

BOOKSELLER & STATIONER

and

APRIL

Canadian Newsdealer

1908

Official Organ of the Booksellers' and Stationers' Association of Ontario
and for Twenty-Four Years the Recognized Organ of the Book, Stationery and Fancy Goods Trades of Canada

MONTREAL

TORONTO

WINNIPEG



ESTABLISHED

125 YEARS

UNDERWOOD'S WRITING INKS PASTE and MUCILAGES



Manufactured in Canada by

JOHN UNDERWOOD & CO.

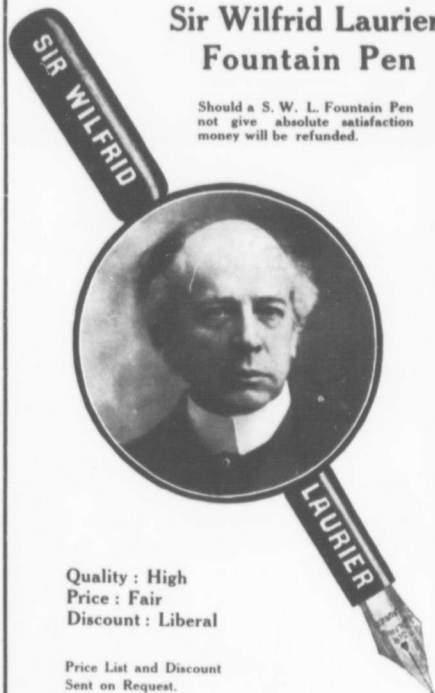
90 Richmond St. E.

Toronto

The

Sir Wilfrid Laurier Fountain Pen

Should a S. W. L. Fountain Pen
not give absolute satisfaction
money will be refunded.



Quality : High
Price : Fair
Discount : Liberal

Price List and Discount
Sent on Request.

LIBRAIRIE BEAUCHEMIN, LIMITED

Wholesale Booksellers and Stationers

256 St. Paul, 18 Notre Dame West, 26 St. Gabriel
MONTREAL

Pride in one's goods, means goods worthy of one's pride, and that is the kind that has won and holds our

Import Fancy Goods business

We are proud of the range of samples we have just opened at our Toronto Show Rooms and you will say justly so, when you inspect them. The variety is larger and more attractive than ever and you will be amply repaid for paying us a visit.

Displays will be opened shortly in

Montreal

Ottawa

Quebec

Fredericton, N.B.

St. John, N.B.

Truro, N.S.

Halifax, N.S.

Winnipeg

Regina

Moose Jaw

Calgary

Nelson

Vancouver

You are cordially invited to meet our representatives in the most convenient city and appointments will gladly be made by corresponding with any of our salesmen or the house direct.

