rhymes from Mother Goose," by L. G. Wiederseim; "The Rhyme of a Rum," by Florence Harrison, illustrated by Hassall, and "The Teddy Bears," by Adah Louise Sutton.

"The Harrison Fisher Book," illustrated in colors, contains many pictures by the American artist. (\$3.00). "Sweethearts Always," by Janet Madison, is a volume of love poems beautifully illustrated. (\$2.00).

"Days Off," is a new book of essays by Henry Van Dyke uniform in binding with "The Blue Flower," and "The Ruling Passion," etc. (\$1.50). "The Making of a Personality," is a new gift book by Bliss Carman.

Duffield & Co. have just published a novel by Richard Pryce called "The Successor," which has already gone through five editions in England. The same firm also publish "Houses for Town or Country," by William Herbert, containing practical suggestions for home builders, "House Health," essays by Dr. Norman Bridge, and a new illustrated pocket edition of a two-volume humorous collection called "American Humor in Prose" and "American Humor in Verse."

"Three Weeks" is the title of the new novel by Elinor Glyn, which Duffield & Co. are publishing. The book raised a storm of discussion in England and in the American edition the authoress has inserted an introduction, in which she replies to her critics.

Duffield & Co. have always been strong in children's books and this fall they have a list of four titles that will appeal to the youngsters. "The Bed-time Book," by Helen Hay Whitney (\$1.50), contains colored illustrations by Jessie Wilcox Smith. "Boys and Girls from Thackeray," "A Child's Story of Hans Christian Andersen," and "Stories from the Old Testament for Children," are all prettily illustrated. The Duffield list also contains a new edition of "The Happy Heart Family," by Virginia Gerson.

"Painters and Sculptors," by Kenyon Cox, is a delightful volume by an artist, which will be found useful by European travelers (\$2.50 net). "The Holy Grail and Other Fragments," contains the uncompleted parts of the Arthurian dramas of Richard Hovey. (\$1.25 net). "Plays of Our Forefathers," by Charles Mills Gayley, traces the origin and development of early miracle and morality plays. (\$3.50 net).

Musson Book Co.

The leading title in Musson's fall fiction is the new Williamson story, called "The Car of Destiny." The scene of the story is laid in Spain at the time of the recent coronation, and it is said by English critics to surpass in interest and literary power anything that has yet issued from the pens of these authors. (\$1.25.)

In "Arizona Nights," by Stewart Edward White, the author has collected the series of stories which have been running for the past year in McClure's Magazine. Some of his best work will be found in them. (\$1.25.)

Other titles on Musson's fall list include the new Anthony Hope story called "Helena's Path"; "The Adventurer," by Lloyd Osbourne; "Kilo," by Ellis Parker Butler, "Susan," by Ernest Oldmeadow; "Fair Margaret," by H. Rider Haggard; "The Way of a Man," by Emerson Hough; "Bar 20," by Clarence E. Mulford, and "The Lady of the Decoration," by Francis Little.

L. C. Page & Co.

L. C. Page & Co. announce four strong novels for publication this month. The leading title is "Clementina's Highwayman," by Robert Neilson Stephens, whose romantic novels are familiar to many readers. In this new novel we are introduced to a charming and vivacious heroine and an ardent hero. The style is Mr. Stephens' best. Color illustrations are supplied by Adelaide Everhart. (\$1.50).

"The Sorceress of Rome," is the second of a trilogy of romances on the mediaeval life of Italy by Nathan Gallizier. The love story of Otto III. and Stephanina is its main theme. In detail and finish the story is a brilliant piece of work, a worthy successor to the earlier work, "Castel del Monte." (\$1.50).

"Mystery Island," by Edward H. Hurst, tells of the marooning of a number of hunters on a swampy island

BOOKSELLER AND STATIONER

in the Florida Everglades. Cut off from civilization the conventional veneer is soon worn away and an unusual and difficult plot is developed. (\$1.50).

"Hester of the Hills," by Grover Clay, has a motif which is new both to real life and fiction and which should prove absorbingly interesting to all those who believe in the approaching freedom of man from inherited tendencies and unnatural laws. (\$1.50).

Henry Frowde.

Henry Frowde, in addition to his Canadian edition of "Joseph Vance," by William de Morgan, is to bring out an edition of that author's second novel, "Alice for Short." The latter story has an early Victorian setting, in suburban London. It begins with the story of a beer jug, which after coming to smash, is reconstituted and translated to the leisured dignity of a collector's cabinet. The rest is a sort of "Alice in Dickens' Land," introducing numerous remarkable characters.

Frederick A. Stokes Co.

Frederick A. Stokes Co. have now ready five comic juveniles for 1907, each consisting of new pictures now published in book form for the first time, under the separate titles: "Outcault's Buster Brown and Company," by R. F. Outcault; "Foxy Grandpa's Triumphs," by "Bunny"; "The Cruise of the Katzenjammer Kids," by R. Dirks; "Maud the Matchless," and "Happy Hooligan Home Again," the latter two by F. Opper. These books supplement the series of Buster Brown, Foxy Grandpa, Willie Westinghouse Edison Smith, etc. books previously issued by this publishing house. Each book is bound in illuminated boards and can be retailed at 60 cents.

Among the other juveniles issued by this firm are: "Uncle Remus and Br'er Rabbit," by Joel Chandler Harris (\$1.); "The Stories That Glue Told," and "The Fun That Glue Made," by Clara A. Williams; "The New Mother Goose"; "The Fire Fighters," and "The Teddy Bears."

McLeod & Allen.

"Satan Sanderson," by Hallie Erminie Rives, is the book on which McLeod & Allen are at present pinning their faith. It is a dashing romance, with plenty of life in it and some of the situations are the most startling in contemporary fiction. The fortunes of the cleric, who is the hero of the story, are followed throughout with intense interest.

In "The Empire Builders," by Francis Lynde, we have another of this author's railroad stories. The building of a road through a mountainous region and the linking up of a stranded road to Atlantic and Pacific connections are the problems which the hero has to work out in face of insuperable difficulties. (\$1.25).

New editions of Stewart Edward White's stories "The Blazed Trail" and "The Silent Places" are announced in cloth at 50 cents and paper at 25 cents.

William Briggs.

William Briggs will have ready this month most of the titles to be found on his fall list. This year the Briggs' list is notable for the beautifully illustrated volumes that it contains. "The Daughter of Anderson Crow," by George Barr McCutcheon, in addition to having a charming cover design, has fourteen full-page illustrations and fifty three outline drawings. "Beth Norvell," by Randall Parrish, has a strikingly original cover and a frontispiece in color by N. C. Wyeth. "My Lady Caprice," by Jeffery Farnol, in its dainty box, is one of the prettiest book creations of the season.

"Delicia," the new Marie Corelli book, will be ready

this month, as will also a new story by William le Queux, entitled "Whosoever Loveth." At the end of the month will be issued "Light Fingered Gentry," in which David Graham Phillips tells a story of the insurance investigation.

In juveniles, William Briggs has two notable books. "The Monarchs of Merry England," from William I to Richard III, written by Roland Carse and illustrated by W. Heath Robinson, (\$1.50) and "Billy Bunce," by Alton Towers, with illustrations in color by H. Rountree, (1.50). Both are English books.

H. M. Caldwell Co.

As usual, the Caldwell Co. is to the fore with a number of novelty books that will be sure to capture the fancy of the public. This house is famous for its amusing and unique book creations, and their ability to keep on turning out novelties every year is astonishing.

In "The Voyage of the Wishbone Boat," by Alice C. D. Riley is to be found a fascinating fairy story for children from seven to twelve. "The Jingle of a Jap," by Clara Bell Thurston, is bound in Japanese cretonne



ROBERT W. SERVICE
Author of "Songs of a Sourdough"
(William Briggs)

and to the cover of the book is attached a real Jap doll. It is attractively illustrated in color. "Guess!" is a book of riddles in rhymes with the answers in pictures, and "Guess Again" is a supplementary book of the same nature. "Sandman Rhymes," "Jest Nuts," "Kewts," "Seem So's," etc., are titles, amusing enough in themselves and doubly so when taken in connection with the books they represent.

In Caldwell's juvenile classics, there are now twelve volumes, including "Aesop's Fables," "Andersen's Fairy Tales," "Arabian Nights," "Grimm's Fairy Tales," etc. Each book contains ten colored plates. (\$1.25).

The Animal Autobiographical Series now consists of four titles, telling the stories respectively of a greyhound, a monkey, a donkey, and a parrot. Other volumes are in preparation. (\$1.25).

The Pleasant Street Series at 75 cents each, the Six to Sixteen Series at 60 cents each, the Editha Series at 50 cents each, the Every Boy's Library at 50 cents each, Famous Books for Girls and Famous Books for Boys at 75 cents each, all contain numbers of excellent titles for the young people. These can all be ascertained by examining the catalogue.

Musson's Fall Fiction

The Car of Destiny

By C. N. & A. M. WILLIAMSON.
Authors of "Lady Betty Across the Water," etc.

\$1.25

Arizona Nights

By STEWART EDWARD WHITE

\$1.25

Camp and Trail

By STEWART EDWARD WHITE.

\$1.25

Helena's Path

By ANTHONY HOPE.

\$1.25

The Adventurer

By LLOYD OSBOURNE.

\$1.25

Kilo

By ELLIS PARKER BUTLER.
Author of "Pigs is Pigs."

\$1.00

Susan

By ERNEST OLDMEADOW.

\$1.25

Fair Margaret

By H. RIDER HAGGARD.

\$1.25

The Crimson Conquest

By CHARLES B. HUDSON

\$1.50

The Way of a Man

By EMERSON HOUGH.
Author of "The Mississippi Bubble."

\$1.50

Bar 20

By CLARENCE E. MULFORD.
The greatest of all Cowboy Stories.

\$1.50

The Lady of the Decoration

By FRANCIS LITTLE.

\$1.00

The Glen o' Weeping

By MARJORIE BOWEN.

Author of "The Viper of Milan."

\$1.25

The Musson Book Co., Limited, Toronto

In the line of record books, the Caldwell Co. provide a mother's nursery book called "Our Baby's Journal," a birthday book called "Many Happy Returns," "My Book Record," "My Lady's Point of View," "My Graduation," and "The Commuter's Garden Record," which will be found very salable.

The Red Letter Library, issued in conjunction with Blackie & Co., the British publishers, contains 41 titles embracing a wide range of literature. Booksellers would do well to examine this list. Other series published by Caldwell Co. will be found fully listed in their new fall catalogue, which should be in the hands of every book dealer in Canada.

Hurst & Co.

Interest in this year's additions to the Hurst line of popular editions of famous books, is reported to be increasing by Hurst & Co.'s Canadian representatives, McLeod & Allen. It is not strange that this should be the case in view of the many merits of this line. Hurst & Co. are popular publishers. They produce great quantities of books at remarkably low prices and yet they do not sacrifice quality in so doing. All their books show careful workmanship.

It is in the variety of their productions, however, that this firm excels. It is possible to secure almost any book you want from them in a tasty and cheap edition. In this respect it is worth the booksellers' while to cultivate them, for it is possible to select from their list a big range of the world's best books at the lowest figure.

Last month particular reference was made to the new features introduced this year. Dealers are recommended to secure a copy of Hurst's fall list and go over it carefully at their leisure.

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

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

5,000 FACTS ABOUT CANADA

is a great seller where it is given a chance. It is a wonderful booklet, by Frank Yelgh, giving—a fact in a sentence—all the data about Canada in concrete form, and under alphabetical heads, such as area, banking, commerce, etc. 20,000 sold in 3 months. 25c. a copy. Send to your News Co. for a supply, or to the

Canadian Facts Pub. Co., - 667 Spadina Ave., Toronto

MAPS of every state and territory in the United States and of every country in the world. Special maps made to order.

Correspondence invited

RAND, McNALLY & CO., 166 Adams St., Chicago.

BAEDEKER'S GUIDES

The standard of the world.
Canada (1907 edition) 13 maps, 12 plans.
United States (1906 edition).
Great Britain, London and all European Countries.

Send for price list with discounts to sole Canadian Agent

Chapman's Bookstore

513 St. Catherine St. West, - - - - - Montreal

TELEGRAPH CODES

A B C Code, 5th Edition, English	Net \$7.00
A B C Code, 5th Edition, Spanish	5.00
A B C Code, 4th Edition	5.00
A I Code	7.50
Morse & Neal Code	5.00
Bedford-McNeill Code	6.00

Large and small codes of all kinds. Send for list
Discount to the trade only.

AMERICAN CODE COMPANY, - 83 Nassau St., N.Y. City.

**SOME NEW
FALL PUBLICATIONS OF
A. C. McCLURG & CO., CHICAGO**

**Which Should
Interest Canadians**

**Three Novels of More than Ordinary
Interest**

BETH NORVELL. By Randall Parrish. A splendid new romance of the West. Frontispiece in four colors, by N.C. Wyeth. \$1.50.

THE CRIMSON CONQUEST. By Charles B. Hudson. A brilliant love tale of the period of Pizarro's conquest of Peru. Frontispiece by J. C. Leyendecker. \$1.50.

THE REAL AGATHA. By Edith Huntington Mason. A clever mystery, which develops on English soil. Frontispiece by Wm. T. Smedley. Net, \$1.00.

A Group of Attractive Gift Books

IMMENSEE. From the German of Theodore Storm. Trans. by G. P. Upton. Nine illustrations in full color. Net, \$1.75.

WITH WORDSWORTH IN ENGLAND. By Anna B. McMahon. An intimate picture, as reflected in Wordsworth's poetry and letters. Sixty illustrations from photographs. Net, \$1.10. In half vellum, net, \$2.50.

SHAKESPEARE'S CHRISTMAS GIFT TO QUEEN BESS. Quaintly printed and daintily bound: two colors. Net, \$1.00.

THE LINCOLN YEAR BOOK. Axioms and Aphorisms by the Great Emancipator. Compiled by Wallace Rice. Net, \$1.00.

THE FRANKLIN YEAR BOOK. Maxims and morals from the Great Philosopher. Compiled by Wallace Rice. Uniform with the above. Net, \$1.00.

OUR COUNTRY HOME. By Frances Kinsley Hutchinson. A chronicle of the planning, building, and arrangement of a charming country place. Two hundred illustrations from photographs. Net, \$2.00.

Books of an Informing Character

THE GREAT PLAINS. By Randall Parrish. The romantic and picturesque events in the development of the Western U. S. Profusely illustrated. Net, \$1.75.

A HANDBOOK OF THE PHILIPPINES. By H. M. Wright. For the exporter, the manufacturer, and the traveller. Maps and many illustrations. Net, \$1.50.

"DAME CURTSEY'S" BOOK OF NOVEL ENTERTAINMENTS. By Ellye Howell Glover. Illustrated. Net, \$1.00.

Let us send you our complete Descriptive Fall Order List and General Order List

**A. C. McClurg & Co.
Publishers, Chicago**

MAGAZINE NOTES.

The American Magazine of Aeronautics made its first appearance with July. It is issued from New York City, and is the first magazine of its kind to supply news of aeronautic events and inventions.

With the September issue, the Red Book of Chicago inaugurates a special department devoted to automobile news, hints, etc., under the heading, "The How and Why of Motoring." It is conducted by E. Ralph Estep, who is said to be an authority on the subject.

The De Luxe Magazine is announced to appear from New Orleans in October. Allen Bateman & Co. are the publishers. It will be a literary publication, printed simultaneously in English and Spanish. The Spanish edition will be circulated in Mexico, Central America and South America.

All former subscribers to the defunct Times Magazine are to receive the Broadway Magazine during the term of their unexpired subscriptions. With the marked advance that the latter publication has made during the past year, this arrangement should prove a satisfactory one to all concerned.

The fiftieth anniversary of the Atlantic Monthly is to be issued in November. It will include articles by three ex-editors—the late Thomas Bailey Aldrich, William Dean Howells, and Walter H. Page; and also reminiscence essays by J. T. Trowbridge and Charles Eliot Norton. No magazine has done more for American literature in its highest sense than the Atlantic, and no American magazine receives a larger amount of cultivated European appreciation. This semi-centennial should be the subject of international congratulation.

Early in September, there will appear in London the first number of a woman's magazine, called The Woman

Worker. It will be edited by Miss Macarthur, who is well known among English women organizers.

Many informing articles appear in the September number of Chambers's Journal. It is strange that this unique magazine has not a larger circulation in this country. Surely it only needs to be introduced by booksellers to find ready sales. Note the following articles: "Lovers of Books," "In the Formosan Camphor-Forests," "Dick Seddon," "Romance of India-Rubber," "Wreckers of the Breton Coast," "The Complete Journalist," "In and Around Port Sudan," etc.

Putnam's Magazine will contain for October an essay on "Organized Labor," by Cardinal Gibbons; the first of a series of interpretations of Shakespearean parts, by Tommaso Salvini; the first of a series of three groups of hitherto unpublished letters of Longfellow; "A Lay Sermon to Americans," by Governor Hughes; a new story by Maurice Hewlett, etc.

ADDITIONS TO HANDY CLASSICS.

The series of Handy Volume Classics, published by Thomas Y. Crowell & Company, New York, has been augmented this season by the addition of five new titles. These are: "Best American Tales," by W. P. Trent and John B. Henneman; "Cape Cod," by Henry D. Thoreau; "Little Flowers of St. Francis," translated by W. Heywood; "Meditations of Marcus Aurelius"; "Natural Law in the Spiritual World," by Henry Drummond, and "Religio Medici," by Sir Thomas Browne.

The Handy Volume Classics measure 6½ x 4½, and are daintily bound in bright red cloth, with title in gold. They are clearly printed in large type on good paper, and at 35 cents a volume are excellent value. Booksellers will find plenty of saleable titles among the 177 volumes in the series.

Yours for the Asking!

The importance of always having in front of you for reference HURST & CO.'S COMPLETE CATALOGUE and ORDER LIST for 1907 cannot be over-estimated; in it will be found *the best* in low-priced books—cheap in point of price only. In 1906 we manufactured and sold 2,500,000 volumes bearing the Hurst imprint—one book for every 30 inhabitants of the United States—which, if placed end to end, would reach from New York City to Montreal. Sales to date for 1907 already surpass this record. Dealers are buying where they get *real value*. Are you? Send a postal for catalogue and price-list and be "in it."