Warwick Bros. & Rutter, Limited

Import dealers in
Foreign Fancy Novelties

TORONTO

ALL THE LEADING WHOLESALE

Stationery and Fancy Goods Houses

SELL

GOODALL'S PLAYING CARDS

~~~~~  
A. O. HURST - 24 Scott St. - TORONTO

## They Have Arrived!

And they are models of Novelty and Beauty. For the first time the celebrated

**Birn Brothers of London, England**

have introduced into Canada their unbeatable line of

## Christmas Cards and Post Cards

Every design is novel, beautiful and saleable. Don't place your orders for Christmas Cards or Post Cards without first seeing samples of this magnificent line. Representatives now on the road to YOUR place of business.

**A. ROY MACDOUGALL,** CANADIAN . . . .  
REPRESENTATIVE

42 Adelaide Street West, - - Toronto, Canada

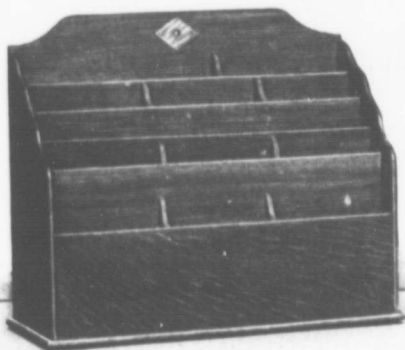
## THE COMPLETE STATIONERY HOUSE

Stocks specially well assorted "up-to-date"  
IN EVERY DEPARTMENT

**STATIONERY—PAPER  
OFFICE SUPPLIES  
ACCOUNT BOOKS  
LOOSE LEAF BOOKS  
LEATHER GOODS  
PRINTERS' SUPPLIES  
BINDERS' MATERIAL**

We are now manufacturing very largely

## STATIONERY CABINETS



### WOOD BASE INKSTANDS

Surpassing Imported in style or value

We are sole Canadian Agents for

**Esterbrook's Steel Pens—  
O K. Paper Fasteners—Wirt Fountain Pens  
Moore's Modern Methods—Loose Leaf Record Keeping**

We keep an unlimited supply of all

**STEEL PENS, PENCILS and RUBBER BANDS  
BOOKBINDERS' Leather and Supplies—everything required**

We aim to have the most complete  
Stationery House Going.

## BROWN BROS., Limited

51-53 Wellington St. West, TORONTO

**Cleanliness and Durability**  
together with sharp clear printing are features of

# PEERLESS

CARBON PAPER AND RIBBONS.

The Carbon Paper and Ribbon Mfg. Co. Limited

Office and Factory—176-178 Richmond Street

TORONTO, CANADA

## ENCOURAGE HOME MANUFACTURES

Premium Mucilage.  
Lithograms and Lith'm Composition.  
Acme Cleaning and Washing Powder.  
Belting Syrup Saves Belts and Increases Power.  
Coal Saving and Smoke Consuming Compound, safe.  
We guarantee our goods at least equal to the best.  
Samples and low prices furnished on application. Send on your orders, don't delay!

### AULD MUCILAGE CO.

17 Bleury St., - MONTREAL

## Would You Know

**DRY  
GOODS  
REVIEW**

10 Front St. East

TORONTO

More about general dry goods conditions; how to increase your net profits, by modern selling methods, effective store advertising and a thorough knowledge of 'the markets'? The Dry Goods Review will tell you how. Published monthly. 130 to 230 pages.

Subscription, \$2.00 a year.

Sample copies, 25 cents.

## The British Printer

A JOURNAL FOR THE PRINTING TRADES

EVERY ISSUE CONTAINS:

Information on Trade Matters.  
Advice on Technical Affairs.  
Hints on Every-day Work.  
Reproductions in Colour and Monochrome with every issue, showing modern methods of illustrating.

All about New Machinery and Appliances.

Descriptions of improved methods of work.  
Specimens of Job Work, original designs.

PUBLISHED BI-MONTHLY, \$2.00 PER ANNUM, POST FREE

Specimen Copy Sent on Receipt of 25 Cents.

**Spicer** BROTHERS, Ltd.  
LONDON, Eng. **Savory** E. W.  
Ltd., BRISTOL **Lyons** INK Ltd.

**Writing Papers**

**Typewriter Papers**

**Printing Papers**

**Blotting Papers**

**Card Boards**

**Fancy Card Blanks**

**Boxed  
Notepapers**

and

**Fancy Stationery  
Cabinets**

Write Us for Samples  
and Quotations  
on all your  
Paper Requirements.

Goods Sold  
On Import Only

**Calendars**

**Xmas Cards**

**Pictures**

**Post Cards**

**Private**

**Xmas Cards**

The Savory  
line is now  
ready and our  
Salesmen  
will be on the  
road  
in a few days.

Hold Your Largest  
Order for us.

**CLUCINE**

A Liquid Adhesive

**Will not go bad**

Will not dry up

Lasts longer than  
Paste or Mucilage

Is cleaner and a better  
sticker

Best Adhesive yet  
invented.

Sold with Cap and Brush

In 25 cent (5 oz.)

In 50 cent (11 oz.)

For refilling, 90c. (25 oz.)

All Wholesalers  
carry it.

**MENZIES & COMPANY, Ltd.**

19 Wellington Street East.

Canadian Agents— SPICER BROS. Ltd., London, Eng. E. W. SAVORY, Ltd., Bristol.  
LYONS INK, Ltd. Manchester. DORENDORFF & CO., London.

# Important

In April, 1907, we advised the trade that we were preparing something special in the way of School practice books and requested them to pass judgment on our proposition before placing orders. Since then actual sales have proven that in our Post Card Scribbler and Exercise Books we originated the most successful series of these books that has ever been produced.

## We Now Promise

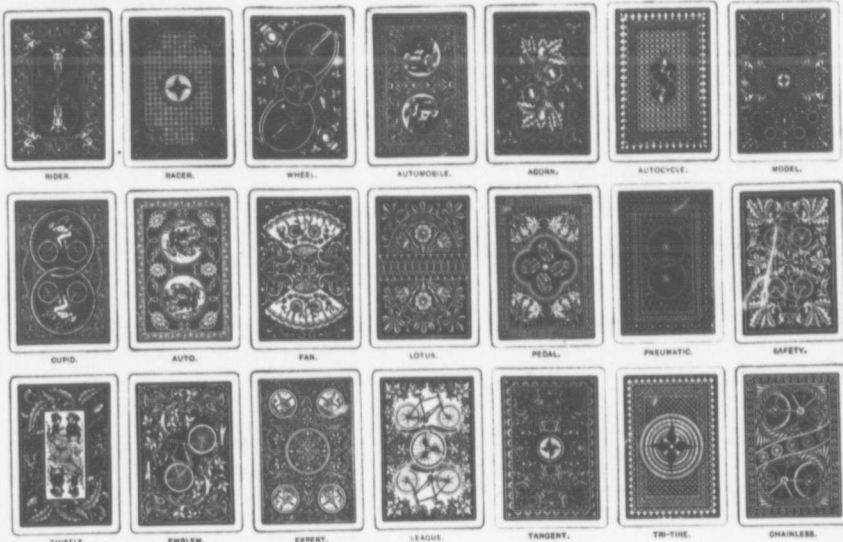
that for the coming season we will have something even more striking than our Post Card books and a series which, in our judgment, will be the biggest hit that has ever been made with the School Children in Canada. The entire idea is new and original and you have nothing to lose and everything to gain by giving this proposition your consideration before placing orders.

**We made good last year. Watch us now.**

# Warwick Bros. & Rutter

WHOLESALE  
MANUFACTURING STATIONERS

TORONTO



Here is a full line of back designs in the **Genuine**

# Bicycle Playing Cards.

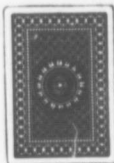
Many of them are old established designs—so well and favorably known that card players everywhere are familiar with them. Others are newer designs—some of them just added. New designs are being introduced right along, keeping the line up-to-date and far ahead of all others. That is one reason why Bicycle sales exceed those of all other makes. Order through jobber.

Samples of quality on application to

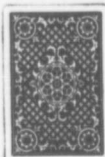
The U. S. Playing Card Co., Cincinnati, U. S. A.



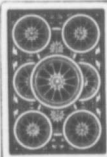
CYCLIST



LANTERN



SPROCKET



ALLWHEEL



AUTOBIKE



MOBILE



MOTOR



MOTORETTE



MOTORCAR



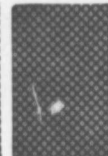
MOTORCYCLE



SNOWFLAKE



STAR-PLAID



TRI-PLAID



MARGIN-STAR



COLORADO PLAID