HURST & CO.

Publishers

NEW YORK

McLeod & Allen, Canadian Representatives, 42 Adelaide St W., Toronto

ANNOUNCEMENT

OF

NEW FALL AND HOLIDAY PUBLICATIONS

FICTION

The Weavers	Sir Gilbert Parker	\$1.50
Thou Fool	J. J. Bell	1.25
The Trampled Cross	Joseph Hocking	1.25
Carette of Sark	John Oxenham	1.25
A Shepherd of the Stars	Mrs. Campbell	1.25
Ross Durham	David Lyall	1.25
Quicksands	J. A. Stewart	1.25
Love-in-a-Mist	Madame Albauesi	1.25
Diana	Miss Moberly	1.25
The Lodestar	Max Pemberton	1.25
Conspirators	E. P. Oppenheim	1.25
A Fatal Dose	F. M. White	1.25
The Night Riders	Ridgewell Cullum	1.25
The Count's Chauffeur	Wm. Le Queux	1.25
The Rose of Blenheim	Morice Gerard	1.25
Patricia at the Inn	J. C. Snaith	1.25
The Shuttle	Mrs. F. H. Burnett	1.50
The Call of the Deep	Frank T. Bullen	1.25
The Shulamite	A. and C. Askew	1.25
The Woman	A. Fogazzaro	1.25
The Red World	Anonymous	1.25
Under the Southern Cross	Elizabeth Robins	1.50
Garrison's Finish	W. B. M. Ferguson	1.50
Champion	John Colin Dane	1.50
The Traitor	Thos. Dixon, Jr.	1.50
The Noble Company (a Canadian story)	R. R. Wilson	1.25
A Colonel from Wyoming (a humorous Novel)	J. A. H. Cameron, net	1.25
The Helpmate	May Sinclair	1.25

MISCELLANEOUS BOOKS

Days Off	Henry Van Dyke	\$1.50
Ozma of Oz	L. Frank Baum	1.25
The Making of Personality	Bliss Carman	1.50
Complete Poems	Chas. G. D. Roberts, net	2.00
In Shadow Town	Leigh Cross Day	1.50
The Harrison Fisher Book	Ill. in Colors, Boxed, net	3.00
Mother Goose	Ill. by Grace Wiederseim	1.50
Hunters of the Silences	Chas. G. D. Roberts	2.00
The Rhyme of a Run	By Florence Harrison. Col. Ills. by J. Hassall	2.00
Pig Book75
Teddy Bears	Adah Louise Sutton	1.00
Sweethearts Always	Janet Madison	2.00
Canada (Romance of History of)	By Beckles Willson, Ill. in col.	2.00
The Spirit of Christmas (New Ed.)	Henry Van Dyke50

THE COPP, CLARK CO., LIMITED

Publishers, - - TORONTO

ENGLISH BOOK NEWS.

Cassell & Co. have just published a new book by R. Andon, entitled, "Four Men With a Van"

F. V. White & Co., Limited, announce that they have now in the press the memoirs of the late David Christie Murray, entitled, "The Recollections of a Life Time."

Shan F. Bullock, the Irish writer, is publishing with Mr. Werner Laurie, a new novel called "Robert Thorne the Story of a London Clerk."

In Ward, Lock & Co.'s list appear "The Leather Mask," by Ambrose Pratt; "The Mystery of the Unicorn," by Sir William Magnay, "The Little Anarchist," by Arthur W. Marchmont, and "The Black Butterfly," by W. A. Mackenzie.

H. B. Marriott Watson's new novel, "The Privateers," is a romantic story of a feud between two Americans over the possession of a beautiful English girl.

W. Pett Rudge is publishing with Methuen & Co., "Name of Garland," a story of London and Londoners.

Methuen & Co. are adding to their Connoisseur's Library, a book on "Goldsmiths' and Silversmiths' Work," by Nelson Dawson.

Palgrave's "Golden Treasury," with no fewer than one hundred additional poems (to the end of the 19th century), is being published in the Oxford Editions of Standard Authors. The whole of Fitzgerald's version of Omar Khayyam is given.

"The Chateau of Mystery," is the title of Mrs. L. T. Meade's story being published by Everett & Co.

Jarrod & Sons announce in their Library Edition, "The Life Adventurous," by John Mackie. Mr Mackie has been an explorer, pioneer and gold-digger at the

Antipodes, a member of the Northwest Mounted Police, and a soldier in South Africa.

The following additions to the world's classics are announced by Mr. Henry Frowde, as on the eve of publication: Butler's "Analogy," edited by Mr. Gladstone; Cervantes' "Don Quixote" (Jervas' translation, in two volumes), edited by Mr. J. Fitzmaurice Kelly; Smollett's "Travels Through France and Italy," with introduction by Mr. T. Seecombe; Fielding's "Journal of a Voyage to Lisbon," with introduction and notes by Mr. Austin Dobson; and the first volume of the copyright reprints of Ruskin (Ruskin House editions, by an arrangement with Mr. George Allen) consisting of "Sesame and Lillies," and "The Ethics of the Dust."

A new illustrated edition of the Edinburgh Waverley is announced by Jack & Co. Each novel is contained in a single volume, with twelve illustrations in color by foremost artists. Introductions are being provided by Mrs. Maxwell-Scott, of Abbotsford.

Methuen & Co. are publishing a new work by Eden Phillpotts, entitled "The Folk Afield," a delightful story of his journeyings in Egypt, Syria, the West Indies, France, Italy, etc.

The Caxton Publishing Co. announce the issue of a new edition of Justin McCarthy's "History of Our Own Times," illustrated in seven volumes. The narrative is brought down to the accession of Edward VII.

J. M. Dent & Co. are publishing the fifth fifty volumes of Everyman's Library on September 16. In this series will be found: "Evelyn's Diary," De Quincey's "Opium Eater," "Arabian Nights," "John Bright's Speeches," "Shelley's Poems," etc.

SCOTLAND'S OWN WEEKLIES

The...
PEOPLE'S JOURNAL

SCOTLAND'S NATIONAL WEEKLY

Scotsmen in Canada

Desire to have the news of their own Native Village, Town or District.

The People's Journal

Supplies that want. There are twelve different Editions, covering the entire length and breadth of Scotland.

Here are the Titles

Of the various Editions, which indicate the Counties and Cities in which they circulate:

- Glasgow People's Journal (West of Scotland Edition)
- Glasgow People's Journal (for City of Glasgow)
- Edinburgh People's Journal (for Edinburgh & Southern Counties)
- The People's Journal (for Stirling and Clackmannan)
- The People's Journal (for Inverness and Northern Counties)
- The People's Journal (for Aberdeen, Banff and Kincardine)
- Aberdeen People's Journal (for Aberdeen City)
- The People's Journal (for Perthshire)
- The People's Journal (for West Perth and Argyll)
- The People's Journal (for Forfarshire and East Coast)
- The People's Journal (for Fife and Kinross)
- The People's Journal (for Dundee City)

The...
PEOPLE'S FRIEND

The Favorite Household Magazine

- Serial Stories by Foremost Authors.
- Interesting Sketches on Popular Subjects.
- Humorous Tales and Short Stories.
- Special Page for Wives and Daughters.
- Numerous Miscellaneous and Useful Items

ONE PENNY WEEKLY

SCOTLAND'S PICTURE GALLERY

"**BONNIE SCOTLAND**"

PORTFOLIO OF SCOTTISH SCENERY

400 Photographs of the LOVELY LOCHS, the cosy hamlets, the rugged mountains, the stirring towns.
20 PARTS. 20 PICTURES IN EACH. 7d. PER PART.

BEST TRADE TERMS ON APPLICATION.

JOHN LENG & CO., Ltd., PUBLISHERS. BANK ST., DUNDEE, Scotland

Two Great Twentieth Century Novels

Best Things in Fiction Since Dickens and Thackeray

By Wm. De Morgan

The place of honor now amongst the popular books in England and America belongs to two, which embody all those qualities most conspicuous in

Dickens' and Thackeray's Best Work

The author, Wm. De Morgan, has powers of observation and description, with gifts of humor and characterization, which rival Dickens and Thackeray.

TWO NOVELS WITH BRILLIANT FUTURES

"Joseph Vance"——"Alice-for-Short"

Many editors and reviewers have described Mr. De Morgan's "Joseph Vance" as the first really great English novel of the twentieth century. Its pathos, its wit and humor and clever characterization place it in the same class as the work of the great nineteenth century novelists, Dickens, Thackeray Meredith and Hardy.

"Alice-for-Short"

is another work which has been welcomed heartily by the reviewers. It has that sweet human quality about it—due principally to reminiscences of the author's own life—which appeals to those who care for what is realistic in art.

The Year's Best Seller

Both "Joseph Vance" and "Alice-for-Short" have already enjoyed a popularity which places these novels amongst the best sellers of the year.

The Canadian Editions

are likely to have a very large sale.

CLOTH, - - \$1.25

The American Edition of both these Novels is \$1.75

OXFORD UNIVERSITY PRESS

(CANADIAN BRANCH)

Henry Frowde, 25 Richmond St. West, Toronto

THE BOOKMAN'S NOTE BOOK.

My love of books is personal. I feel about them as if they must be conscious of slights and ill-usage. I cannot but marvel at the rashness of youth, which dares to deface the learning and wisdom of all time. It hurts me to see Shakespeare crumpled up before the fire, Plutarch flung across the room, or to witness Bacon dog-eared, or Milton or Malory tattered or torn. It makes but little difference in what edition I find these master-spirits; they are always to me my loved masters, the dear friends of my happiest hours and the joys of my leisure moments. We all have, it is said, our special forms of stinginess. Dear lovers of their gardens hate to pick their flowers, careful people unnie their parcels and save the string, whilst Charles Darwin is said to have felt genuine displeasure with any one who threw away a spill into the fire after lighting a candle. And so I do not like to lend my books unless I am sure they will be treated with all reverence and due respect. I cannot bear to think that they will lie out on benches amid summer showers, or face in winter the ardent glow of roaring fires. Few people are honest about pencils or pins, almost none about books. "Giving is dead," wrote George Herbert, "and restoring very sick."—Lady Gaskell, in Chambers's Journal.

Do we entertain any hope of present-day literature? They who read it, of course, deserve their fate. But the future will forget and bury in fitting Carnegie mausoleums most that our scribblers now grind out. The apotheosis of the craze is the modern newspaper. Even the least yellow of the sell-souls do not preserve a copy beyond a day so cheaply and properly do they and the public value all the enormously expensive product. The

old books of more than a generation ago, a score or so of them, suffice for intelligent and discriminating tastes. —Dr. George M. Gould, in Putnam's Monthly.

If at any house I find upon the table a long and venerable row of the best English biographies, I feel at once that this is a place where they are prepared to have you stop a while, and take your ease. These are volumes which nobody will ever possess, because he thinks he ought to possess them. They betoken affinity. Fashion might dictate a shelf of French memoirs, and one might have them for any one of a dozen reasons, but nobody will ever collect these English favorites for any other reason than that they are really wanted.—Atlantic monthly.

I delight in those books in which the open skies mate with a free spirit, in which the dawns are the awakening of impulse and inspiration, and with the mellow suns of evening or the unexhausted magic of moonlight comes the solace of the camp, or of hospitalities uncovenanted and unhackneyed. Bliss is it in those dawns to be alive, and the glory of the evenings is the light of setting suns. The phrases came to Wordsworth, probably, on the Quantocks or the Cumberland hills. For if every open road is a road to paradise, so also is the nearest hill, but a spur of the Delectable Mountains.

"Then I saw in my dream that in the morning the shepherds called up Christian and Hopeful to walk with them upon the mountains. So they went forth with them and walked a while, having a pleasant prospect on every side. Then, said the shepherds one to another, "shall we show these pilgrims some wonders?"—Happy, thrice happy, pilgrims!—W. J. James, in Cornhill.

THE HUNTER-ROSE CO.

LIMITED

Toronto, Canada

Public and High School Books

Authorized by the Department of Education for Ontario

High School Reader	\$ 50
High School Arithmetic. Ballard, McKay and Thompson	60
High School Euclid. Books I, II, III. McKay and Thompson	50
High School French Grammar and Reader. Fraser and Squair	1 00
Public School Euclid and Algebra	25
MacKay's Elements of Euclid. Books I, II, III	50
" " " Books I to VI	75

THE PUBLIC SCHOOL WRITING COURSE

Spencerian Slant System

7 Cents Each

No. 1, Junior 2nd.	No. 4, Senior 3rd.
No. 2, Senior 2nd.	No. 5, Boys' Junior 4th.
No. 3, Junior 3rd.	

10 Cents Each

No. 6, Book of Forms, Senior 4th.

Key to the High School Arithmetic	1 50
Public School English Grammar and Composition. Armstrong	25

Mr. Heinemann will Publish Early
in November

THE HAPPY ANNUAL ∴

A NEW CHRISTMAS NUMBER

By

1/- CECIL ALDIN and 1/- NET. JOHN HASSALL NET.

Containing 32 PAGES of Original
Coloured Drawings, Size
14 by 10 inches.

Full of wholesome fun and humour
which will appeal to old
and young alike.

Published by Wm. Heinemann,
London, England.

Show bills and advertising matter on
application. Orders should be sent early.

H. M. CALDWELL CO.

208 to 212 Summer St., 5 and 7 East 16th St.,
BOSTON. NEW YORK.

PUBLISHERS

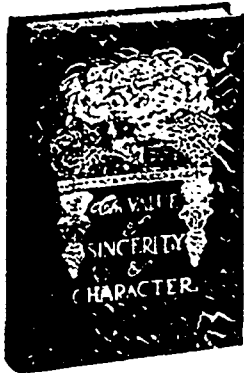
New Books **1907** New Editions

The Caldwell Editions are illustrated and are known for their original and novel make-up and attractive cover designs. Many additions have been made to the various series.



Juvenile Novelties

Books for children of all ages, printed in colors, with wonderful decorative cover designs.



Popular Books,

Gift Books,

Illustrated Poems,

Belles-Lettres,

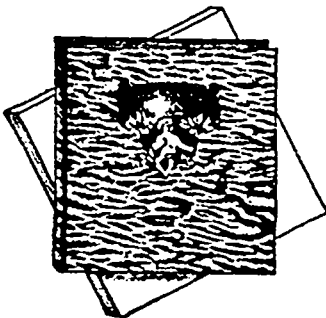


Standard Books,

Birthday Books,

Humorous Books,

Religious Books



Handy Volume Classics

in a variety of styles of binding of cloth, inlaid veneer and artistic leather novelties.



IMPORTANT

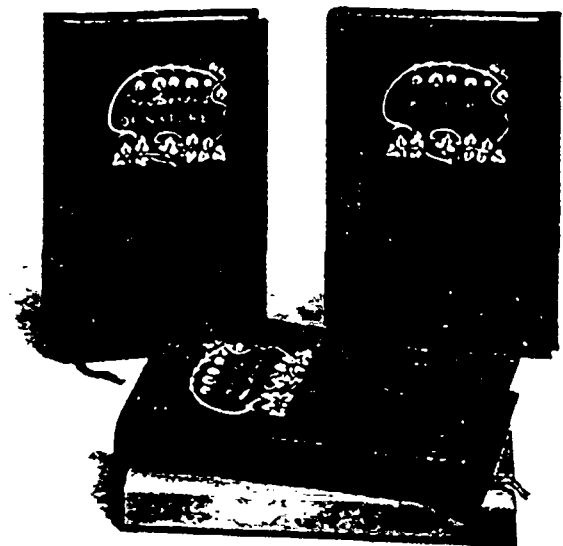
Ask your jobber to show you the CALDWELL LINE, or send for Samples before completing your holiday purchases.

Our new illustrated Catalogue (64 pages) sent on request.

McLEOD & ALLEN

Canadian Agents

42 Adelaide St. West, - TORONTO, ONT.



CONDENSED REVIEW.

COMRADESHIP IN SORROW. By James Stark, D.D. Edinburgh: Ophiant, Anderson & Ferrier. Cloth, 2s. 6d. The author of this book has written with sympathetic tenderness and intuitive insight of the common experiences, hopes and aspirations of humanity. While avoiding dogmatic assertion concern-



MISS MOBERLY
Author of "Diana," etc. (The Copp, Clark Co.)

ing the hidden mysteries of death and the hereafter he has thrown much light upon their spiritual significance. A truly helpful book.

DIANA.—By L. G. Moberly. Toronto: Copp, Clark Co. Cloth, \$1.25. A work of fiction, pure and simple. There are no weighty social problems, no historical groundwork. And yet Diana is in herself a character study and a delight throughout. There is love, adventure, sensation and a curious and involved plot which keeps the attention at a high pitch of expectancy. The book is written for entertainment and to leave a pleasant impression. With this end in view the author has been eminently successful.

EMPIRE BUILDERS.—By Francis Lynde. Indianapolis: The Bobbs-Merrill Co. Cloth, illustrated, \$1.50. The financial control and operation of railroads are the themes which Mr. Lynde so successfully works into his novels. In this, his latest effort, he has drawn a splendid picture of the young superintendent of a branch line in the middle west, who sees the great future before his road, if only he can convert it into a transcontinental line, and proceeds to transform his vision into reality. The story tells of his fight against men and corporations, who place all manner of obstacles in his path, and his final success through the agency of the young woman he loves.

GAFF LINKUM. By Archie P. McKishnie. Toronto: William Briggs. Cloth, \$1.25. Another story by a new Canadian author. The scene is laid in a small town on the shores of Lake Erie. Gaff, a little waif, and Dorothy, a small blind girl, divide the interest of the tale, which is chiefly concerned with the doings of a band of gypsies. A tragedy, a rescue and restitution form the groundwork of the plot.

OUR LITTLE ALASKAN COUSIN. By Mary F. Nixon Roullet. Boston: L. C. Page & Co. Cloth, 60 cents

net. Another of "Our Little Cousin" series, being a tale of a small Alaskan boy, and his daily life. How he hunts and fishes, and the manner of life of the Alaskan Indians are described pleasantly in simple language.

OUR LITTLE ARABIAN COUSIN. By Blanche McManus. Boston: L. C. Page & Co. Cloth, 60 cents net. Another of "Our Little Cousin" series, telling of the daily life of some Arabian children, both in the camp of the Bedouins of the desert and the Arabs of the walled city of Medina.

OUR LITTLE HINDU COUSIN. By Blanche McManus. Boston: L. C. Page & Co. Cloth, 60 cents net. One of "Our Little Cousin" series. Designed to show something of the habits and customs of the people of India, through the medium of a little story of the daily doings of a small Hindu boy.

POEMS OF BAYARD TAYLOR.—With an introduction by Albert H. Smyth. New York: Thomas Y. Crowell & Co. Astor Edition; 60 cents. Bayard Taylor is probably better known as the author of numerous books on travel, but he was a poet of no mean attainment as well. His poems, here collected in a serviceable and cheap form, contain many gems, which will well repay the reader who spends his time in scanning them.

RED CAVALIER. By Lewis Ramsden. Toronto: Musson Book Co., Ltd. Cloth, \$1.25. A stirring tale of the time of the Monmouth rebellion. Chevalier Lerouge de Buzan, an English gentleman of mysterious birth, who turns out to be Sir Gilbert Temple, and who had been awarded the French title for fine sword-play, rescues a beautiful girl from a gang of abductors. The chief of these was the girl's husband, he having forced her into marriage. The chevalier meets



ARCHIE P. MCKISHNIE
Author of the New Canadian Novel "Gaff Linkum."

with numerous stirring adventures in keeping the girl from her enemy, who is finally done to death by the notorious Judge Jeffreys.

SHADOW OF A GREAT ROCK, THE.—By W. R. Lighton. Toronto: Henry Frowde. Cloth, \$1.25. A story of pioneer days in the Far West, when life was

Messrs. Duffield & Company's New and Forthcoming Books

TWO STRIKING NOVELS

The Successor. BY RICHARD PRYCE

A particularly clever story involving an heir to a great English estate. Handled with a shrewd knowledge of human nature. \$1.50 postpaid.

Three Weeks. BY ELINOR GLYN

"Readers who can tolerate a defiance of the conventions will find 'Three Weeks' a very dainty romance."—*The Sunday Times* (London). \$1.50 postpaid.

SOME EARLY FALL TITLES

Houses for Town or Country

BY WILLIAM HERBERT

With 140 half-tone pictures. \$2.00 net.

Historic Churches of America

BY NELLIE URNER WALLINGTON

Introduction by Dr. Edward Everett Hale.

Descriptions, facts and pictures of famous American places of worship. Illustrated, \$2.00 net. Postage, 12c.

The Holy Graal and Other Fragments

Being the uncompleted parts of *The Arthurian Dramas* of Richard Hovey, to which are added an Introduction and Notes by Mrs. Richard Hovey, and a Preface by Bliss Carman. With a portrait of Richard Hovey.

Messrs. Duffield & Company have also acquired all rights in Mr. Hovey's other books. \$1.25 net each; postage 5 cents.

Painters and Sculptors

BY KENYON COX, Author of "Old Masters and New."

Of Mr. Cox's first volume the *New York Evening Post* says: "Visitors to Europe who care for the art either of yesterday or of three hundred years ago, would do well to put it into their trunks, or, better, their handbags." Illustrated, \$2.50 net. Postage, 12c.

Plays of Our Forefathers

BY CHARLES MILLS GAYLEY, of the University of California.

The origin and development of early Miracle and Morality Plays, with many reproductions of old wood-cuts. \$3.50 net. Postage, 15c.

Familiar Faces. BY HARRY GRAHAM

Author of "Misrepresentative Men," etc.

Another jolly book to verse by this witty author. With characteristic illustrations. \$1.00.

BOOKS FOR CHILDREN

The Bed-Time Book

BY HELEN HAY WHITNEY.

Illustrations in color by JESSIE WILLCOX SMITH.

A delightful book for children, for which Miss Smith, the most successful painter of child life in America, has furnished large pictures in color and decorative pages as well. \$1.50.

Boys and Girls from Thackeray

BY KATE DICKINSON SWFETSER

Author of "Ten Girls from Dickens."

Pictures by George Alfred Williams. \$2.00.

A Child's Story of Hans Christian Andersen

Illustrated, BY PAUL HARRIOT. \$1.50.

Stories from the Old Testament for Children

BY HARRIET S. BLAINE BEALE

Splendid pictures in color by Roscoe Shradler and Herbert Moore. \$2.00.

The Happy Heart Family

(New Edition).

BY VIRGINIA GERSON.

Pictures in color by the Author. \$1.00.

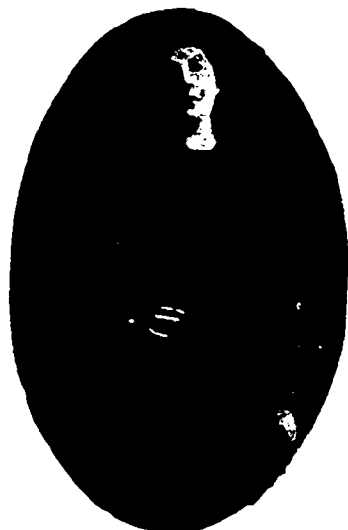
SEND FOR COMPLETE CATALOGUE

DUFFIELD  COMPANY
36 EAST 21ST ST. NEW YORK

strenuous and when amidst much lawlessness and many deprivations, deeds were enacted worthy of the best days of chivalry. A young girl in her devotion to an unworthy brother, encounters hardships and dangers in the camp and on the trail from lawless white men and wild Indians. She is watched over and protected by a lover with whom she is finally restored to the comforts of civilization and the peace of domestic life.

SHEPHERD OF THE STARS, THE.—By Frances Campbell. Toronto: Copp, Clark Co. Cloth, \$1.25. This book is chiefly valuable because it gives much information gleaned at firsthand, about a country and its people now very much to the front and about whom but little is known. The author has made Morocco a study, and the setting for a very pretty story. The same delicacy of treatment and tender pathos that characterize "Dearlove," are reproduced in her description of the two young girls who are the central figures of the book, while its pages abound with poetical descriptions and bright, sparkling dialogue.

SHULMITE, THE.—By Alice and Claude Askew. Toronto: The Copp, Clark Co. Cloth, \$1.25. One of the powerful novels of the day. In it, primitive pas-



Miss Lena Ashwell as "Deborah Kriller"
in "The Shulamite" by Alice & Claude Askew. (The Copp, Clark Co.)

sion is treated in a masterly and compelling manner. The beautiful Boer woman, its heroine, to whom the name of King Solomon's enchantress is applied, becomes the central figure of a romance and ultimate tragedy, worked out by relentless fate, on a South African farm. The weaving of the plot, the handling of the dramatic situations and the character painting, are done in a remarkably strong and convincing way. In its entirety it is a novel that grips and holds the interest.

TANGIBLE TESTS. By Albert G. Mackillon. Edinburgh: Oliphant, Anderson & Ferrier. Cloth, 2s. 6d. In this admirable book the author has interpreted the spirit of the times and its effect upon the attitude of the young man of to-day towards religion. To meet and combat that attitude the arguments advanced are tangible and of the nature of facts, founded upon experience. The writer abundantly establishes his claim that Christ is still a vital force in the lives of men.

THOREAU'S WORKS.—Bijou Edition (Five Volumes). New York: Thomas Y. Crowell & Co. Per set, \$2.50. Admirers of the eccentric, yet lovable, naturalist, Henry D. Thoreau, will appreciate this dainty edition of his more famous writings. The set includes "Cape Cod," "Excursions," "Maine Woods," "Walden" and "Week on the Concord." Each volume contains a frontispiece and introduction, while in the "Excursions" appears a biographical sketch by Emerson. The set is neatly boxed and labelled.

TRAITOR, THE.—By Thomas Dixon, jr. Toronto: Copp, Clark Co. Cloth, \$1.50. A well written story of the reconstruction period, after the cessation of hostilities between the North and South. The Ku Klux Klan, the dangers threatened by negro dominion, and the injustice perpetrated under the famous Conspiracy Act, are all treated with insight and form the background for an absorbing love story. This is the third book of Mr. Dixon's famous trilogy on the same period of American history.

WOMAN, THE.—By Antonio Fogazzaro. Toronto: Copp, Clark Co. Cloth, \$1.25. A powerful and fascinating book. It possesses all the elements of a great tragedy woven with consummate skill into a real drama of life. Its excellence lies in its great literary merit, and in that power of constructive creation which belongs to the true artist. If the author had written no other book this alone would have made him famous. It is not easily summarized. It must be read to be understood and appreciated.

A STATEMENT.

Believing that dealers and jobbers may have been misinformed regarding the handling of Laird & Lee's "Glimpses of the Jamestown Exposition and Picturesque Virginia" and "Laird & Lee's Guide to Historic Virginia and Jamestown Centennial," the publishers wish to announce that they are free to sell and fill any orders for these publications and that they are not infringing upon the rights of the Jamestown Official Photograph Corporation, of any other publisher or individual. The following letter will bear them out in this statement:

To all purchasers from the firm of Laird & Lee, and to all persons whom it may concern:—

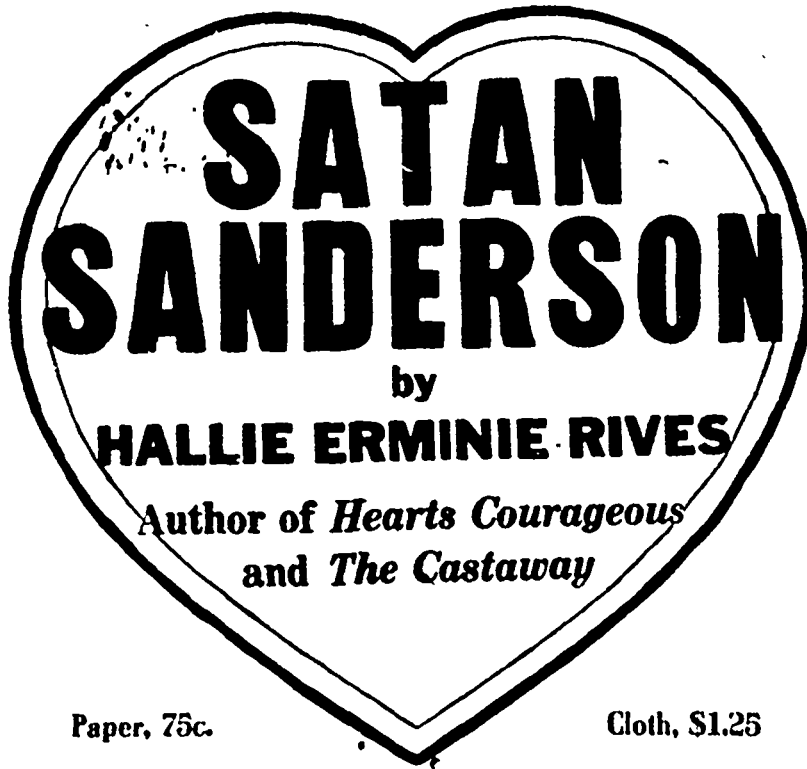
This is to certify that we have no claim or demands upon, nor suits pending against the firm of Laird & Lee, of Chicago, Illinois, or William H. Lee personally, by reason of the publication of the books entitled "Glimpses of the Jamestown Exposition and Picturesque Virginia" and "Laird & Lee's Guide to Historic Virginia and the Jamestown Centennial," and that all dealers and others are at liberty to sell and purchase said books, free from any claims or demands on our part. Our copyrights on our pictures therein shown have been duly released, and they are not, therefore, affected by the injunction we have secured against the reproduction of our photographs without a proper release.

Jamestown Official Photograph Corporation,
James Mann, President.

Laird & Lee, of Chicago, have a very complete and artistic exhibit, in Publishers' Row, Liberal Arts Building, in charge of Miss Jennie A. Hansey, and they cordially invite all dealers visiting the Jamestown Exposition to call at the booth where a full line, including their famous Series of Webster's New Standard Dictionaries, may be seen.

The Book of a Thousand Thrills

A
Beautifully
Made
Book



Illustrated
in
Colors
by
A. B.
Wenzell

Paper, 75c.

Cloth, \$1.25

The first edition of Satan Sanderson is one of the largest first editions of any work of fiction ever published.

HAVE WE YOUR ORDER ?

Watch for "The Fruit of the Tree," by Edith Wharton, author of "The House of Mirth," to be published in October.

SEND FOR OUR COMPLETE FALL LIST.

McLEOD & ALLEN

42 ADELAIDE ST. WEST, - TORONTO

Important Fall Fiction



The Daughter of Anderson Crow

By
George Barr McCutcheon

Fourteen full-page illustrations, frontispiece in colors, and 53 outline drawings in the text.

The Stoopng Lady

By
Maurice Hewlett

A vivid and absorbing love story, approaching the excellence of Thackeray's "Esmond."



Delicia

By Marie Corell

Mother

By
Owen Wister

A beautiful piece of book-making. Exquisitely illustrated and decorated, and a charming story as well.



The Crowned Skull

By Fergus Hume



My Lady Caprice

By
Jeffery Fernel

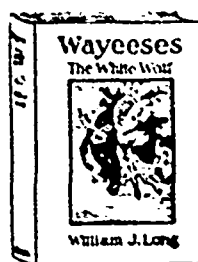
A choice gift-book, prettily bound, illustrated and boxed. A summer idyl.

Gaff Linkum

By Archie P. McKelvie

Whosoever Loveth

By William LeQueux



Wayeeses

By
William J. Long

A new animal story, plentifully illustrated, telling of the adventures of a white wolf.

The Heart of Jessie Laurie

By
Amelia E. Barr

The love story of a beautiful fisher lass, healthy in tone and bright in conception.



WILLIAM BRIGGS, Publisher

29-33 Richmond Street West

TORONTO

Important Fall Fiction



Beth Norvell

By
Randell Parrish

An immensely fascinating romance of life in the mountains of Colorado. Illustrated by N. C. Wyeth.

Light-fingered Gentry

By
David Graham Phillips

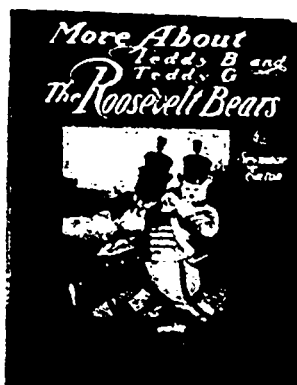
A clever story based on the recent insurance investigations in New York.



More About Teddy B and Teddy C, the Roosevelt Bears

By
Seymour Eaton

A sequel to last year's popular volume, containing 16 full-page illustrations in color. Every page has an illustration by R. K. Culver.



Captain June

By
Alice Hegan Rice
(Author of "Mrs. Wiggs of the Cabbage Patch.")

A Vain Thing

By
Guy Thorne
(Author of "When it was Dark.")



The Halo

By
Bettina von Hutten

A new story by the author of "Pam" and "Pam Decides," possessing charm and human interest.

The Revelations of Inspector Morgan

By
Eswald Crawford

Actual experiences of a Scotland Yard detective are used in this story.



Sister Carrie By Theodore Dreiser, editor of the Delinicator.

WILLIAM BRIGGS, Publisher

29-33 Richmond Street West

TORONTO

STOKES' COMIC JUVENILES



New Volumes, 1907

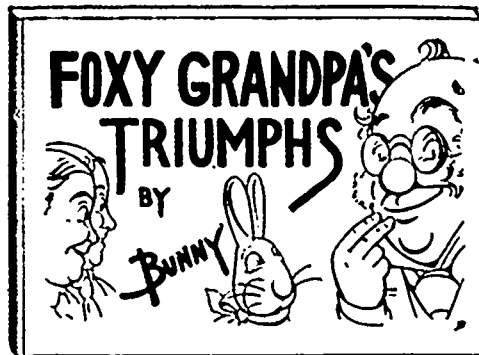
Outcault's Buster Brown & Company
 Foxy Grandpa's Triumphs
 Maud the Matchless
 The Cruise of the Katzenjammer Kids
 Happy Hooligan Home Again

Every volume authorized by its artist

Previously Issued

Buster Brown's Antics
 Buster Brown's Pranks
 Buster Brown, His Dog Tige
 and Their Troubles
 Buster Brown and His Res-
 olutions
 Little Sammy Sneeze
 Foxy Grandpa's Frolics
 Foxy Grandpa's Surprises
 Foxy Grandpa Up-to-Date
 Foxy Grandpa's Mother Goose

Willie Westinghouse Edison
 Smith
 The Tricks of the Katzen-
 jammer Kids
 The Travels of Happy Hooli-
 gan
 The Trials of Lulu and
 Leander
 Jimmy and His Scrapes
 Sam and His Laugh
 Maud



Our NEW BOOKS consist of material NOW PUBLISHED in Book Form FOR THE FIRST TIME

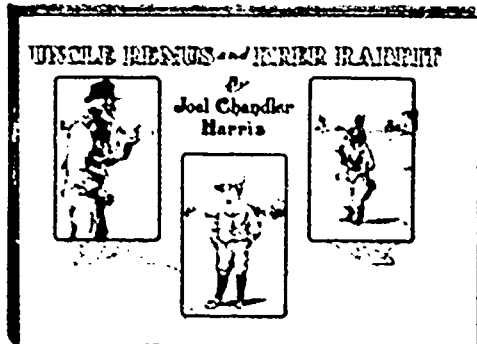
Each Oblong 4to, Boards

Retail Price 60 Cents

LIBERAL DISCOUNT TO DEALERS

OTHER PICTURE JUVENILES

Uncle Remus and Brer Rabbit
 By Joel Chandler Harris. With
 64 Full Page Color Illustrations
 Oblong 4to, Boards, \$1.00



The Stories That Glue Told. By CLARA A. WILLIAMS. Cut outs in colors. Oblong 4to, boards, \$1.00.

The Fun That Glue Made. By CLARA A. WILLIAMS. Cut outs in colors. Oblong 4to, boards, \$1.00.

The New Mother Goose. With cut-outs and pictures in color. Oblong 4to, boards, \$1.00.

The Fire Fighters. With cut-outs and pictures in color. 4to, boards, \$1.00.