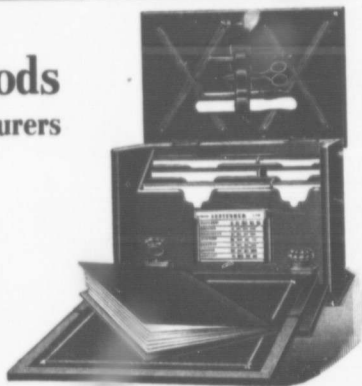


4x2000 PLAID

Motor, Motorette, Motorcycle and Autocycle backs, copyright, 1900-6; Mobile and Autobike backs, copyright, 1911-6; Automobile back, copyright, 1912; Auto, copyright, 1900-3; Lantern, Motorcar, Margin-star, Star-Plaid, Tri-Plaid, copyright, 1906; Pneumatic and Tangent backs, copyright, 1907, by The U. S. Playing Card Co., Cincinnati, U. S. A.

BOOKSELLER AND STATIONER

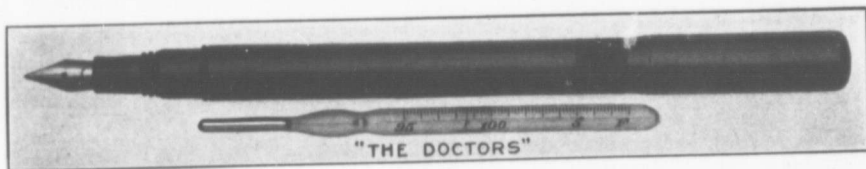
**Fancy  
Cabinet and Leather Goods  
Manufacturers**



**W. H. Brand & Sons**  
Excelsior Works  
3 and 4 Hoxton Square  
London, England

Catalogs sent on receipt of Trade Card.

## THE "NATIONAL" FOUNTAIN PENS



"THE DOCTORS"

The "Doctors"—A Perfect Fountain Pen combined with an accurate Clinical Thermometer, contained in special receptacle in barrel. Medical Men and Students will quickly recognize this very convenient feature. Price \$1.75 each. The "Big Fellow"—Chased Cap and barrel fitted with No. 8 size, first quality 14kt. gold nib. Has a specially large reservoir to contain extra ink. Price \$1.75 each.

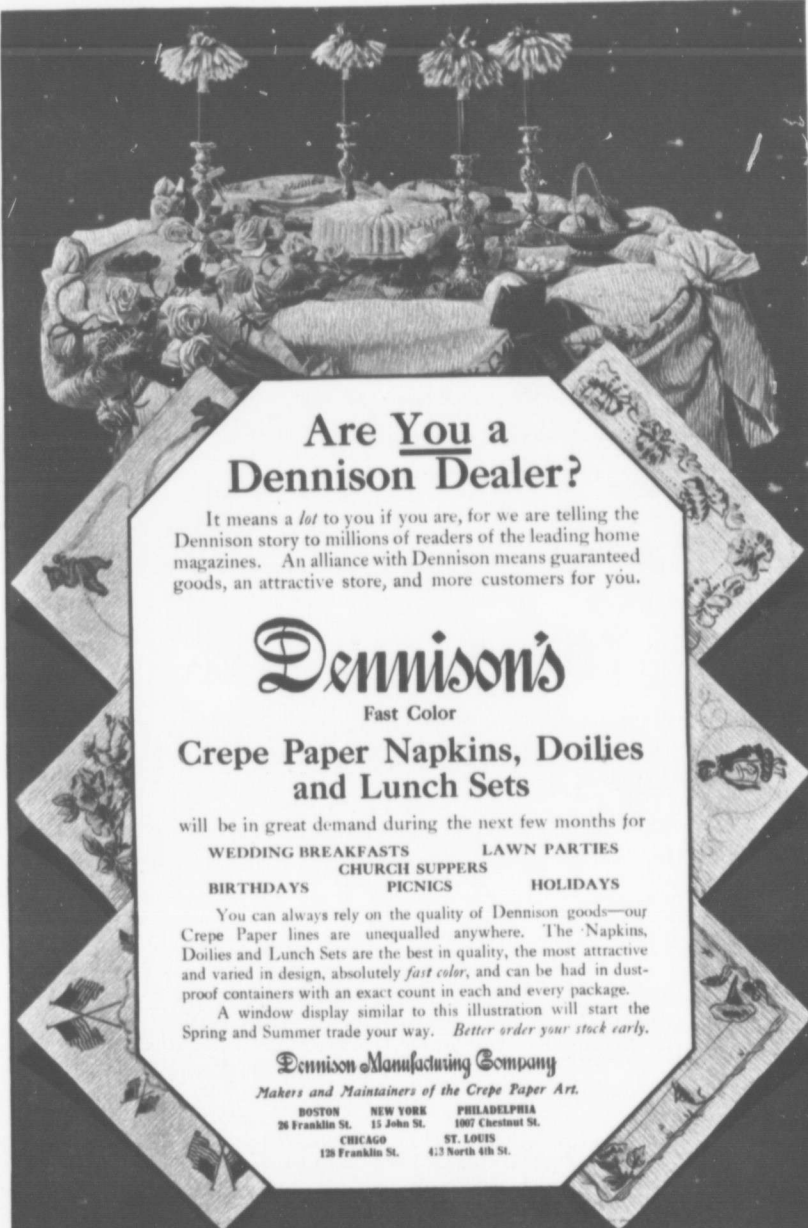


THE BIG FELLOW

These Pens are manufactured in England by the largest Fountain Pen Makers in the world. Each Pen is absolutely perfect. We are sole agents for supplying the trade in Canada with The "National" Fountain Pens.

**The Copp, Clark Company, Limited** 64-66 Front Street W.,  
TORONTO





## Are You a Dennison Dealer?

It means a *lot* to you if you are, for we are telling the Dennison story to millions of readers of the leading home magazines. An alliance with Dennison means guaranteed goods, an attractive store, and more customers for you.

# Dennison's

Fast Color

## Crepe Paper Napkins, Doilies and Lunch Sets

will be in great demand during the next few months for

WEDDING BREAKFASTS      LAWN PARTIES  
CHURCH SUPPERS  
BIRTHDAYS      PICNICS      HOLIDAYS

You can always rely on the quality of Dennison goods—our Crepe Paper lines are unequalled anywhere. The Napkins, Doilies and Lunch Sets are the best in quality, the most attractive and varied in design, absolutely *fast color*, and can be had in dust-proof containers with an exact count in each and every package.

A window display similar to this illustration will start the Spring and Summer trade your way. *Better order your stock early.*

### Dennison Manufacturing Company

Makers and Maintainers of the Crepe Paper Art.

|                             |                                |                                   |
|-----------------------------|--------------------------------|-----------------------------------|
| BOSTON<br>26 Franklin St.   | NEW YORK<br>15 John St.        | PHILADELPHIA<br>1007 Chestnut St. |
| CHICAGO<br>128 Franklin St. | ST. LOUIS<br>413 North 4th St. |                                   |

# Stephens' Inks

**DELIVERED (Freight and Duty Free), in HALIFAX, ST. JOHN, QUEBEC, MONTREAL, OTTAWA, LONDON, TORONTO, HAMILTON.**

If through delivery to other towns in CANADA is required, only the exact difference in freight between the cost of delivering the goods from LONDON, ENGLAND, to TORONTO, and that which will be incurred by delivering them from LONDON, ENGLAND, to the city required, will be charged on Invoice.

The discounts are based upon the value of each order, but all purchases made during any one year will be subject to the same discount as the placing, or largest order. (Minimum order \$10).

**Net for Orders under \$25.  
5 % on Orders over \$25.  
10 % on Orders over \$100.**

**Payment by Bill drawn in Canadian Currency @ 30 days sight.**

| PRICES AND SIZES.           |     |     | Number of the Bottle. | Con- tents. Ounces. | Price per Dozen.                      | PRICES AND SIZES. |       |       | Number of the Bottle. | Con- tents. Ounces. | Price per Dozen. |
|-----------------------------|-----|-----|-----------------------|---------------------|---------------------------------------|-------------------|-------|-------|-----------------------|---------------------|------------------|
| Blue Black Writing (Stone)  | ... | 5   | 40                    | \$6.55              | Gum Mucilage, Cap and Brush...        | 208               | 1 1/2 | \$ 85 | 208                   | 2 1/2               | 1.10             |
| " " " "                     | ... | 6   | 24                    | 4.30                | " " " "                               | 209               | 2 1/2 | 1.10  | 215                   | 4 1/2               | 1.65             |
| " " " "                     | ... | 7   | 8                     | 1.90                | " " " "                               | 210               | 7     | 2.20  | 211                   | 6                   | 1.10             |
| " " " "                     | ... | 8   | 4                     | .95                 | " " " "                               | 212               | 12    | 2.20  | 213                   | 24                  | 4.40             |
| " " " (Glass)               | ... | 240 | 32                    | 6.00                | " " " for refilling                   | 214               | 2 1/2 | 2.20  |                       |                     |                  |
| " " " "                     | ... | 241 | 16                    | 3.40                | " " " "                               |                   |       |       |                       |                     |                  |
| " " " "                     | ... | 242 | 8                     | 2.05                | " " " "                               |                   |       |       |                       |                     |                  |
| " " " "                     | ... | 250 | 6                     | 1.60                | " " " "                               |                   |       |       |                       |                     |                  |
| " " " "                     | ... | 243 | 4                     | 1.10                | " " " "                               |                   |       |       |                       |                     |                  |