The Teddy Bears
 By Clara A. Williams. Il-
 lustrated in colors. 4to,
 boards, \$1.00.

FREDERICK A. STOKES COMPANY
 PUBLISHERS :: NEW YORK



STATIONERY DEPARTMENT



AUSTRALIAN TARIFF.

The following are the stationery items in the new tariff measure of Australia, as compared with the old tariff: Stationery, manufactured complete, pens, ink wells and the like, general tariff, ad valorem, 30 per cent., British tariff, ad valorem, 25 per cent. and old tariff ad valorem, 25 per cent.; other manufactures of paper, general tariff, ad valorem, 30 per cent., British tariff, ad valorem, 25 per cent. and old tariff, ad valorem, 25 per cent.; writing ink and ink powders, general tariff, ad valorem, 30 per cent., British tariff, ad valorem, 25 per cent., and old tariff, ad valorem, 25 per cent.; pens, without holders, general tariff, ad valorem, 5 per cent., British tariff, ad valorem, free and old tariff, ad valorem, free.

ETIQUETTE IN STATIONERY.

The following rules respecting wedding stationery are taken from an artistic folder issued by the stationery department of Ryrie Bros., Limited, Toronto. The idea of compiling rules respecting the proper kind of stationery for various social functions, seems to be a good one. If people, such computations of social usage regarding stationery would, in all probability, be kept for reference by a large number of ladies. In this way the stationer can keep his name before a class of people who buy a good deal of high-grade stationery. It would never do, however, to send such circulars around indiscriminately. Care would have to be taken that only people who would be likely to use them should get them.

WHO ISSUES INVITATIONS AND ANNOUNCEMENTS.

Wedding invitations and announcements should in every possible instance be issued in the names of the bride-elect's parents (or in the name of the surviving parent, if one be deceased).

In the case of an orphan, chaperonage should be selected from among near relatives in the following rotation:

- A. The bride-elect's bachelor brother, a married brother and his wife jointly, or a married sister and her husband jointly.
- B. Grandparents.
- C.—An uncle and aunt; and, failing all relatives,
- D. A guardian.

WEDDING INVITATIONS AND ANNOUNCEMENTS.

Where the circle of friends of the two families is large, both invitations and announcements are usually issued.

Invitations are sent to relatives and friends who, from proximity of residence, would be likely to accept.

Announcements are mailed to friends at a distance who would not, in all probability, be able to accept an invitation were it extended.

The issuing of announcements to friends who are not invited to witness the ceremony is a matter of courtesy which cannot be overlooked.

The receipt of an invitation to a church wedding, if accompanied by cards of invitation to a breakfast or reception following the ceremony, demands an immediate answer in writing, accepting or declining.

Should the invitation be to the church alone, no reply is necessary,—those attending leave their visiting cards

with the usher, or write their names upon the church admission cards.

Recipients of invitations to the church ceremony who do not attend, should send cards to the bride's home on the day of the ceremony.

The receipt of an invitation to a wedding reception, home wedding or wedding at an hotel, demand an immediate answer in writing.

The receipt of a wedding announcement requires no acknowledgement, its issue being merely a matter of courteous formality, and the means adopted to apprise relatives and friends of the marriage.

Invitations to a marriage should be sent out not less than two weeks prior to the date set for the ceremony.

Wedding announcements are never sent until after the marriage has taken place.

CORRECT ADDRESSING OF ENVELOPES ENCLOSING WEDDING INVITATIONS AND ANNOUNCEMENTS.

An invitation to or an announcement of a wedding should, if mailed, be enclosed within both an inside and an outside envelope.

Greater courtesy is shown when each individual member of a family is sent a separate invitation or announcement, as the case may be. In many cases, however, this rule is not strictly followed.

We will suppose that a family consists of a father, mother, two sons and three daughters, and that the whole family is to be invited to the wedding. In such a case, seven sets of invitations might be used, one for each individual. Three sets of invitations would in some instances be deemed sufficient to send to a family of the above number.

One for the father and mother jointly.

One for the two sons jointly.

One for the three daughters jointly.

The inside envelope containing the invitation extended to the father and mother would be addressed as follows:

Mr. and Mrs. James Henry Andrews.

This would be enclosed in the outside envelope, which would be indited as follows:

Mrs. James Henry Andrews,
180 Avenue Road,
Toronto.

The inside envelope containing the invitation to the two sons would bear the following:

The Messrs. Andrews.

The outside envelope to hold the above would bear the name and address of the elder brother only, as:

Mr. Charles Edward Andrews,
180 Avenue Road,
Toronto.

The inside envelope containing the invitation for the three daughters would be addressed as follows:

The Misses Andrews.

This, as in the other case, would be enclosed in an outside envelope bearing the name and address of the eldest of the three sisters, as:

Miss Andrews,
180 Avenue Road,
Toronto.

AT HOME CARDS.

In issuing all wedding invitations and announcements, an engraved card indicating the future residence of the bride and groom should be enclosed. Such cards are termed At Home cards.

At Home cards do not extend an invitation for any set date, but merely indicate the future residence and the date after which the bride and groom will be "At Home" to their friends.

BOOKSELLER AND STATIONER



WE NEVER SELL THE CONSUMER DIRECT

This Means Protection to the Stationer



"Standard"

BLANK BOOKS

Recognized as the leading and most complete line of Blank Books in the market.

"Standard" in every respect.

Boopum & Pease Co.

HOME OFFICES AND FACTORY
Bridge, Front and York Streets
BROOKLYN, N.Y.

SALESROOMS
101-103 Duane St.
NEW YORK
220 Devonshire St.
BOSTON
Republic Building
State and Adams Sts.
CHICAGO

What better blank book can you procure than a Frey patent, flat opening sewed book, bound sheep ends and bands with Byron Weston Company's paper?

The most popular pens are
ESTERBROOK'S

MADE IN ALL STYLES



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

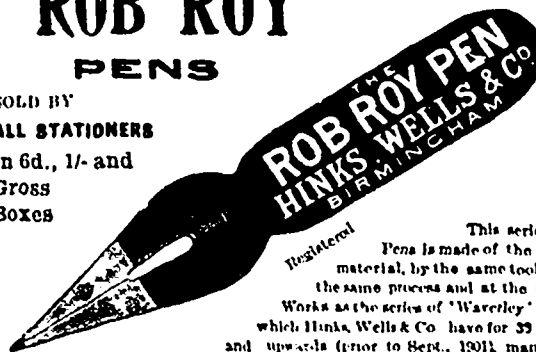
CANADIAN AGENTS:
THE BROWN BROS., LIMITED
TORONTO.

JOHN HEATH'S PENS

A good pen is a good servant, and John Heath's Pens are made to serve! ALWAYS READY AND ALWAYS WILLING. They were first 15 years ago, and are still leading the way. British made of British steel. Write for samples.
LONDON AGENCY
8 St. Bride St., LONDON, E.C., ENGLAND

"ROB ROY"
PENS

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



Registered
This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of "Waverley" Pens which Hinks, Wells & Co. have for 39 years and upwards (prior to Sept., 1911, manufactured for and supplied to the Proprietors thereof).
HINKS, WELLS & Co., Birmingham, Eng.

Writing and Selling
Better Than Ever

WAVERLEY PENS

EVERY PEN SELECTED

Sold by the Leading Wholesale Houses

Sample cards and trade price lists sent per return mail.

Macniven & Cameron, Ltd., Waverley Works, Edinburgh

SPENCERIAN STEEL PENS.

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

THE BEST

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

Proprietors: Spencerian Pen Co., New York

Only where the bride and groom contemplate a bridal tour of indefinite length can At Home cards be dispensed with. On the return from such a tour, it is obligatory for them to hold a formal reception at their new home, in order to announce their return.

BOOSTING STATIONERY SALES.

One of the noticeable tendencies in city stationery stores is that of having a special line of writing tablets or boxed papers, with a box or cover design peculiar to the individual store, and containing the stationer's name as a prominent feature. Several stores have recently been observed to have special window displays featuring such lines. From the increase in the number of stationers adopting the plan, it becomes obvious that it is a paying proposition. One stationer told the writer that he made a good, steady year-round profit by means of his own special line of tablets, boxed papers, scribbling and exercise books.

Recently the manager of the stationery department of a large city department store had the following to say about the profit making qualities of special packages of envelopes and papers, which may be of use to readers of Bookseller and Stationer:

"In special packages of paper and envelopes, I find that a parcel containing one hundred sheets of the former and seventy-five of the latter is one of my best sellers. This I put up at a price of 50 cents per package, and find that I am getting substantial repeats on it, meantime making numerous new customers for this particular item. I find that the proportion of seventy-five envelopes to one hundred sheets of paper works out very nicely. At least, I have not had any complaints on that score as yet.

"When it comes to holiday lines, I am inclined to make a splurge in purchasing, because these offer an unusually substantial margin of profit, and appear to be constantly growing in popularity from year to year.

"As a result of advertising my special packages of paper I have, upon occasions, found that as many as one hundred mail orders were received immediately following the newspaper announcement, and I can always see substantial results in the department."

For customers who have heavy correspondence, pound packages of paper have been found good sellers. Another department store stationery man said about the pound

packet of stationery: "An item which I find an excellent trade builder for the stationery department is pound packages of paper. At the present time I am having quite a run on packages put up to retail for 15 cents each a parcel which I have been offering to the store's customers long enough for them to have demonstrated to me by their repeat purchases that its popularity will continue."

The same gentleman is a great believer in novelty in papeteries. He says: "I always welcome every new brand of stationery, because I find these answer an excellent purpose among whimsical customers or women of individuality. Women tire of a style of stationery just as quickly as dress materials, etc., and for this reason the stationery department stocks should be made up of sufficient variety to be able to satisfy them with something new all the time.

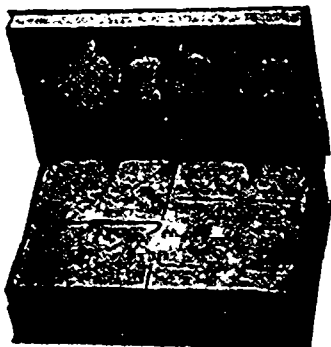
"Fancy papeteries of a holiday nature show larger assortment, and are better sellers from season to season, each year showing decided increases over its predecessor. Lines of this kind are good profit makers for the department, and their possibilities are not exhausted by any means. Of these I make it a point to purchase heavily and in large assortments, because I realize fully that their sales are increasing yearly. Monogram paper is also a good item, and, where properly handled, will be found to sell well throughout the entire year.

"The stationery buyer should make a careful study of the situation in his locality and secure a well-selected stock of the kind that he considers will be most appropriate for retailing in his section."

WEAR AND TEAR IN LIBRARIES.

The wear and tear of books, especially of books of general reference, must always be excessive in modern public libraries; and, no doubt, it will become more and more excessive. The leisurely days of libraries are gone; the man who comes to verify references is generally in a hurry, and he has little regard for the dignity of literature. The bibliophile's tender handling of his favorites is to the reference-hunter an amiable weakness not to be encouraged. He rushes at his book, tears it open, and cuts its heart out. Some books are literally thumbed out of existence.—Sir E. M. Thompson, in Cornhill.

Berlin's



No. 5320—One of "Colonial" Papeteries. The "Quality First" kind—that not only WIN you customers but KEEP them!



Papers

**STYLE, QUALITY
RELIABILITY**

**IN
WEDDINGS, REAM GOODS,
PAPETERIES, TABLETS and
TYPEWRITER PAPERS, are
PAPERS OF SATISFAC-
TION!**

"Berlin's Flyer," Last Edition, tells some things you ought to know! 52 Pages, Illustrated. If not received, send for a copy.

BERLIN & JONES ENVELOPE
NEW YORK, U. S. A. COMPANY

HERE AND THERE AMONG THE STATIONERS

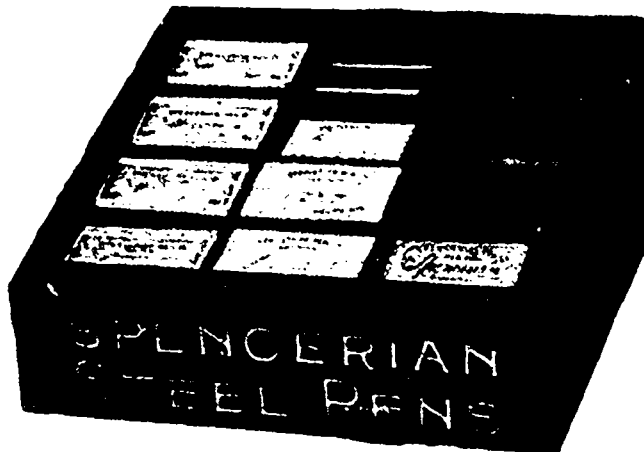
Items of Interest to the Trade Gathered from Various Sources.

The Copp, Clark Co., Toronto, have on their show tables several new lines of papeteries that should interest the trade. "In Merry England" is a long-shaped box prettily decorated, with a picture of an English maypole dance. The paper is packed in quires in two shades, blue and white, and the boxes retail at 25 cents.

Another 25-cent box is "The Minuet," showing on the cover a picture of two dancers. The paper is heliotrope, edged with gold. Each box contains a stick of sealing wax.

At 50 cents, there is a box called "Repousse Lawn." The cover opens back on a hinge. This box comes in two sizes and contains two shades of paper.

"Gems from Nature" is still another pretty 25-cent box with handsome cover design. It contains ripple finish paper in two colors. The same quality of paper, edged with gold and tied with ribbon, is to be found in a box called "Apollo Casket," which also retails at 25 cents.



Show Case Free with 9 Gross Pens
(Copp, Clark Co.)

The Copp, Clark Co. have just put on the market a new medium-priced linen tablet called Alaskan Bond. This tablet comes in octavo and quarto sizes and has a tasty lithographed top.

A new display box containing penholders and pens is being shown by the Copp, Clark Co. The box has a glass top, contains three dozen holders, and one hundred and twenty pens. A box can be purchased for 90 cents, and dealers can sell a holder and 4 pens for five cents, making a neat profit.

"Rubout" is the name of a new eraser just put in stock by the Copp, Clark Co. It is made of vegetable matter, treated by a new process. The eraser is said to save laundry, as it can be used in cleaning collars and cuffs. It retails at 5 cents.

The Copp, Clark Co. are showing a new substitute for mucilage. It is called "Gloy" and is done up in bottles of two sizes. It is a very strong adhesive and a little

goes a long way. Five ounce bottle costs \$1.75 per dozen, and the ten ounce bottle, \$2.75 per dozen.

A new line of confetti is being shown by the Copp, Clark Co., called "The Honeymoon Package." It is done up in a neat paper box, decorated with an inscription in silver and tied with a white ribbon. It can be sold at 25 cents a box. They also have a large stock of ordinary confetti packed in dust proof boxes.

The travelers of the Copp, Clark Co. started out this week on their respective routes with samples of Scribner's pictures. These pictures, to which reference has been made before, deserve the careful attention of the trade, especially at this time of the year.

The Copp, Clark Co. have secured a line of valentines for 1908 which they consider the most complete they have ever handled. They comprise all the different styles of manufacture, including hand-painted, lithographed and printed.

A splendid new line of tally cards has been secured by the Copp, Clark Co. for the fall and winter trade. They also have in stock complete lines of bridge and 500 sets ranging from \$9 to \$27 per dozen. Their stock of Congress and Goodall's playing cards is complete.

Charles Goodall & Son, Limited, of London, whose Canadian representative is A. O. Hurs., of 24 Scott street, Toronto have issued a catalogue of their various series of playing cards. The series shown are Salon, King Edward, Queen Alexandra, National, Clan Tartan, Souvenir, Colonials, Whist, Linette, Society, Sultans, Ocean to Ocean, and Montreal and Quebec Souvenir. The catalogue illustrations show just what each design is like, and offer an almost limitless range to choose from. Various card table accessories are also shown, such as card-holders, bridge scorers dominoes, etc.

A TRAVELER'S CHANGE.

James T. Swift, who for the past fifteen years has represented the Copp, Clark Co. on the road, latterly covering Western Ontario for them, has resigned his position to become connected with the E. H. Harcourt Co., Toronto. Mr. Swift holds considerable stock in this company, and will take charge of the selling end of the business. He will go on the road and cover the whole of Ontario.

Mr. Swift is well and favorably known to the trade in Ontario, through a connection covering a considerable number of years. He first learned the stationery business with W. J. Gage & Co., and after serving his time in the office went on the road for that firm. Fifteen years ago he joined the traveling staff of the Copp, Clark Co.

The E. H. Harcourt Co. intend to make a specialty of writing tablets and school blanks. These, with pass-books and flags, will comprise the lines which Mr. Swift will carry. As the Harcourt Co. are manufacturers solely and not jobbers, they will be able to sell goods at low prices.

THE IDLE MOMENT.

"Is the proprietor in?" asked the visitor.
 "No sir," replied the office boy.
 "Is he in the city?"
 "Yes, sir."
 "Will he be back soon?"
 "No, sir."
 "To-night?"
 "No, sir."
 "To-morrow sometime?"
 "No, sir."
 "Did he leave any word for Mr. Brown?"
 "No, sir."
 The stranger looked at the office boy sharply. "When did he go?"
 "Yesterday afternoon."
 "Didn't say when he'd be back?"
 "No, sir."
 "Well, where the dickens is he?"
 "At the undertaker's."
 "What's the matter?"
 "He's dead."

Customer: "I want some kind of a door-spring—one that won't get out of order."
 Hardware Dealer: "A door spring?"
 Customer: "Yes, and one that won't require the strength of an elephant to open."
 Dealer: "Hem!"
 Customer: "And yet it must be strong enough to bring the door all the way to, and not leave it swinging open a couple of inches."
 Dealer: "I see."
 Customer: "And when the door closes I don't want it to ram shut like a catapult, with a crash that shakes the house from its foundations."
 Dealer: "Yes; you want one that will bring the door all the way to, and yet do it gently."
 Customer: "That's the idea. But I don't want any complicated arrangement that requires a skilled mechanic to attend to it."
 Dealer: "No, of course not; you want something simple, yet strong and effective."
 Customer: "That's the thing, something that can be put on or taken off easily; something that will do its

work quietly yet thoroughly, and won't be eternally getting out of order."

Dealer: "I see, I know exactly what you want, sir, just exactly."

Customer: "Well show me one."

Dealer: "We don't keep door springs."

• • •

"Can't you settle this bill to-day, sir?" asked the tailor of the delinquent M.P.

"No, Snip; it wouldn't be parliamentary. I've merely glanced over it, you know, and I can't pass a bill until after its third reading."

• • •

A business man recently engaged a new office boy, whose intellect was not of the brightest. One evening the master left the office, omitting to post a rather important letter.

Next morning he remembered the letter, but on arriving at his office, it was nowhere to be seen. He had a distinct recollection of laying the letter on his desk. He summoned the boy, and asked him if he had seen the letter.

"Yessir, you left it on your desk."

"Then where is it now?"

"I posted it, sir."

"You posted it! Why, I had not put the name and address on the envelope!"

"Just so, sir! I thought it was one of those anonymous letters."

• • •

Instead of a coal porter, he had become a coal exporter, and he might have been seen any day doing the grand in a big seaport town, for he had made money.

A proud woman was his mother, for she was a humble collier's widow. "Iss, indeed, Meggie," she said to a friendly neighbor, "my boy's come on fine, and does me proud."

"A regular gentleman, I don't doubt," said Meg, with a sarcastic smile and a toss of her head. "They do say 'e smokes cigars."

"Ah! that he does," agreed his mother with pride. "an' wot d'ye think o' his latest? Why, in his last letter 'e was tellin' me 'ow 'e'd just got the gout. There's nothin' that boy o' mine won't 'ave if 'e wants it!"

OCTOBER WEDDINGS

are now the most fashionable. Only a little more than six weeks away. Are you ready for the invitation demand? The stock you furnish your trade should be the very best, to be in keeping with the great event. The successful stationer handles Crane's Weddings, for they are the most perfect papers made and are always satisfactory to the exacting bride-to-be. Advertise the fact that you handle the Crane Weddings, the best made in the world. It will help your prestige and bring you better profits.

GEO. B. HURD & CO.

Fine Paper Manufacturers

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

TRADE MARK



Trade-Winning Lines

Progressive Booksellers in increasing numbers are handling our "Wellington" Plates, Papers, Films, etc. They recognize in

"Wellington" Photo Supplies

the best obtainable. If you are not sharing in the profits these lines bring, you should be.

Write us for particulars.

Ward & Company

13 ST. JOHN ST.

MONTREAL

YOU ARE INTERESTED IN SOMETHING.

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

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

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

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

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

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street,
MONTREAL

10 Front St. East,
TORONTO.

The Largest Dealers In Canada

buy our Pencil Carbon for Counter Check Books, but would not do so if they could do better elsewhere.

PEERLESS

BRAND

represents the highest class Carbon Paper made.

Write for samples.

The Carbon Paper and Ribbon Mfg. Co.

Limited

Office and Factory—176-178 Richmond Street West

TORONTO, CANADA

The Barber & Ellis Co., Limited

advise the trade of the removal of their Toronto offices to commodious premises, Nos. 63 to 71 Wellington St. West.

A Call is Invited

We are now taking orders for Fall delivery of

Barne's Writing Fluids

PHOTO SUPPLY DEPARTMENT

WORKING UP INTEREST.

There is nothing like system in handling a photo supply department or in any other kind of a business. There is no means of knowing whether the photo supply department is paying or not, unless its accounts are kept separately from the accounts of the stationer's general business. This is so obvious that it seems hardly worth while mentioning it. Yet a stationer going in for photo supplies as a side line in a small way to begin with, is prone to let it mix in with the general business. The consequence is that it is almost impossible to tell at the end of any given period whether the photo supply department pays its way or whether it is a source of loss.

The value of system in handling customers of the photo supply department cannot be over estimated. They must be continually kept informed of new things added to the stock. Many manufacturers and jobbers get out literature in pamphlet form, telling of things new in the line of developing and printing papers, and the other necessities of the amateur's outfit, which are available for the dealer in any quantity. This literature should be kept before the amateur continually, with the dealer's name and address prominently featured.

A list of amateur photographers in the locality should be compiled and kept up to date, so that no possible buyer of supplies should be overlooked. How to get a good list is something of a problem. The contest suggested in *Bookseller and Stationer* some time ago is a good way to solve the problem.

A contest can take many forms. But, probably the best of all ways is to fix upon some given subject and let the contest hinge on that. For instance, suppose there is to be an old boys' reunion or some other public function in the town, at which a big crowd of people is expected to congregate. Two or three weeks before the event is to take place advertise both in newspaper and window that you are offering three prizes for the three best photographs of the event, taken with a certain size of camera and printed upon some specific brand of printing paper. The competition should, of course, be strictly confined to amateurs. Advertise that the three winning pictures will be on view in your window for such and such a time, together with all the "honorable mentions." Competitions of this kind will awaken up a desire to conquer in the breast of the enthusiastic amateur, will awaken the lukewarm to enthusiasm and will beget new amateurs.

The most indispensable necessity of a competition of any kind is vigorous publicity. You can't advertise the event too hard or too much. Another indispensable necessity is fairness in judging. For this purpose, competent men—preferably three of some public prominence should be secured. In advertising, the prizes to be awarded should be on view some time before the competition, in your window. They should be prizes of some value, and one properly chargeable to the advertising account. A window trim containing the prizes to be awarded for some competition, always draws the crowd to the window. Your name becomes for the time a household word in the homes containing amateurs that are or would be.

There is a stationer in a progressive town not far from Toronto, who has organized or organizes freshly every year a boy's baseball league. He provides the annual prize arranges the dates for the matches and sells all the bats and balls. His name and place of business are well known to every boy in the town, who never thinks of going anywhere else although there are other stationers there for anything they need in the line of sporting goods.

A photographic competition can be turned into a good thing for the picture postcard department. The enterprising stationer (if the town is of a fairly reasonable size), can get the three winning pictures engraved and get his friend the printer to print a fair number of post cards. They should contain particulars of the event, the name of the photographer, and whether it is first, second or third prize, by way of superscription. They will sell well in sets of three (at a price determined by cost of getting up), because the townspeople will be delighted to send them away to former residents of or visitors to the town. They can also be added to the regular stock of local view cards.

The writer was recently in the post office of a little village of about 400 population in an eastern county. Some few days before—on the twelfth of July, to be exact—an Orangemen's picnic had been held in the village, and the village postmaster had photographed the procession. He had made it known to the participants in the parade and to others, that he would shortly have that photograph for sale at five cents per copy, in the shape of picture post cards. Now, the writer was only in the post office about five minutes, and during that time three farmers came in and wanted to know if he had "them picture post cards done yet." There is no doubt that picture post cards of popular public events command a widespread interest and enjoy a healthy sale.

SNAP SHOT ALBUMS.

The Copp, Clark Co., Toronto, are showing some Kodak albums in which amateurs can preserve their snap shots. There are six different styles, all neatly decorated. In some of them the prints are slipped in in a similar way to the ordinary photograph album. In others, the leaf containing the openings is pasted down on the back. These albums retail from 15 cents to \$1.20 each. Dealers would do well to have some of them in stock for Xmas trade.

STATIONERS AT THE EXHIBITION.

Among the booksellers and stationers noticed in Toronto during Exhibition weeks, were J. W. Jameson, Carleton Place; A. J. Johnston, Sarnia; E. S. Brown, Collingwood; R. M. Pitts, Cornwall; Miss C. Anderson, Guelph; W. H. Buckley, Niagara Falls; W. S. Brown, Prescott; J. H. Kenner, Stratford; D'Alton Campbell, Gravenhurst; W. A. Douglas, Colborne; N. C. Polson, Kingston; F. Cubitt, Peterboro; W. W. Holmes, London; H. W. Ralph, Dundas; W. S. Loggie, Chatham, N.B.

Have You Considered the Value of a Bright Little Condensed Advertisement?

If you have on your shelves unsaleable stock or slow-moving lines, why not try a condensed ad. in *Bookseller and Stationer*? It will be read by hundreds of dealers all over Canada and may find you a purchaser.

Perhaps you have goods to exchange. Advertise the fact. A first insertion only costs two-cents a word, and you can say a lot in twenty-five words.

Bookseller and Stationer
TORONTO MONTREAL WINNIPEG

Time to Think of Xmas

We are now showing a complete line of

**Holiday Fancy Goods, China, Toys,
Dolls, Stationery, Etc.**

In our **Doll, Toy and China Departments** we have many **new novelties at exceptional values.**

Your sorting orders will receive our best attention.

The Sutcliffe-Edmison Co., Limited

Wholesale Fancy Goods, Etc.

76 YORK ST., TORONTO, ONT.

TRADE ACTIVITIES.

Harry W. Pew, druggist, of Niagara Falls, Ont., recently suffered loss by fire.

H. W. Thompson, Goderich, druggist and stationer has sold out.

W. Shaw, bookseller and news dealer, of Calgary, Alta., has assigned to Adam-Fish.

F. C. Fisher, music and musical instrument dealer, of Hamilton, has sold out to T. Anderson.

J. W. Smith, druggist and stationer, of North Bay, recently was unfortunate in being burned out.

J. M. Peters & Co., fancy goods merchants, of Ottawa, have given up business.

W. J. Mawhinney, druggist and stationer, of Somerset, Sask., has moved his business to Maymont, Sask.

P. S. Thomas, Sturgeon Falls, drugs, jewelry and fancy goods has assigned to R. S. Graham, of Hamilton.

J. Alf. Guay, of 283 St. Joseph street, Quebec, post card dealer, has just returned from an extended European trip.

Mrs. John E. Arnold has disposed of the drug and stationery business which she formerly carried on at Oxbow, Sask.

B. S. Fairy, fancy goods dealer, of Calgary, Alta., has taken in a partner, and the firm is now Fairy & Marshall.

The Calgary Stationery & Office Supply Co., is the successor to West & Wormald, stationers, etc., of Calgary, Alta.

W. W. Holster, bookseller and stationer, of Grimsby, has assigned to W. W. Kidd, and the stock is to be sold by auction.

TELLING THE TRUTH.

It is not pleasant and profitable always to speak the plain truth in the columns of a newspaper. Men who have tried this heretofore have always come to grief. Only a few days ago the editor of a paper in Indiana grew tired of being called a liar, and announced that he would tell the truth in the future, and the next issue of the paper contained the following news notes:—

"John Bonin, the laziest merchant in town, made a trip to Belleville yesterday."

"John Coyle, our groceryman, is doing a poor business. His store is dirty and dusty; how can he do much?"

"Rev. Styx preached last Sunday night on 'Charity.' The sermon was punk."

"Married—Miss Sylvia Rhodes and James Conlin, last Saturday at the Baptist parsonage. The bride is a very ordinary town girl, who doesn't know any more about cooking than a jack-rabbit does, and never helped her mother three days in her life. She is not a beauty by any means, and has a gait like a duck. The groom is an up-to-date loafer. He's been living off the old folks all his life, and is not worth chucks. It will be a hard life."

"The Governor of our great state, a very ordinary man, and who was elected by accident, was here yesterday. He has very few friends here now. He promised some of the voters of this precinct a "piece of the pie" in the event of his election, but had forgotten all about it when the time to hand over the little office rolled around."

The paper no sooner reached the public than a committee was sent to the editor bearing a petition asking him to continue in the good old way, and stating that they believed him to be a truthful, honest man.

FANCY GOODS AND NOTIONS

Dainty Boxes.

Among the season's latest novelties are some very fine fancy boxes for the toilet table and writing desk. They come in various artistic designs, among the chief of which are the imitation embossed leather and imitation carved wood designs. The boxes are designed for holding handkerchiefs and gloves. The embossed leather designs are of a dark green color, with the modified gloss of real leather, the design being of conventionalized flowers. The imitation wood carving is a really fine imitation and it is practically only by the weight that they can be distinguished from real wood. The design consists of oak leaves and acorns, which is such a great favorite among wood carvers owing to its adaptability to almost every shape, and its combined beauty and simplicity.

The same designs of embossed leather and wood carving are used on some dainty envelope and paper holders for the ladies' writing desks.

Other designs of great beauty are those where pansies and other bright colored flowers are embossed in their natural colors. They cover the same line of goods as the former—handkerchief and glove boxes and letter and paper holders for the desk. The latter, in this floral design, are provided with a movable and perpetual calendar on the box front, which is operated by means of four little brass knobs which add to the beauty and daintiness of the design. Sutcliffe-Edmison Co., Ltd., are showing a complete line of these artistic goods.

Novelty Blocks.

Among the imported German toys being shown by the Sutcliffe-Edmison Co., Ltd., is a novelty in children's building blocks. These blocks have the appearance of sandstone and come in flat boxes of about 8x16 inches, 3 inches deep. The sandstone appearance is given by a coating of sand firmly attached by glue or other means to the wood surfaces of the blocks.

Auto Goggles.

The accompanying cut showing a gentleman wearing a pair of automobile goggles, illustrates one of the many useful articles being introduced into Canada by the Chicago Eye Shield Co., of Chicago. This firm is introducing to Canadian jobbers an extensive line of eye shades, shields and goggles, which are pretty sure to meet with general favor.

Nu-Face Masks.

One of the latest fun makers on the fancy goods market is the Nu-Face Mask. It is a lithographed article and is designed to be worn without the use of strings. Instead of strings there are ear loops which fit over the wearer's ears, and instead of the nose being a part of the mask, as in the old-fashioned false face, there is a slit to fit the nose. This makes the mask fit well to the face. There are twelve highly humorous designs in these goods.

The Cathedral Bag.

It would seem impossible at first sight for anyone to produce a really new bag. The trade has for so many years been busy putting new designs on the market that every possible variety and combination seems to have

been exhausted. The seemingly impossible has, however, been achieved in the cathedral bag, now being shown by the British trade.

This bag has been designed, as its name would to some extent imply, for ladies attending church. It is constructed with four divisions or compartments. One of these contains a purse, another a combined hymn and prayer book, the third holds a silver mounted smelling bottle, while the fourth carries a handkerchief. The bag is supplied fitted with the purse, book and bottle complete, and it will be seen that the cathedral bag is a really new and thoroughly useful article.

Mother-of-Pearl Shell at Low Price.

It is reported that the price of mother of pearl shell remains low because buttons and other articles made of the dark edged variety produced in the Society Islands are not fashionable. Although the present price of shell in Papeete, \$100 to \$500 per metric ton, is less than one



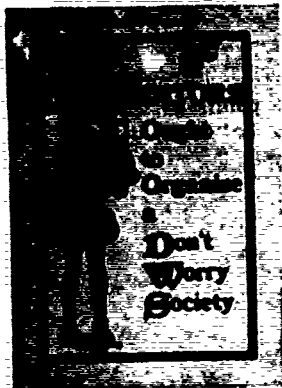
half the price which such shell commanded in London four years ago, the quantity now on that market is about 100 tons. The low price of shell affects not only the prosperity of the Tuamotu Islands, but also the business of Tahiti, and, to a less extent, of other islands. Owing to the continued depression of the shell industry, the export duty of \$28.95 per metric ton (2204.6 pounds) was reduced in June, 1906, to \$11.58 per ton. A duty of \$7.72 a ton is also levied on all shell brought to Papeete for shipment abroad, it being the only port for such shipment.

In Tin Boxes.

United States manufacturers of celluloid articles will have to put their samples into tin boxes for mailing purposes. This is the requirement of the post office department and instructions to this effect have been just issued. The boxes have heretofore been mostly of wood, but the combustible nature of celluloid makes a greater risk than the post office department cares to take and has brought about the general order for a metal receptacle as a measure of precaution.

PICTURES AS TRADE BRINGERS.

Up-to-date stationery stores all over the country are beginning to realize that attractive windows and show cases are becoming more and more important factors in fighting competition. It is generally admitted now that

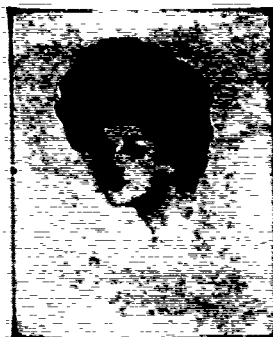


a dealer who cannot get people to look at his show windows is losing the cream of the trade. Ink bottles, blank books, etc., have been found very poor mediums for arousing the curiosity of the passer-by. As the main line of the stationer they are, of course, necessary as a background, but they will be seen only when something more novel is displayed to arrest the attention of the people in the streets.

For this purpose novelty pictures have been found the best medium. Everybody will stop to look at pictures and as a result they represent advertising that literally pays for itself. Every time a passer-by goes into a store to inquire about a picture he has seen in the window the chances for a sale from the rest of the stock of that store are increased. Blank books, ink bottles, pencils and stationery are forced upon his attention. If he does not buy at that time he remembers that store when he wants stationer's goods.

Of course, the pictures handled need not be high-priced goods. Only the catchy, popular-priced pictures will serve the purpose. The pictures accompanying this article, for example, belong to the W. H. Gallagher line, New York, and retail at from 10 cents to \$1 apiece.

Most people are willing to pay 50 cents or a dollar for a catchy and artistic picture "The Crisis," shown in the accompanying illustration, and retailing at 30



cents, is an example of this class. It is a product of the Teddy Bear Craze, which is sure to last until March, 1909, at least—some say longer.

For den-decorations "Batterup," the bull-dog picture



We advertise to help you and the People Buy Because our advertising shows them how they can help themselves.

**Berliner Gram-o-Phones
and
Victor Talking Machines**

are known wherever music is known.
THERE'S THE FIRST FILE OF SELLING ASSISTANCE FOR YOU.

**Berliner Gram-o-Phones
and
Victor Talking Machines**

are found wherever a live Bookseller is found.
THERE'S THE FIRST FILE OF BUYING EVIDENCE FOR YOU.