| " " " "                     | ... | 262 | 3                     | .85                 | " " " "                               |                   |       |       |                       |                     |                  |
| " " " "                     | ... | 69  | 1 1/2                 | 4.35 grs.           | " " " "                               |                   |       |       |                       |                     |                  |
| Blue Black Combined (Stone) | ... | 14  | 32                    | 6.55                | Violet Black Copy. (Stone)            | ...               | 52    | 27    | 5.50                  |                     |                  |
| " " " "                     | ... | 15  | 16                    | 4.30                | " " " "                               | ...               | 53    | 15    | 3.30                  |                     |                  |
| " " " "                     | ... | 16  | 7                     | 1.90                | " " " "                               | ...               | 54    | 7     | 1.90                  |                     |                  |
| " " " (Glass)               | ... | 244 | 32                    | 6.55                | " " " (Glass)                         | ...               | 252   | 32    | 6.55                  |                     |                  |
| " " " "                     | ... | 245 | 16                    | 4.30                | " " " "                               | ...               | 253   | 16    | 4.30                  |                     |                  |
| " " " "                     | ... | 246 | 8                     | 2.35                | " " " "                               | ...               | 254   | 8     | 2.35                  |                     |                  |
| " " " "                     | ... | 247 | 4                     | 1.30                | " " " "                               | ...               | 255   | 4     | 1.30                  |                     |                  |
| " " " "                     | ... | 71  | 2                     | .70                 | " " " "                               | ...               | 278   | 2     | .70                   |                     |                  |
| Blue Black Copying (Stone)  | ... | 10  | 40                    | 9.90                | Fancy Coloured Inks, Perfumed         | ...               | 272   | 16    | 5.80                  |                     |                  |
| " " " "                     | ... | 11  | 24                    | 6.55                | Clears—Crimson, Mauve,                | ...               | 273   | 8     | 3.45                  |                     |                  |
| " " " "                     | ... | 12  | 14                    | 4.30                | Orange, Violet, Green, Blue           | ...               | 126   | 4     | 1.95                  |                     |                  |
| " " " "                     | ... | 13  | 5                     | 1.90                | " " " "                               | ...               | 120   | 2     | 2.20                  |                     |                  |
| " " " (Glass)               | ... | 248 | 32                    | 8.10                | " " " "                               | ...               | 132   | 2     | .95                   |                     |                  |
| " " " "                     | ... | 249 | 16                    | 4.90                | Stylographic Pen Ink—Writing          | ...               | 153   | 3     | 1.10                  |                     |                  |
| " " " "                     | ... | 250 | 8                     | 2.75                | " " " Copying                         | ...               | 155   | 3     | 1.10                  |                     |                  |
| " " " "                     | ... | 251 | 4                     | 1.65                | Fountain Pen Ink— Writing             | ...               | 163   | 3     | 1.10                  |                     |                  |
| " " " "                     | ... | 72  | 2                     | 1.00                | Also in Glass Bottles, fitted with    | ...               | 164   | 3     | 1.10                  |                     |                  |
| Scarlet Writing (Stone)     | ... | 35  | 40                    | 12.40               | Filler, packed in Screw-topped        | ...               |       |       | 2.20                  |                     |                  |
| " " " "                     | ... | 36  | 20                    | 6.55                | Wooden Boxes complete                 | ...               |       |       |                       |                     |                  |
| " " " "                     | ... | 37  | 12                    | 4.30                | Marking Ink for Linen                 | ...               | 47    |       | .95                   |                     |                  |
| " " " "                     | ... | 38  | 4                     | 1.90                | " " " "                               | ...               | 48    |       | 1.90                  |                     |                  |
| " " " (Glass)               | ... | 264 | 32                    | 9.50                | " " " with Stretcher                  | ...               | 49    |       | 1.10                  |                     |                  |
| " " " "                     | ... | 265 | 16                    | 5.80                | " " " "                               | ...               | 50    |       | 2.20                  |                     |                  |
| " " " "                     | ... | 266 | 8                     | 3.45                | Endorsing Ink—                        | ...               |       |       |                       |                     |                  |