DISTRIBUTORS FOR CANADA:

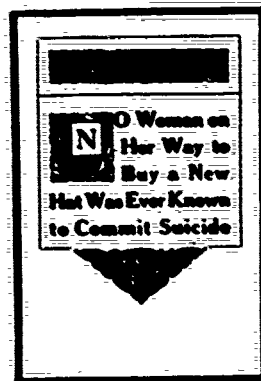
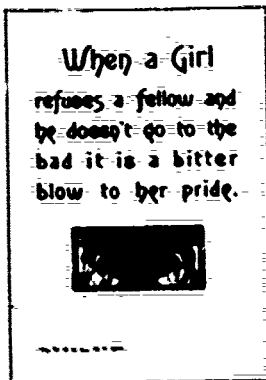
- | | |
|---------------------------------|-------------------|
| J. & A. McMillan, | St. John, N. B. |
| Clark Bros. Co. | Winnipeg, Man. |
| Dyle, Evans & Callaghan, | Vancouver, B. C. |
| R. S. Williams & Sons, Limited, | Toronto, Ont. |
| Nordheimer Piano and Music Co., | Toronto, Ont. |
| Royal Stores, Limited, | St. John's, Nfld. |
| Cordingly Bros. | Brockville, Ont. |

Write your nearest distributor.

**THE BERLINER GRAM-O-PHONE CO.
OF CANADA, LIMITED, MONTREAL**

shown in the cut, is one of a large variety retailing for about a quarter apiece.

With the girl as a subject, about the best new thing on the market this fall is a set of (6) heads in color drawn by Duncan, and published by the W. H. Gallagher



Company, New York. One of them is shown above. They are 11 x 11-in. in size. The best thing about a girl head from a dealer's point of view, is the fact that it is staple stock. Nobody ever tires of looking at a pretty girl, and this applies equally well to the picture of a pretty girl.

The mottoes shown in the illustrations, will give an idea of 150 subjects put up on artistic cards. The style is rich and effective, and very appropriate for home or office decorations. The subjects range from the "God Bless our Home" variety to a large number of witty up-to-date sayings. They also retail at 10 cents.

The miniature pictures and the mottoes are especially well adapted to the stationery trade, and are well displayed in small reasonable-priced racks.

MUSIC AND MUSICAL INSTRUMENTS

RETAILER'S NOVEL ADVERTISING IDEA.

Joseph M. Daly, whom Bostonians look upon as their march king, gave a piano recital of his many compositions at the W. H. Seroggie Co.'s store, Montreal, towards the close of last month. Seroggie's music department is on the third floor, by the way, and is one of the most successful sheet music stores in Canada. Mr. Daly is certainly an accomplished piano player. As a composer he has made quite a reputation for himself. A few of Mr. Daly's compositions, which are very popular, are the following: "San Pedro," Mexican march; "Good-bye, Blue Eyes, Good-bye," a popular song, and "Yankee Tar," a two-step.

The Seroggie firm have arranged for a series of such recitals during the approaching fall and winter months. Mr. Daly was followed by A. S. Josselyn, of Providence, the celebrated composer of popular music of that city. His march song, "The American Soldier," was sung at the inauguration of President Roosevelt, by five thousand children. Among his other musical successes are "Winnebago," an Indian Song; "Dewey's Victory," a march and two-step, and "Himalaya."

Mr. Josselyn is bringing out a special edition of all his compositions for the Canadian market. The new sets will be called the "Mount Royal Edition," called after our Mount Royal. The idea is a good one, as it shows special attention to the Canadian musical trade.

Those musical houses which can afford to adopt the above-mentioned plan, meeting the publisher half way, will find it a novel advertising idea.

SHEET MUSIC IN DEMAND.

Notwithstanding the fact that most of the holiday-loving people are returning home after a long summer vacation and are busy looking after household wants, the sheet music business continues surprisingly active. Compositions, both vocal and instrumental, are meeting with popular favor, neither having any special preference.

The most popular instrumental pieces at the present writing are: "Tchama," an intermezzo romantique. This piece is by Chauncey Haines and is published by Walter Jacobs, Boston.

Another composition in popular favor is "Moon Face," a march and two-step, published by Sam Fox Publishing Co., Cleveland.

New pieces published by Jerome H. Remick Co., New York and Detroit, are the following: "Dance of the Water Nymphs," by George Botsford, "Dixie Blossoms," a march and two-step, by P. Wenrich, "Topeka," two-step intermezzo, by Harry Jones, and "Bombay," a Hindoo enchantment by Dorothy Jardon. The last mentioned composition is as exceptionally pretty as it is odd.

One of the prettiest of teasing ragtime compositions is that which has recently been published by the Delmar Music Co., Montreal. The name of the composition is "Raggity Rag," and in the writer's opinion is of exceptional merit.

"Popularity," George M. Cohan's great march hit, while not exactly current, continues to be in popular de-

mand. This composition compares with any other instrumental piece of its kind. It is published by F. A. Mills.

A pretty instrumental piece is "O. B. Joyful." It is written by Bert Anthony and published by Anthony Bros., Fall River, Mass.

"Miss Mexico," a characteristic for the piano, by Henry Frantzen, and published by F. B. Haviland Co., New York, has an exceptionally pretty title page, and is a pleasing composition.

Among popular song compositions meeting with popular favor just now are: "I'm Tying the Leaves so They Won't Come Down," by Huntington and Helf, published by Helf & Hagar Co., New York. This song is sweeping the country and is really a child's simplicity.

One of the best comic songs since "A Little Street in Heaven Called Broadway," is "Fagan," or "No One Else Has That Cut but Fagan." This song has quite a number of verses, a pretty title page, and while current is sure to become popular on its merits.

A sheet of music published by Walter Jacobs, Boston, is: "Some Day When Dreams Come True." Although this song is not new, it continues in active demand, owing to its exceptional merits.

A funny song: "Budweiser's a Friend of Mine," is published by Shapiro, music publisher, New York, and is a good composition, being rendered in a Montreal theatre a few weeks ago with success.

Two new songs published by F. B. Haviland, New York, are: "My Irish Maid," and "Since Arrah Wanna Married Barney Caney." The last mentioned is the sequel to "Arrah Wanna," which made a big hit throughout the country.

"Neath the Old Cherry Tree, Sweet Marie," and "I'd Rather Two-step Than Waltz, Bill," are two new compositions published by Jerome H. Remick Co., New York. They ought to make a great success, especially the last mentioned composition. "Won't You Come Over to My House?" and "San Antonio," published by the same firm, while some months old, continue to have a ready sale. Both of these last mentioned compositions are by Williams and Van Alstyne, well known song writers.

"Yesterday," by Charles K. Harris, author of "After the Ball," which had a sale of over 1,000,000 copies, is a story true to life in many cases. It also contains a very attractive title page.

Joseph W. Stern & Co., New York, not to let any other publisher get ahead of them, have some very pretty compositions in the following: "When Bob White is Whistling in the Meadow," "Pretty Little Tonkin Girl," "Down in the Old Cherry Orchard," "She Was a Grand Old Lady," "You Splash Me and I'll Splash You," and "That's When You'll Miss Me, Little Girl." Stern's specialties seem to be ballads and "home and mother" songs.

The new edition of the "Star" Dance Folio, No. 7, is, if possible, ahead of any previous number. The number introduces such popular songs arranged for dancing as: "Won't You Come Over to My House," "Dreaming," "San Antonio," and "Somebody's Waiting for You." Ready sales are found for these booklets.

Souvenir Post Cards

Post Card Racks

High-Class Mailing Novelties

	Per 100
Green Linen Comics, 31 subjects.....	\$.75
Wisdom Series, Red Mottoes, 32 subjects75
Linen Comics, 110 subjects75
Photo Art Series, 10 subjects	1.25
Cheap Comic Cards, 50 subjects	1.00
Life Models, 32 subjects	1.00
Slate Mottoes75
Slate Comics75
Colored Comics60
Blue Maxims75
Blue Moonlight75
Blue Dutch75
Blue Venetian75
Blue I Believe Series75
Blue Thou Shalt Not Series75
Brown Photogravures—Cats, Dogs, Bathing Girls, Happy Children, Stork Cards and Dice75
Old Master Series, 32 subjects75
Prescription Series, 16 subjects75
Flower Cards, 32 designs	1.25
Half-tone, Metal Frames	2.00
Oil Paintings, Metal Frames	2.50
Living Models (Photo)	1.50
Roller Skating Cards	1.00
Base Ball Cards	1.00
Telegram Cards50
Cowboy Cards, 6 subjects	1.00
Modeled Life Series, 6 subjects	1.00
Modeled Bear Series, 6 subjects	1.00
Modeled Floral Series, 6 subjects	1.00
Kid Lovers, 6 subjects	1.00
Coming Champs, 8 subjects	1.00
Dancing Girls, 6 designs60

Chapin's Post Card Holder, per gross.....	\$.50
Earth's Gun Metal Pockets, per 100	4.00
The Fire Pen (a wood-burning outfit) per doz	4.00
Post Card Leather, per foot31

In calling the attention of the trade to the above prices we feel safe in saying that they are the lowest prices quoted, quality considered. It has been our aim to handle only a clean line of goods and we respectfully ask for your patronage. A trial order for our line of novelties we are certain will lead to a steady and growing trade. We have had our say, so get busy and place that order at once.

OUR NEW CATALOGUE is now ready, it contains sixteen pages of post card news. Information well worthy of your consideration whether you deal with us or not. All we ask is that you look it over and compare our prices with those of the many others now issued. WE GUARANTEE OUR GOODS to be exactly as represented. The catalogue is FREE, so let us hear from you by return mail.

Now just a word about our terms. Those not rated in the commercial agencies, or those unable to send satisfactory references, must send cash with order, otherwise we will ship C.O.D. Where goods are desired shipped C.O.D., we require as a matter of good faith on your part, that you enclose enough to pay express charges both ways. If you send cash with order you may deduct 5 per cent, otherwise terms are 2 per cent, 10 days, or net 30.

BOOTH WALLACE CO.

Dept. P 2

185 - 187 Washington St.

CHICAGO

MUSIC COPYRIGHTS.

Two Songs: No. 1, Good-bye; No. 2, The Songster. Words by E. Pauline Johnson, music by Charles E. Wheeler. The Nordheimer Piano and Music Company, Ltd., Toronto.

Little Busy Lizzie. Song. By Wilbur Mack. When I go Automobiling. Song. Words and music by Wilbur Mack. Rosie. Song. Words by Wilbur Mack, music by Felix G. Rice. The Chances of a Snowball on a Red-Hot Stove. Song. Words by Wilbur Mack, music by Felix G. Rice. It's the Way They Dress. Song. Words by Wilbur Mack, music by John Rehauser. Mandy, I Love You. Song. Words by Wilbur Mack, music by Wilbur Mack and John W. Rehauser. Vandersloot Music Publishing Company, Williamsport, Penn.

The Old Boys' Reunion. March and refrain. Words by Mrs. J. R. Hill, music by Myrtle de Long. Myrtle de Long, Ottawa.

Back to the Capital. March song. By Ed. Butler. The Capital March. By Eugene B. Marier. The McKee Music Company, Ottawa.

The Girl Who Throw Me Down. Song. Words by Benj. Hapgood Burt, music by Albert Gumble. Come, Put Your Arms Around Me. Song. By Benj. Hapgood Burt. Much Obligated to You. Song. By Benj. Hapgood Burt. Jerome H. Remick & Company.

The Lord's Prayer. Music by Rev. L. Cochin, O.M.I. Rev. L. Cochin, O.M.I., Isle a la Crosse, Saskatchewan.

'Neath the Old Cherry Tree, Sweet Marie. Song. Words by Harry Williams, music by Egbert Van Alstyne. Jerome H. Remick & Company, New York.

Canada, My Native Land. Song. Words by G. F. Gould, music by John W. Gray. The Canada Music Publishing Company, Toronto.

Vivienne. Caprice for piano. Revised and fingered by Heinrich Zoellner. Composed by Lyle C. True. Whaley, Royce & Company, Limited, Toronto.

St. Alphonse de Thetford. Mosaic. Emile Giroux, Thetford Mines, Que.

Interim Music Copyrights.

Whistle and Wait for Me. Music. Toyland. Music. Same Old Light Above. Music. I Want to be a Soldier Boy in Blue. Music. If You Love Me as I Love You. Music. Blowing Soap Bubbles. Music. Will Rossiter, Chicago, Ill., U.S.A., 21st August, 1907.

NEW U. S. POST CARD RULING.

Postmaster-general Meyer, of the United States, promulgated an order which became effective August 1, 1907, providing that the face side of a postal card may be divided by a vertical line placed approximately one-third of the distance from the left end of the card; the space to the left of the line to be used for messages, etc., the portion to the right to be used for address only. A very thin sheet of paper may be attached, if it completely adheres to the card, and such a paster may bear both writing and printing. Advertisements, illustrations or writing may appear on the back of the card and on the left third of the front. Postal cards bearing particles of glass, metal, mica, sand, tinsel or other such substances are declared to be unmailable, except when enclosed in envelopes with proper postage affixed, or when treated in such a manner as will prevent the objectionable materials from being rubbed off or injuring the hands of persons handling the mails.

POSTAL CARDS

Big Variety.

Low Prices.

Lovers' Set Post Cards

q We have always in stock the nicest and finest assortment of love sets; both English and French Text.

Beginners' Package

q We have 20 different packages of samples, ranging from 1c. to 25c. per card. Each package costs \$1 and gives a profit of 100%.

Catalogue on request.

Cash Only

L' ORIGINAL RG.

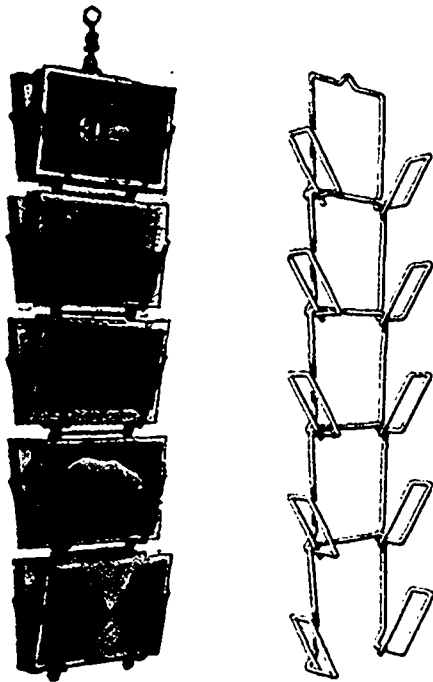
195 St. Catherine St. East,

Montreal

PICTURE POST CARDS

STERLING CARD HOLDERS.

It is only natural that the continual growth of the post card trade should develop ingenious devices for the effective display of cards. The chain system of hanging holders is very popular, because little, unconsidered trifles of air space may be turned to account by its aid. The Sterling is a chain system device. Each section, complete in itself, consists of a central, squared wire loop, with two smaller wire loops running upwards and outwards from its bottom corners. As these smaller loops extend on each side of the central loop, provision is made for a double display, as shown in the accompanying cut. As only the edge of the cards come in contact with the wire, damage by handling is reduced to a minimum, while the full face of the card remains always visible. To take a card out, all that is necessary is an upward lift with the thumb and forefinger. The Sterling



revolving stand is built for counter purposes. It has four revolving arms, from which are suspended Sterling holders, while a single holder graces the top, the whole thing making a very attractive display.

NOVELTY IN RETURN CARDS.

According to the Novelty News, a Chicago man has submitted a new form of postal to the United States Government, which, it is believed, will be adopted for the convenience of certain classes of business houses. It is called the "reply postal card," and is meant to serve the economy of those sending out postal cards to boom trade. This postal, it is proposed, shall contain a two-cent due stamp engraved in one corner, instead of McKinley's picture, and if the inventor's idea is accepted, it is meant to be issued at little more than the cost of

printing by the Government, and is to be redeemed for two cents when returned in course of mails by the postman to the firm that sent it out. In other words, this postal does not have its postage paid until the party receiving it has made use of it—if it does at all—by returning it to the writer, and when the Government delivers it to the person or firm that sent it out, he pays the Government two cents for the service. This plan to pay double postage is designed to save the extravagant waste of regular Government postals sent out in the mails soliciting replies, for it is well known that about 95 per cent. or more of these are never returned to the houses that send them out, and as the senders' names are generally printed on the front of them, it is safe to say that more than three-fourths of them are wasted. To show the benefit of the new card, let us illustrate. One thousand ordinary postals, costing \$10, are sent out with letters or other printed matter. Of these probably 25 are returned, the remaining 975 being wasted, and causing a loss of \$9.75. If the new, proposed two-cent due postal had been used, the 25 coming back would have cost the sender but 50 cents! This would reduce the waste enormously. Such a card would be restricted to the use of business firms, clubs, etc., using them in quantities. This postal has the warm endorsement of big commercial interests, which expect that it will be adopted. The United States Government is showing every activity at this time in modifying postal usages to suit the growing demands of business, one of the late reforms being the ruling that special delivery postage now will be paid by affixing ten cents' worth of ordinary stamps, instead of requiring a special stamp, as formerly.

A LARGE POST CARD COMPANY.

Alfred Holzman, manufacturer of post cards, of Chicago, has incorporated his business into a stock company, with a capital of \$100,000. This firm will be known in the future as the "Alfred Holzman Company." Mr. Holzman is president and general manager of the new firm, and looks forward to a large increase of the new company's business. Owing to the capacity of the new and large factory which this company now occupies, special attention will be given to the manufacture of local view cards, from customers' photographs. During Mr. Holzman's recent trip through the post card centres of Europe, he studied the manufacture of view cards thoroughly, and purchased a number of the latest and best machines, which are used for the manufacture of these goods. These machines are now installed, and are producing colored cards equal to the very finest made in the Old Country. Deliveries will be made in about half the

Pictorial Postcards. Autotype-chromo, Photo type, and Lithographic Coloured, etc.

Cards made from any Photograph. All orders receive prompt and careful attention. Lowest terms.

German Postcard Works
Boch & Kirsch-Frankfort M.

Several Rewards Established 1872 GOOD AGENTS WANTED

Fine Art Printing Co.
Kaufbeuren, Munich, Germany
 Manufacture to order for important buyers,
 as a specialty :

Postcards in Collotype, from 1,000 up-
 wards, per design.
 in Copper-plate Printing,
 from 1,000 upwards, per
 design.
 in Heliobrom—combined let-
 ter press and lithographic
 color printing, 3,000, 5,000 and 10,000 per design, in sheets of 30
 and 61 designs

*When writing advertisers kindly
 mention this paper.*

Picture Post Cards
 We have a fine range of
**Birthday, Children's,
 Courting, Floral,
 Comic, Christmas and
 Novelty Post Cards.**
 at lowest possible prices.
 Send \$4 for Samples to
SCHOFIELD & CO., 99 ST. JAMES STREET.
 Publishers, Burnley, England.

**Local View
 POST CARDS**
 MADE IN THE UNITED STATES

We have just moved into our new factory and
 have installed our German machinery for the
 manufacture of

**High - Grade Local
 View Cards**

A personal careful investigation in Europe, as
 to the various processes of making Colored
 View Cards, has taught us to make cards as
 good as the very best imported cards made in
 Germany, for the same price and in less than
 half the time. We are in a position to quote
 special prices to users in large quantities, and
 guarantee prompt delivery and first-class work.

The importing of view cards will be a thing of
 the past as soon as our samples are shown.

Alfred Holzman Co.
 2815 WABASH AVENUE
 CHICAGO

Picture Made to order only
 according to instruc-
 tions supplied.

Specialties: **Post** Very fine
 Modern Heliotype make. First
 styles. class Goods
 plain and coloured. only.

Well known for efficiency and **Cards**
 high-class workmanship.

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



ONLY FOR WHOLESALE DEALERS
 AND POST CARD PUBLISHERS
MARKERT & SOHN
 Graphic Art Works
 DRESDEN—A. Wintergartenstr. 74

MANUFACTURE:
PICTURE POST CARDS
 MADE AFTER YOUR OWN PHOTOS.

Telegram - Address
 KUNSTMARKERT,
 DRESDEN

AS A SPECIALTY WE MAKE
**COLLOTYPE, COLOURED COLLOTYPE,
 DOUBLE TONE, HAND COLORED, GLAZED
 and AUTOTYPE POST CARDS,
 VIEW ALBUMS, ALBUMS**
 Ask for samples and quotations

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

High-class Collotype Printers

SPECIALTY: **Collotype Postcards** TO ORDER

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

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS
CHEAPEST PRICES. **WHOLESALE AND EXPORT ONLY**

time required by foreign makers, and the quality of the goods is guaranteed to be equal to the very finest made in Germany. This firm is the only post card company in America who manufactures its own display stands, and since moving to the new factory, the capacity of the stand factory has been more than doubled. A new Ferris wheel stand has recently been brought out, which is a wonder. It holds 5,000 post cards, and is so constructed that an electric motor can be attached to it. It also is supplied with a pocket, for which a patent has been applied, which makes it impossible for cards to fall out in case the wheel is turned too fast, a defect which has been found in similar display stands. A special wheel and card proposition to the retail trade has just been made, which will, no doubt, interest every dealer of post cards.

SOME NEW SUBJECTS.

A supply of a new series of views of Niagara Falls and vicinity, ten in number, has been stocked by the Copp, Clark Co. These cards are real, glossy, gelatine photos, and come at \$25 per thousand. The Copp, Clark Co. are also showing a series of Tartan girls, drawn by Archie Gunn. They impersonate the different clans, and will be found rapid sellers. They also show a new line of English comics, which can be purchased at one-half cent each and will prove strong sellers at two for five cents.

Wall Paper Development

In the minds of a large number of buyers, the word "imported" often carries a great deal more significance than it is entitled to. Years ago, perhaps, this idea in the mind of the Canadian wall paper consumer was excusable. In those days Canada was looked upon, by foreigners and by natives alike, as just a mere colony—an outpost of the empire—dependent for all marks of culture upon other countries. Few but the most far-sighted statesmen could peer into the future and see Canada the Colony evolving into Canada the Nation.

Such an evolution has, however, partly taken place, while the evolution into nationhood is still going on apace. This fact is discernible in more than one direction. Distinct Canadianism is easily traceable in much of the work of modern Canadian artists and men of letters. In manufacturing circles particularly we are developing along national lines. People are beginning to realize that raw materials can be turned into finished products here in Canada to suit the most cultured demand.

In wall paper manufacturing we can hardly boast yet that we produce distinctly Canadian designs. We are influenced a good deal in this direction by the United States. But as far as the manufacturing end of the industry is concerned, we need have no fear of the competition of the imported article.

"Watch us Grow" is the motto of many a new western prairie town. The same motto might be used by many Canadian manufacturers of wall paper. For the past few years this industry has been keeping pace with the advancement of the nation generally. Plants have been greatly extended and workmen of the highest skill obtained, with the natural result of an output of the first quality and the most extensive variety. The talent of the best designers of the day is called into play every



Stauntons

PROFIT-EARNING

WALL PAPERS

WE HAVE A PAPER FOR EVERY WANT AND A WANT FOR EVERY PAPER.

**PRICES ARE IN YOUR FAVOR
SEE OUR SALESMAN'S SAMPLES**

ALL GOODS 16 YARDS TO DOUBLE ROLL

Stauntons Limited

**MANUFACTURERS OF SUPERIOR
WALL PAPERS**

TORONTO

year by Canadian manufacturers and no effort is spared to make the most of every design in the process of manufacturing.

As far as wall paper is concerned, the word "imported" will carry no guarantee of superiority over the domestic article in the mind of the discerning buyer of the present day. Just show the consuming public the lines of wall paper turned out by our domestic manufacturers, and there will be no need to haul out the "imported" article.

NEW FACTORY OF STAUNTONS, LIMITED.

Bookseller and Stationer was recently shown through the new factory of Stauntons, Limited, by the superintendent, Mr. F. D. Parmenter, who explained the really marvellous mechanism of some of the very recently invented machinery, its purpose, operation and the resulting advancements in the processes of manufacture. These machines are automatic and constitute very important factors in accurate and economical making of wall papers.

It is really a marvellous sight to see the rolls of blank paper entering one end of a massive and complicated machine, and emerging at the other end printed in beautiful colors, and then to automatically hang itself up to dry. In going through a factory like Stauntons one wonders how on earth the miles of wall paper annually turned out of this factory alone can ever be used. But it is the stationers see to that.

The new factory is of the most modern construction. It is built of reinforced concrete, is well ventilated, sanitary, and permits of manufacturing under most favorable conditions.



THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

WESTERN incorporated 1851
ASSURANCE COMPANY.

**FIRE
AND
MARINE**

HEAD OFFICE—TORONTO, ONT.

Assets over - - - \$3,570,000

Income for 1906, over 3,609,000

HON. GEO. A. COX, President,

W. R. BROCK, Vice President

W. B. MEIKLE, General Manager

C. C. FOSTER, Secretary

Joint Deposit Accounts

are a special convenience arranged for customers of THE METROPOLITAN BANK. Money can be deposited or withdrawn by husband or wife. Particularly valuable for farmers and town residents.

Money Orders and Drafts sold at lowest rates.
Farmer's Sale Notes collected and advances made thereon.

SAVINGS DEPARTMENT—\$1.00 or more opens an account. Interest allowed from date of deposit, and compounded FOUR times a year.
You may deposit or withdraw money by mail.

The Metropolitan Bank

Capital Paid Up:
\$1,000,000.00

Reserve Fund and Undivided Profits:
\$1,183,713.23

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,
D. B. Hanna, Augustus Myers, John Hoskin, K.O., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL \$1,400,000.00
ASSETS 2,162,753.85
LOSSES PAID SINCE ORGANIZATION. 29,833,820.96

IF YOU WANT

the best weekly list of New Books published in Great Britain and Ireland, with titles, sizes, prices and publishers, subscribe to **The Publishers' Circular and Booksellers' Record**, published weekly at St. Dunstan's House, Fetter Lane, London. Post free for 52 weeks for \$3.25, prepaid.

IF YOU WANT

to obtain out of print and scarce works about Canada, or on any other subject, subscribe to **The Publishers' Circular** (see previous paragraph for particulars). Annual subscribers have the privilege of a gratis advertisement in the Books Wanted Columns each week. On an average over 2,000 Books Wanted and For Sale are advertised for every week in **The Publishers' Circular**.

IF YOU WANT

to know what new books are coming out in the United Kingdom you should subscribe to **The Publishers' Circular**. For terms, etc., see first paragraph of this advertisement.

Specimen Copy FREE on Application.

Money

CAN BE SAVED BY MEANS
OF AN ENDOWMENT POLICY.

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

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

Confederation Life ASSOCIATION

W. H. BEATTY, President.

W. O. MACDONALD,
ACTUARY.

J. K. MACDONALD,
MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

BOOKSELLER AND STATIONER

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

Calgary.

1. Where the Trail Divides. By W. Lillibridge. Dodd Mead.
2. Songs of a Sourdough. By R. W. Service Briggs.
3. Running Water. By A. E. W. Mason. Briggs.
1. Bishop of Cottontown. By J. T. Moore. Winston.

Charlottetown.

1. Brass Bowl. By L. J. Vance. McLeod.
2. House of a Thousand Candles. By Meredith Nicholson. McLeod.
3. Beatrix of Clare. By John Reed Scott. Montreal News Company.
1. Captains All. By W. W. Jacobs. Briggs.
5. The New Theology. By Rev. R. J. Campbell Harper.

Edmonton.

1. Lone Furrow. By W. A. Fraser. Frowde.
2. Short Cruises. By W. W. Jacobs. Briggs.
3. Running Water. By A. E. W. Mason. Briggs.
4. The Saint. By Antonio Fogazzato. Copp.
5. Wings of the Morning. By Louis Tracy. McLeod.
6. Brewster's Millions. By G. B. McCutcheon. McLeod.

Hamilton.

1. Spirit Lake. By Arthur Heming. Macmillan.
2. Lady of the Decoration. By Mrs. Little. Century.
3. The Younger Set. By R. W. Chambers. McLeod.
4. Brass Bowl. By L. J. Vance. McLeod.
5. Princess Virginia. By C. N. and A. M. Williamson. Musson.
6. Her Son. By H. A. Vachell. Macmillan.

Kingston.

1. Captain of the Kansas. By Louis Tracy. McLeod.
2. The Brass Bowl. By L. J. Vance. McLeod.
3. Bishop of Cottontown. By J. T. Moore. Winston.
4. Three Men and a Maid. By R. W. Chambers. McLeod.
5. The Scarlet Car. By Richard Harding Davis. McLeod.
6. The Secret. By E. P. Oppenheim. Copp.

Moncton.

1. Cruise of the Shining Light. By Norman Duncan. Frowde.
2. New Chronicles of Rebecca. By Kate D. Wiggin. Briggs.
3. Long Labrador Trail. By Dillon Wallace. Revell.
4. Brass Bowl. By L. J. Vance. McLeod.
5. Running Water. By A. E. W. Mason. Briggs.
6. Turn of the Balance. By Brand Whitlock. Bobbs-Merrill.

Montreal.

1. Port of Missing Men. By Meredith Nicholson. McLeod.
2. The Brass Bowl. By Lewis Joseph Vance. McLeod.
3. Princess Virginia. By C. N. and A. M. Williamson. Musson.
1. Beatrix of Clare. By John Reed Scott. Montreal News Company.
5. Fraulein Schmidt and Mr. Anstruther. By the author of Elizabeth and Her German Garden. Macmillan.

6. The Younger Set. By Robert W. Chambers. McLeod & Allen.

Peterboro.

1. Strong Man's Vow. By Joseph Hocking. Copp.
2. Cruise of the Shining Light. By Norman Duncan. Frowde.
3. The Scarlet Car. By R. H. Davis. McLeod.
4. The Brass Bowl. By L. J. Vance. McLeod.
5. Running Water. By A. E. W. Mason. Briggs.
6. Lone Furrow. By W. A. Fraser. Frowde.

St. Catharines.

1. The Younger Set. By R. W. Chambers. McLeod.
2. Bishop of Cottontown. By J. T. Moore. Winston.
3. The Saint. By Antonio Fogazzato. Copp.
1. The Sinner. By Antonio Fogazzato. Copp.
5. The Patriot. By Antonio Fogazzato. Copp.
6. The Traitor. By Thomas Dixon, jr. Copp.

Stratford.

1. The Windfall. By C. E. Craddock. Duffield.
2. The Mayor's Wife. By Mrs. A. K. Rohlf. McLeod.
3. Captain of the Kansas. By Louis Tracy. McLeod.
1. Songs of a Sourdough. By R. W. Service. Briggs.
5. The Silver Maple. By Marion Keith. Westminster.
6. Three Men and a Maid. By R. W. Chambers. McLeod.

Toronto.

1. Alice for Short. By Wm. de Morgan. Frowde.
2. Joseph Vance. By Wm. de Morgan. Frowde.
3. The Younger Set. By R. W. Chambers. McLeod.
1. Lonely Lady of Grosvenor Square. By Mrs. de la Pasture. Dutton.
5. Her Son. By H. A. Vachell. Macmillan.
6. Fraulein Schmidt and Mr. Anstruther.

Winnipeg.

1. Songs of a Sourdough. By R. W. Service. Briggs.
2. A Strong Man's Vow. By Joseph Hocking. Copp.
3. Princess Virginia. By C. N. and A. M. Williamson. Musson.
1. Second Generation. By D. G. Phillips. McLeod.
5. Running Water. By A. E. W. Mason. Briggs.
6. Woman of Babylon. By Joseph Hocking. Copp.

Canadian Summary.

	Points.
1. The Brass Bowl. By L. J. Vance	44
2. Running Water. By A. E. W. Mason	29
3. The Younger Set. By R. W. Chambers	28
1. Songs of a Sourdough. By R. W. Service	24
5. Princess Virginia. By C. N. and A. M. Williamson	19
6. Captain of the Kansas. By Louis Tracy	17



PELOUZE POSTAL SCALES

Invaluable to the Office, Store and Home
They tell instantly the exact cost of postage in cents on all mail matter. Warranted Accurate.
Several sizes.
NATIONAL, 4 lbs. - - \$3.75 STAR, 1 lb. - - \$2.00
UNION, 2 1/2 lbs. - - 3.00 CRESCENT, 1 lb. - - 1.50
COLUMBIAN, 2 lbs. 2.50

Buy through your Jobber.
PELOUZE SCALE & MFG. CO. - - Chicago

BOOKSELLER & STATIONER OF CANADA

Published on the second Wednesday of every month.

The Maclean Publishing Co., Limited

President, John Bayne Maclean.
Vice-President, W. L. Edmonds.
Editor, W. A. Craick.

OFFICES:

CANADA—

MONTREAL (Telephone 1255)	232 McGill Street
TORONTO (Telephone 2701)	10 Front St. East
ST. JOHN, N. B. (J. Hunter White)	No. 3 Market Wharf
WINNIPEG (F. R. Munro)	Room 511 Union Bank Building
	Telephone 3721

GREAT BRITAIN

LONDON, ENG. (J. Meredith McKim)	88 Fleet St., E.C.
	Telephone, Central 1200
MANCHESTER, ENG. (H. S. Ashburner)	92 Market St.

UNITED STATES

CHICAGO (J. Roland Kay) Teutonic Building

FRANCE

PARIS, Agence Havas, 8 Place de la Bourse.

Subscription, Canada and the United States \$1.00
Great Britain and other parts of the British Empire 1s. 6d.

RECENT CANADIAN COPYRIGHTS.

Registered at Ottawa during August, 1907.

Books.

Celt vs. Saxon, or, Irish Honor Vindicated. A Domestic Drama in Four Acts. By James Martin. The Pride of Killarney. A Domestic Drama in Four Acts. By James Martin. Lamb Dearg Aboo. (The Red Hand for Ever.) Historical Irish Drama in Five Acts. By James Martin. The Rebel of '98. An Irish Drama in Four Acts. By James Martin. The Siege of Limerick. An Irish Military Drama in Four Acts. By James Martin. St. Ann's Young Men's Society, Montreal.

Select Poems of Tennyson and Browning. (Book.) By Fred H. Sykes, M.A., Ph.D. The New Hamblin Smith's Arithmetic. (Book.) By William Scott, B.A., and R. Fletcher, B.A. W. J. Gage & Company, Limited, Toronto.

Pulpit and Platform. Being notes on the management of the voice in public speaking, etc. By Rev. E. J. Bidwell, M.A., D.C.L. (Book.) Rev. E. J. Bidwell, Lennoxville, Que.

Canadian Musical Bureau, Season 1907-1908. (Book.) William Campbell, Toronto.

Canadian Retail Helper. (Book.) The Canadian Agency Company, Limited, London.

Rising Sun Cook Book. Western Milling Company, Limited, Calgary, Alberta.

Genesis of Churches. (Book.) By James Croil, Montreal.

Select Poems. Tennyson, Browning, 1908. Edited with introduction, notes and appendix, by W. J. Alexander, Ph.D. The Copp, Clark Company, Limited, Toronto.

Pictures, Photos, Etc.

Dam at Kenora (Photo No. 17.) Kenora from the Bay (Photo No. 18.) Kenora Bay. (Photo No. 19.) Kenora from Higgins House (Photo No. 20.) Kenora

and the Islands. (Photo. No. 21.) Kenora Business Portion. (Photo. No. 22.) Kewatin Mills (Photo. No. 23.) Beaudette Mills. (Photo. No. 21.) Beaudette. (Photo No. 25.) C. N. R. Coal Docks, Port Arthur (Photo No. 29.) G. R. Evans, Fort William, Ont.

Scarboro Beach (Photo.) The Panoramic Company, Toronto.

A Cowboy on His Pony. (Picture.) The Toronto Lithographing Company, Limited, Toronto.

Gulline's Replayed or Duplicate Bridge Scoring Card. (Chart.) Henry Lawrence Gulline, Granby, Que.

View of Nanaimo Harbor, Showing the Bastion and Shipping. (Photo.) Howard King, Nanaimo, B. C.

German Girl. (Picture.) J. H. McLean & Company, Limited, Winnipeg.

Vues de la Chapelle du Grand Seminaire de Montreal. (Photo.) Lapres & Lavergne, Montreal.

Land of the Maple. (Pictorial Post Card Series.) Alfred H. Cooper, Toronto.

Interim Copyrights.

A Colonel from Wyoming. (Book.) John Alexander Hugh Cameron, Mabou, Cape Breton.

A Day with a Camera at Winnipeg Beach. (Booklet.) The Western Publishing Company, Winnipeg, Man.

A NOVEL BOOK DISPLAY.