| " " " "                     | ... | 267 | 4                     | 1.95                | for Rubber Stamps, Plain Corks        | ...               |       |       | 1.10                  |                     |                  |
| " " " "                     | ... | 104 | 3                     | 1.45                | " " " fitted with Brush               | ...               |       |       | 2.20                  |                     |                  |
| " " " "                     | ... | 91  | 2                     | .95                 | Colours—Red, Black, Blue,             | ...               |       |       |                       |                     |                  |
| " " " "                     | ... | 79  | 2                     | 2.20                | Violet and Green.                     | ...               |       |       |                       |                     |                  |
| " " " (Glass Stopper)       | ... | 81  | 2                     | 2.20                | Endorsing Ink Pads—                   | ...               |       |       |                       |                     |                  |
| Tree Noir Writing (Glass)   | ... | 75  | 1 1/2                 | 4.35 grs.           | Uninked, 1in Case, Size 3 1/2 x 2 1/2 | ...               |       |       | 3.20                  |                     |                  |
|                             |     |     |                       |                     | " " " " 3 1/2 x 3                     | ...               |       |       | 3.30                  |                     |                  |
|                             |     |     |                       |                     | " " " " 3 1/2 x 2 1/2                 | ...               |       |       | 4.40                  |                     |                  |
|                             |     |     |                       |                     | " " " " 5 1/2 x 3                     | ...               |       |       | 5.50                  |                     |                  |

Orders can be sent direct to:—HENRY C. STEPHENS, Aldersgate St., LONDON, ENG., or to J. M. SCHEAK, 28 Wellington St. W., TORONTO, ONT.

# Bookseller and Stationer

and Canadian Newsdealer

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

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

Vol. XXIV.

MONTREAL AND TORONTO, CANADA, APRIL, 1908.

No. 4.

## Some Facts Mainly About Ourselves

Art as an adjunct to advertising has become a recognized fact. Art increases the effectiveness of advertising. Three or four years ago the MacLean Publishing Company established a staff of expert advertisers whose services were placed at the disposal of advertisers free of charge. The results in the way of increased attractiveness of advertisements have been so gratifying that we have now created an art department for the purpose of further augmenting the effectiveness of the advertising carried by the nine trade newspapers and magazines published by us. The chief of the art department has done some of the most effective art advertising work in Canada, and we are looking for big things.

✱

The "growing time" of the last few years has been a growing time, indeed, in the cost of publishing newspapers. Wages alone in the last nine years have increased 55 per cent. in the mechanical staff, and the end is not yet. Three years hence will see another advance in the wages of the mechanical staffs, according to the agreement between employers and employes.

An increase of 55 per cent. in the wages of the mechanical staff of a newspaper means a great deal more than a similar advance in almost any other industry. This is because wages bulk so largely in the cost as compared with the total outlay. Like ordinary raw material this cost does not fluctuate. It steadily stares the cashier in the face from week to week, with the assurance, as already noted, of eventually bulking bigger.

✱

Do you ever think of sending to your trade paper items of news which would interest your conferees in business? If you have not, try to think of it in future. If you get the habit others will get it too. All will thus be gainers.

✱

Notwithstanding the great increase in costs the various papers and magazines of the MacLean Publishing Co. have steadily improved. To-day they are better than they ever were and have a larger and more widespread circulation. They are to be found in practically every place in Canada where there is a store, warehouse or factory. As one of our advertisers remarked the other day, "MacLean's trade papers are

signs which travel from one end of Canada to the other." Our circulation abroad is also growing, quite a number going to the United States, Great Britain, Australia, South Africa, West Indies, China and Japan. Only a week or two ago Stauntons, the wall paper manufacturerers, received a large order from British Guiana through an advertisement in one of our papers.

✱

That the business men of Canada have confidence in the future of Canada is evidenced by the advertising they are doing in MacLean's Trade Newspapers. New business for January was the largest by 26 per cent. of any previous month in the history of the company, and the increase for the first three months promises to be equally gratifying. These increases are significant, in view of the marked falling off in the advertisements carried by many worthy newspapers and magazines in Canada and the United States. Profits unfortunately do not show any such gain. The increase in publication costs prevent such a desired consummation. But we have faith in the future; and faith is the substance of things hoped for.

✱

It is significant that the growth in circulation has kept pace with that in advertising. From all parts of the country there has been a steady inflow of new subscribers since the new year opened, while old subscribers are renewing in a way that indicates that they are well pleased with our papers. This is the proof of the pudding.

✱

But we are never satisfied. The more circulation we have the more we want. Fortunately, there is no Limbkins to declare that hanging will be our reward for wanting more. We have within the last few weeks added several new men to our subscription canvassing staff. This will enable us to simultaneously work every Province in the Dominion, so that every probable subscriber who has come into existence since the country was covered last autumn will be waited upon before the end of the year by a trained solicitor, and no other publishing house in Canada has ever carried on such an extensive subscription campaign through trained personal canvassers.

## Side Lights on the Life of Commercial Travelers

Some Readable Bits

Sitting in an office or working behind the counter one is apt to picture the traveler's life as one overflowing with the good things of life. Eating at hotels, seeing the country and charging expenses up to the house, looks good to the fellow who has to stay in one spot on the map and eat at home always. But try the road for a while and the average man will long for the simple meals, the cosy bed and regular hours of the man who can walk or take a street car from his house to the store every day.

Hotels in Eastern Canada are none too sanitary and meals are not what they should be, but the average eastern salesman has only from Monday morning till Friday night on the road, and he has a touch of home life at the week end. Not so with the western traveler, however. His territory is large, the towns small, the hotel accommodation limited, the dangers of typhoid great, and the temptations to "go wrong" unlimited. Driving over the prairie in all kinds of weather, getting up to catch the 2 a.m. train, waiting at dreary depots hours for accommodation trains, finding all the good rooms gone and having to sit up all night or bunk with the bugs, drinking water loaded with typhoid germs or accepting the invitation of the good-hearted merchant to "have something," are all incidents in the life of the salesman in the west, apart from the difficulties of transporting baggage, making sales and "making good" with the firm.

\*

## The Drummer Set 'Em Up.

Last week a group of commercial travelers were lounging around the office counter of an hotel in London the Less, discussing local option with the proprietor. One of them who had just come in from doing a local option town aired his grievances vehemently, and concluded by saying:

"It isn't fair. A farmer comes into a city and gets a meal in a first-class hotel for a quarter. I go out to the country, have to eat in a second-class joint and they soak me forty cents."

"Well rejoined the proprietor, "It's worth fifteen cents extra to feed a drummer, compared with a farmer. You drummers come into a dining-room as though you owned the house. You want a clean place, you want a clean knife, clean fork and a clean napkin. You order everything on the bill-of-fare, you grumble about the quality of the food, joke about the butter, jolly the waitresses and sit around the table for half an hour. And when you go out you put a dozen toothpicks in your pocket."

"Now a farmer comes in looking meek and humble, is willing to sit anywhere, says ma'am to the waitresses, will eat quietly whatever is set before him, and often does not even unfold the napkin. He only takes one order in each course, he minds his own business, never starts an argument, hurries through his meal and is done in ten minutes. And if he should happen to use a toothpick he puts it back."

"It's on me, boys," said the drummer. And he stood.

\*

## Rough Spots and Bright Spots.

Only a few of the rough spots have been touched upon but volumes of "experiences" could be written by every traveler who has been given a "territory" in a "new"

country. Of course there are bright spots and a fraternity feeling amongst the "boys" helps to make life worth living. "Bill, take care of the fellow upstairs, I've got to leave town and he's got the symptoms. He's a new one or he'd have piked for headquarters a day or two ago," illustrates the fellow feeling existing amongst the men who do not know who typhoid's next victim will be. And "I've had to pack several trunks and ship them to the house," the words of a prominent western merchant, indicate that constant treating at the bar and fear of changes of drinking water, with other incidentals of western traveling life, help many to go to the bad.

No, the life of the traveler isn't all peaches and cream. At best, it is a wearisome existence and the retailer who considers his own and his fellow man's interests will always have a pleasant word if he hasn't an order for the men who call on him loaded with order books and stocks of good ideas picked up by calling at other stores.

\*

## Travelers and Persistency.

"A traveler should never give up calling on a probable customer because he at first refuses even to look at his samples or talk business with him," said the head of a well known manufacturing firm of Montreal the other day. "Here, for example, is one of my experiences: When I was on the road in the early stages of my business there was Blank & Company, whom you know well, who refused when I first called upon them to talk business with me in any way. Nothing daunted, every time I visited their city I would drop in, shake hands with the buyer, pass the time of day and walk out again, never once mentioning business for some time. One day I met the buyer of the firm at some athletic games. I came away from the field with him and as we were walking along the street he remarked, 'By the way, we have never bought anything from you people.'

"No," I said, 'but we are living in hopes of finally doing something with you.'

"Call around to-morrow morning," said he, 'possibly we can do something.'