Cadioux & Derome, retail book sellers, Notre Dame St. west, Montreal, have among the finest and most novel window displays of books in the country. Mr. E. Daoust, of the firm, has incorporated some of the best Parisian book displays as a result of his recent European trip.

One of the new ideas is the display of part of the contents of new fiction in glass cases at the two entrances to the store. Upon the stone pillar between the two front windows is also a glass case used for the same purpose. The window displays proper have books upon a half circle row of fixtures, six deep. These special fixtures are large enough to allow good sized books to be displayed. A good feature of all displays is the pricing of every book which is plainly marked.

THE POSTAL CARD PEST.

She's got them from China and from Peru,
From Egypt, Japan and Honolulu!
She's got them in all conceivable styles.
From Italy, Belgium, the British Isles,
From Switzerland, France and the Isle of Man,
From Holland and Russia and Astrakhan!
She wants but one more to make up the whole—
Then she'll be satisfied—from the North Pole!
Pictures of Paris, of London, of Rome,
The Tower, the Louvre, and St. Peter's Dome,
The Sphinx and the Pyramids, Suez Canal,
The Rock of Gibraltar, Malta, Pall Mall!
Higgledy-piggledy, see! there they lie
No trouble to write and so cheap to buy!
Most every picture's a caricature,
This is the fashion one has to endure!
It's not the custom to write letters now;
People, it seems, have forgotten just how!
If of your movements friends wish to keep track,
Just get a postal, with picture on back,
Then write the address, and mail it—that's all!
The trouble's infinitesimally small!
Of all the sad things of pen and of ink,
The saddest of all's the postal, I think!

—Times, New York.

AGENTS WANTED.

PRACTICAL BOOKS FOR PAINTERS AND decorators—The Trade Papers Publishing Co., Ltd., 365 Birkbeck Bank Chambers, London, W.C., England, will make special terms to Canadian Booksellers willing to push books on graining, paint and color mixing, gliding, stenciling, etc. Correspondence solicited. (9)

BUSINESS CHANCE.

A BARGAIN, SIX THOUSAND STOCK of fancy goods, china, wall paper, books, stationery, etc.; big profits; good turnover; best reasons. Box 877, Galt. (9)

SITUATIONS VACANT.

BRIGHT, INTELLIGENT BOY WANTED in every town and village in Canada, good pay, besides the gift of a watch for good work. Apply The MacLean Publishing Company, 10 Front St. E., Toronto.

EXPERIENCED STATIONERY TRAVELLER wanted; good position to the right man. Apply by letter, giving references and full information. W. J. Gage & Co., Toronto.

WANTED—MALE CLERK FOR STATIONERY, music and fancy goods store; must be cleanly stock-keeper in stationery, and a good business maker; Good chance to learn picture-framing; \$60 to begin. R. Sage, Lethbridge, Alta. (9)

A WELL KNOWN ENGLISH FIRM OF Christmas and post card publishers require some smart salesmen for their Canadian Branch; only those actually engaged in this trade need trouble to apply. Confidential, care of BOOKSELLER AND STATIONER, Toronto, giving full particulars, experience, etc. (11)

SITUATION WANTED.

WANTED POSITION IN BOOK AND STATIONERY business; seven years' experience. E. Mason, 63 Emerald North, Hamilton. (9)

The Topaz Pencil

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

HB -- H -- HH -- HHH -- B

— AND —
Indelible Copying.

Write for Samples to

Warwick Bros. & Rutter, Limited
Wholesale Stationers, TORONTO.

BOY WANTED

ANY BOY in every town and village in Canada can earn many dollars by selling our publications among his neighbors and relatives and business men.



YOU can begin at once. No money needed to start. We will provide you with capital. A watch to the boy who does good work, as special prize.

Write at once to

THE MACLEAN PUBLISHING CO.
10 Front St. E., TORONTO

HOTEL DIRECTORY

WINDSOR HOTEL

HAMILTON, BERMUOA

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

TOWER HOTEL GEORGETOWN

DEMERRARA

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer wharves, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

WOODSIDE BOARDING HOUSE

Corner of Main and Lamaha Streets
GEORGETOWN, DEMERRARA.

Cool and airy Bedrooms. Excellent Cuisine. Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

VICTORIA LODGE

HAMILTON, BERMUOA

Mrs. J. F. SMITH Proprietress.

Opposite Victoria Park and Cedar Ave.
Private Board \$12 to \$14 per week.
Open Nov. 1 Closes in May.

WINTER RESORT

QUEEN'S PARK HOTEL

PORT OF SPAIN, TRINIDAD, B.W.I.

JOHN McEWEN, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

THE GRAND UNION

The most popular hotel in

OTTAWA, Ont. JAMES K. PAISLEY, Prop.

DOMINION HOUSE

W. H. DURHAM, Proprietor

RENFREW, ONTARIO

The most popular Hotel in the Ottawa Valley.

HALIFAX HOTEL

HALIFAX, N.S.

HOTEL IMPERIAL Large Sample Rooms

Steam Heated and Gas Lit

GRO. W. WEBSTER, Prop., Swift Current, Sask

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 154 Toronto St., Toronto. 465 Temple Building, Montreal.

DAVENPORT, PICKUP & CO.,

Chartered Accountants and Assignees, 622 McIntyre Block and 422 Ashdown Block, Winnipeg, Man., and at Brandon, Man.

PAYSON'S INDELIBLE INK



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

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

Standard Commercial Works.

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

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

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

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

Hughes' Interest Tables, At 6 and 7 per cent. per annum (on the basis of 365 days to the year), for one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (on folded card, 14¼ x 9¼) strongly bound. Price, \$1.00.

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

Buchan's Sterling Exchange Tables, Converting sterling into Canadian currency, and vice versa, advancing by 8ths and 16ths, with other useful tables; by EWING BUCHAN. Second edition. Price, \$1.00.

Buchan's Sterling Equivalents and Exchange Tables,

Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, or having any number of days to run, etc., etc., by EWING BUCHAN. Price, \$4.00

Buchan's Par of Exchange (Canadian),

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

The Importers' Guide,

A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 ahillings per piece of 46 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, \$1.00

The Canadian Customs Tariff,

Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, France, German Rixmark, at Canadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap 8 vo, cloth. Price, 50c.

MORTON, PHILLIPS & CO.,

PUBLISHERS,

755 and 1757 Notre Dame St., MONTREAL

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

BOOKSELLER AND STATIONER

CLASSIFIED LIST OF ADVERTISEMENTS.

- Books and Magazines.**
 American Code Co., New York.
 Baker's Book Shop, Birmingham, Eng.
 Blake, W. E., Toronto.
 Briggs, William, Toronto.
 Caldwell, H. M., Co., Boston, Mass.
 Canadian Facts Co., Ltd., Toronto
 Chapman's Book Store, Montreal.
 Clark Bros., Winnipeg, Man.
 Duffield Co., New York
 Frowde, Henry, Toronto.
 Hurst & Co., New York.
 Hunter-Rose Co., Toronto.
 Lang, John, & Co., Ltd., Dundee, Scot
 McClurg, A. C. Co., Chicago, Ill.
 McLeod & Allan, Toronto.
 Morton, Phillips & Co., Montreal.
 Musson Book Co., Toronto.
 Page, L. C., Co., Boston, Mass.
 "Publisher's Circular," London, Eng.
 Rand, McNally Co., Chicago.
 Stokes, F., Co., New York.
- Blank Books.**
 Boorum & Pease Co., New York
 Brown Bros., Toronto.
 Buntin, Gillies & Co., Hamilton.
 Smith, Davidson & Wright, Vancouver, B.C.
 Warwick Bros. & Rutter, Toronto.
- Calendars—Cards.**
 Copp, Clark Co., Toronto.
 Tuck, Raphael & Sons Co., New York.
- Carbon Paper.**
 Carbon Paper and Ribbon Co., Toronto.
 Carter's Ink Co., Boston, Mass.
- Envelopes.**
 Berlin-Jones Envelope Co., New York.
- Envelope Sealer.**
 Twin City Specialty Co., Minneapolis, Minn.
- Fancy Goods.**
 Brown Bros., Toronto.
 Clark Bros., Winnipeg, Man.
 Copp, Clark Co., Toronto.
 Harding, F. L., Novelty Co., New York.
 Sutcliffe-Edmison Co., Limited, Toronto.
 Warwick Bros. & Rutter, Toronto.
- Financial Institutions and Insurance.**
 British American Assurance Co., Toronto
 Confederation Life Association, Toronto.
- Metropolitan Bank, Toronto.
 Western Assurance Co., Toronto.
- Fine Art Printers.**
 Molling, A., & Co., Hanover, Germany.
- Fountain Pens.**
 Brown Bros., Toronto.
 Warwick Bros. & Rutter, Toronto.
 Waterman, L. E., Pen Co., New York.
 Montreal.
- Glue, Paste and Mucilage.**
 Carter's Ink Co., Montreal.
 Higgins, Chas. M., & Co., Brooklyn.
- Gramophones.**
 Berliner Gramophone Co., Montreal.
- Inks—Writing.**
 Brown Bros., Limited, Toronto.
 Carter's Ink Co., Montreal.
 Higgins, Chas. M., & Co., Brooklyn.
 Payson's.
 Warwick Bros. & Rutter Co., Toronto.
- Leather Goods**
 Brown Bros., Limited, Toronto.
- Loose Leaf Ledgers, Etc.**
 Sieber-Trussell Co., St. Louis, Mo.
- Novelties.**
 Harding, F. L. Novelty Co., New York City
- Paper.**
 Northern Paper Mills Co., Montreal
- Papeteries.**
 Berlin-Jones Envelope Co., New York.
 Brown Bros., Ltd., Toronto.
 Buntin, Gillies & Co., Limited, Hamilton.
 Hurd, Geo. B., & Co., New York
- Pens.**
 Brown Bros., Toronto.
 Esterbrook Pen Co., New York.
 Heath, John, London.
 Hinks, Wells & Co., Birmingham, Eng.
 Macniven & Cameron, Edinburgh and
 Birmingham.
 Spencerian Pen Co., Birmingham, Eng.
 Waterman, L. E., Co., Montreal.
 Warwick Bros. & Rutter, Toronto.
- Penells.**
 Brown Bros., Limited, Toronto.
 Warwick Bros. & Rutter, Toronto.
 Waterman, L. E., Co., Montreal.
- Playing Cards, Games, etc.**
 Buntin, Gillies & Co., Hamilton.
 Goodall, Chas., & Sons, London.
 Hurst, A. O., Toronto.
 Union Card & Paper Co., Montreal.
 U. S. Playing Card Co., Cincinnati, O.
- Post Card Holders.**
 Warwick Bros. & Rutter, Toronto.
- Postal Scales.**
 Pelouze Scale & Mfg. Co., Chicago, Ill.
- School Supplies.**
 Buntin-Gillies Co., Hamilton.
 Clark Bros. Co., Winnipeg.
 Warwick Bros. & Rutter, Toronto.
- Souvenir and Picture Post Cards.**
 Boch & Kirsch Co., Frankfurt, Germany.
 Fine Art Printing Co., Kaufbeuren, Germany.
 Holzman, Alfred, Chicago
 Otto Leder, Saxony, Germany.
 L. O' Riginal Rg., Montreal, Que.
 Markert & Sohn, Dresden, Germany.
 Neumann, W., & Co., Berlin, Germany.
 Schofield Co., Burnley, England.
 Tuck, Raphael & Sons Co., Montreal, New
 York.
 Valentine & Sons Pub. Co., Montreal,
 Toronto.
 Warwick Bros. & Rutter, Toronto.
- Sporting Goods.**
 Sutcliffe-Edmison Co., Toronto.
- Tally Cards.**
 Elliott & Co., Philadelphia, Pa.
- Telephones.**
 Bell Telephone Co. of Canada, Montreal
- Thumb Tacks.**
 Hawkes-Jackson Co., New York.
- Typewriter Supplies.**
 Carter's Ink Co., Montreal.
 Carbon Paper & Ribbon Co., Toronto.
 Mittag & Volger, Park Ridge, N.J.
- Wall Paper.**
 Stauntons Limited, Toronto.

INDEX TO ADVERTISERS.

	PAGE		PAGE		PAGE
Accountants and Auditors	63	Esterbrook Pen Co.	46	McClurg, A. C., Co.	31
American Code Co.	31	Frowde, Henry	35	McLeod & Allan	41
Baker's Book Shop	31	Fine Art Printing Co.	58	Neumann, W., & Co.	58
Barber & Ellis Co.	47	Goodall, Chas., & Sons, Limited	1	Northern Paper Mills Co.	7
Bell Telephone Co.	59	Hawkes-Jackson Co.	outside front cover	Page, L. C., & Co.	26
Berliner Gramophone Co.	54	Heath, John	46	Payson's Indelible Ink	63
Berlin & Jones Envelope Co.	47	Heinemann	36	Pelouze Scale & Mfg. Co.	61
Blake, W. E.	24	Higgins, Chas. M., & Co.	6	"Publisher's Circular"	59
Block & Kirsch	57	Hinks, Wells & Co.	46	Rand, McNally Co.	31
Boorum & Pease Co.	46	Holzman, Alfred, Co.	8, 58	Schofield Co.	58
Booth Wallace Co.	81	Hotel Directory	63	Sieber & Trussell Mfg. Co.	7
Briggs, William	43	Hurd, Geo. B., & Co.	49	Spencerian Steel Pens	46
British-American Assurance Co.	59	Hurst, A. O.	1	Stauntons Limited	59
Brown Bros., Limited	2	Harding, F. L. Novelty Co.	2	Stokes, F., & Co.	43
Buntin, Gillies & Co.	outside back cover	Hunter-Rose Co.	36	Sutcliffe-Edmison Co.	52
Caldwell, H. M., Co.	37	Hurst & Co.	32	Twin City Specialty Co.	3
Canadian Facts Co.	31	Job Print. Dept.	6	Union Card and Paper Co.	7
Canadian Press Clipping Bureau	outside front cover	Leder, Otto	58	U.S. Playing Card Co.	62
Carbon Paper & Ribbon Co.	50	Lang, John, & Co., Ltd.	34	Warwick Bros. & Rutter	inside front cover, 63
Carter's Ink Co.	3	L'O' Riginal Rg.	56	Waterman, L. E., Co.	4
Chapman's Book Store	31	Macniven & Cameron	46	Western Assurance Co.	59
Clark Bros. & Co.	6	Markert & Sohn	52		
Confederation Life Association	50	Metropolitan Bank	59		
Copp, Clark Co.	33, 44	Mittag & Volger	outside back cover		
Dennison Mfg. Co.	5	Molling, A., & Co.	2		
Duffield & Co.	59	Morton, Phillips & Co.	63		
		Musson Book Co.	30		

SCRIBNER PICTURE PUBLICATIONS

The following are the latest productions:



Copy, 1/2 size, 1/2 price, that Scribner's Use
 A Winter Promenade At the Ball The Horsewoman The Summer Girl The Bride

"Dirty Doggie," by Mrs. Wiederseim. Size, 9½x11. List, each	- - - - -	\$0 25
"The Lone Fisherman," by N. C. Wyeth. Size, 10½x13. List, each	- - - - -	50
Kimball Cartoons—Third Series.		
"Homeward Bound," 4 subjects. Size, 11x16. List, each	- - - - -	1 00
"A Fascinating Whip," by Frances Day. Size, 9x12. List, each	- - - - -	50
"The Moose Call," by N. C. Wyeth. Size, 10x14. List, each	- - - - -	50
"Autumn," by H. B. Frost. Size, 12x18. List, each	- - - - -	1 00
Single Figures , by Harrison Fisher. Five full-figure, rich pastel drawings, brilliant in colors, of strikingly beautiful girls. Five pictures. Size, 9½x14½, on mounts 14x21. Price per set of five, boxed	- - - - -	2 50
Child Life , by Sarah S. Stetwell. Four beautiful pictures in full colors, each one devoted to the portrayal of child life. Four pictures, 9½x14½, on mounts 14x21. Price per set of four, boxed	- - - - -	3 00
Harrison Fisher Calendar. List	- - - - -	3 00
Athlete Calendar. List	- - - - -	2 00

We have a complete range of all pictures by these renowned publishers, and we will be pleased to send catalogues and prices.

We are Sole Agents for Canada

THE COPP, CLARK CO., LIMITED

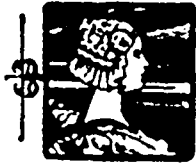
64 and 66 Front Street West

TORONTO - - CANADA

Buntin, Gillies & Co., Limited

HAMILTON  MONTREAL

Fine
Boxed
Stationery



DUTCH
FABRIK

AND
D-I-M-I-T-Y

maintain their popularity with the Stationery
Trade everywhere throughout Canada

Stationers' Sundries

Playing Cards
Tally Cards
Guest Cards
Visiting Cards
Initial Presses
Letter Scales
Desk Trays
Paper Clips
Sealing Wax



CAVALIER BACK.
Copyright, 1922, by
The U. S. Playing Card Co.

Toilet Paper
Crepe Paper
Tissue Paper
Blotting Paper
Gum Labels
Ink Wells
Damping Brushes
Passe Partout
etc., etc.

INKS Orders promptly filled from our stock of the following well-known brands: Stephens', Stafford's, Underwood's, Japanese.



Canadian Agents for the celebrated Parker Lucky Curve Fountain Pens

We afford you real **SOLIDITY** in quality and service, as we offer
THE TRADE those advantages which constitute
the valuable considerations in business.



**GOODS OF THE HIGHEST GUARANTEED STANDARD,
TRADE PROTECTION, UP-TO-DATE
BUSINESS METHODS**

"Our line" Typewriter Ribbons and
Carbon Papers, the line of real merit

SEND FOR OUR NEW TRADE CATALOG AND BOOKLETS

Principal Office and Factories
PARK RIDGE, N.J.

MITTAG & VOLGER,
INCORPORATED

Sole Manufacturers
for the Trade Only.

NEW YORK CITY Stewart Building, 250 Broadway
CHICAGO ILL., 200 Monroe Street

LONDON, St. Paul's Churchyard, E.C. 4
PARIS, 5 Im. Passe Reille

ZURICH, J. G. Muggli
AMSTERDAM, Benier & Co.