"I called the next morning and fortunately struck the psychological moment. He examined my samples, and gave me a small order. It was not much, but was better than nothing. What has been the result? To-day we are selling that firm \$10,000 worth of goods every year. I could give you other experiences, but I think that is sufficient."

\*

## A Good Suggestion.

Jeweler: "You say that you want some name engraved on this ring?"

Young Man: "Yes, I want the words 'George, to his dearest Alice,' engraved on the inside of the ring."

"Is the young lady your sister?"

"No, she is the young lady to whom I am engaged."

"Well, if I were you, I would not have 'George to his dearest Alice' engraved on the ring. If Alice changes her mind you can't use the ring again."

"What would you suggest?"

"I would suggest that the words be, 'George, to his first and only love.' You see with that inscription you can use the ring half-a-dozen times. I have had experience in such matters myself."

## A Story in Rhyme.

A revision of Goldsmith's "Deserted Village" to suit the needs of the twentieth century community, appears herewith, reproduced through the courtesy of the Iron Age, of New York. Read this story and laugh if you like, but remember that there is a big substratum of truth beneath it all. The mail order houses in the big cities are undermining the business of local retailers in a serious manner.

\*

How can the inroads of the mail-order houses best be met? There are several ways, all based on the educative idea. Once you succeed in proving to the local public that it is actually cheaper to buy at home, then the victory is won.

\*

The press should be a strong factor in this educative campaign. Give the local paper every opportunity to gather information and publish facts. Several papers that we know of are carrying on this work, quoting actual prices and showing their readers how the two methods of buying compare. The press will help the retailer for it is directly to its advantage to do so.

\*

The trade paper is another strong factor to be reckoned with in combatting mail-order competition. The trade paper is deeply interested in the welfare of the retail trade, and it is sparing no effort to counteract the influence of the mail-order people.

\*

The organization of retail associations during the past few years is providing the means for the removal of the reason for existence of the catalogue house. The retail associations are educating their members to more intelligent methods of doing business, helping them to successfully combat mail-order advertising and undersell the mail-order houses, while also preventing the securing of special legislation injurious to the retailer.

\*

The Secretary of the Booksellers' and Stationers' Association will be pleased to supply electrotypes of "The Deserted Village" at cost price to any member of the Association who may want to get his local paper to use it. This is a course which we would heartily commend. The cost is very slight, and the end to be achieved is a worthy one.



Tom Plowman lived on a section farm  
Not far from a prosperous village;  
He worked late and early and calloused his palm,  
But thrived by industrious tillage.



He saved up some money and stood very well,  
His luck would have lasted for all we can tell  
If he never had heard of Chicago.



One day a big catalogue came through the mail  
That told of a wonderful heater;  
The figures were tempting, Tom swallowed the tale,  
Says he, "Mr. Merchant's a cheater."



His profit must be near a hundred per cent.,  
I'll just call his bluff and unless he'll relent  
I'll order a stove from Chicago.



So he drove to the village and entered the store  
With an air that was lofty and knowing,  
Says he, "Mr. Merchant, please tell me once more  
The price of that stove you were showing."



"Thirty-five, cash or credit, the best one in town."  
Tom turned on his heel and went out with a frown,  
And sent off a check to Chicago.



He bragged to his neighbors and they in a trice  
Sent away for whatever they needed;  
They often were stuck, but they got a low price,  
Which, of course, was the one thing they heeded.



The merchant soon failed and sold out his store,  
And this was the notice he left on his door:  
"Come to look for a job in Chicago."



Tom's mail order stove didn't work very long,  
But no one in town could repair it;  
At last he was forced to admit he was wrong,  
His neighbors weren't slow to declare it.



With no stores there was no one to buy or to sell,  
The drummers stopped coming, they closed the hotel,

'T was surprising how quickly the towns went to—  
well  
A very long way from Chicago.



The lawyer, the doctor, the editor, too,  
They all got cold feet very quickly;  
The parson soon noticed the way the wind blew,  
He left, for his children were sickly.



At last Tom decided to sell his old farm,  
But no one, he found with the greatest alarm,  
Would buy one so far from Chicago,  
When blank desolation stared Tom in the face



His courage grew weaker and weaker,  
Till he made up his mind to get out of the place  
And go on a jaunt as home seeker,  
So he put on his overcoat, packed up his grip,  
Says he, "I'll be giving my neighbors the slip,  
For I must be off to Chicago."



When he got to the station to Tom's great surprise  
He found it deserted and dusty,  
Inhabited only by spiders and flies,  
And the siding was crooked and rusty.



The trains flew by whizzing, Tom waited in vain,—  
Says he "Neither merchant nor doctor nor train  
Will stop any place but Chicago."



# Some Helpful Hints for the Advertising Department

Continuity Needed

One day when looking through a large factory I was taken down to the boilerhouse where the steam to drive the motive power for engines was generated, said a writer in Printers' Ink. What attracted my attention the most was the automatic stoking arrangement. This arranged for a continuous feed of fuel to the fires under the boilers. This continual supply of a regular quantity of fuel is the secret of the economical and effective production of heat.

In retail business there is need of a continuous supply of advertising. Continuous, not spasmodic. If the stoking of a boiler fire was not done at regular intervals and a big supply put on there would soon be a very serious diminution and waste of power.

Let us first take newspaper publicity. You arrange to spend a certain sum of money during the year. This will pay for a few large displays which would create an equal number of spurts in the rush of business. But that is about all that it would do. If you use a much small-

it fresh. It's no use sending copy to the newspaper once a month and never changing it during that period.

In your newspaper space you should say things that you would say to the customer who comes into your store. If you are at a loss what to say just spend a little time each day listening to the arguments used by your salesmen. If these are effective in selling goods in the store they will be just as effective in selling goods through newspaper publicity. It is the continual repetition of your story in new words that will eventually impress upon the public the fact that when your class of merchandise is wanted your store is the place for it.

## Don't Let the Public Forget.

Never let the public have a chance to forget you. Be always at it telling them about your goods and your store. The newspaper of to-day is only good for a short time. As soon as the next issue comes out the previous one is dead.

Advertising should be store and merchandise news. What would you think of a newspaper which contained the same news paragraphs day after day? It would soon cease to be of interest to you and your daily cent or two cents would be spent on another paper.

A business man in our city stopped me in the street the other day and said: "When I used to get the evening paper I looked for the latest news, but now I always glance first to see what you have got to say." Get the public into the way of looking for merchandise news in your space and there will soon be a ready response to your appeals for their patronage. The writing of advertising copy becomes a pleasure and incidentally results in extra profits and popularity for the store for which it is got out. It is almost unnecessary to say here that the merchandise and the store must be in line with the advertising. This is a foregone conclusion.

## Does It Pay to Cut?

The advertisement of W. G. Thomson, Nelson, B.C., raises a question which was suggested by the remarks on this page last month about price-cutting. There it was in a measure defended, on the ground that the bookseller and stationer's stock becomes so soon out-of-date and the old goods must be cleared out to make room for the new. But another point has been mentioned. Is this price-cutting going to hurt trade in the long run? Is it going to cheapen a store? That is something we would like to hear discussed.

## A Nursery Rhyme.

Mary had a little lamb, its fleece was white as snow; it strayed away one day where lambs should never go. And Mary sat her quickly down and tears streamed from her eyes; she never found the lamb because she did not advertise. And Mary had a brother John who kept a village store; he sat down and smoked a pipe and watched the open door. And as the people passed along and did not stop to buy, John still sat and smoked his pipe and blinked his sleepy eye. And so the sheriff closed him out, but still he lingered near, and Mary came to drop with him a sympathetic tear. "How is it sister, can you tell, why other merchants here, sell all their goods so rapidly and thrive from year to year?" Remembering her own bad luck, the little maid replies: "Those fellows get there, John, because they advertise."

**Here Are Our "Red Tag" Prices**

Please Note - In every instance, the price listed in this advertisement are only a few instances shown to indicate the range of such low and the savings which can be made in price. There are not complete lists of all the items listed.

|                                                                        |                                           |
|------------------------------------------------------------------------|-------------------------------------------|
| <p><b>TOYS AND DOLLS</b></p> <p>1. ...</p> <p>2. ...</p> <p>3. ...</p> | <p>4. ...</p> <p>5. ...</p> <p>6. ...</p> |
|------------------------------------------------------------------------|-------------------------------------------|

**W. G. THOMSON**

BOOKSELLER      PHONE 24      STATIONER

HOW THEY ADVERTISE IN NELSON, B.C.

er space, on the other hand, and let your advertisement appear as often as possible it will result in a steady amount of business which will increase as the year goes on. Newspaper space is valuable and requires to be carefully and thoughtfully used. Whatever line of merchandise you are interested in has plenty of good features that can be told to the public.

## Take Small Space.

Take a small space in the newspaper which will reach the greatest number of the public from which you expect to draw your business and tell of the good qualities of your merchandise. Speak of the desirability of possessing or purchasing your stock. Draw attention to the superiority of your merchandise. Show plainly the advantages of trading at your store. If all these particulars be sure you stick to the plain unvarnished truth. Tell the same story over and over again in different words. Never have the same copy appearing twice. Keep



Interior of A. H. Jarvis' Book Store, Ottawa.

## A. H. Jarvis' Store in the Canadian Capital

1888-1908.

The store illustrated, with its book gallery, its display stands, its well filled shelves and its general appearance of prosperity, is not the same store by any means that Mr. Jarvis opened in Ottawa twenty years ago in 1888. The original Jarvis store was only about one-fourth the size of the present establishment and its appearance and equipment were correspondingly small. In the average life of a book store, twenty years sees little alteration in appearances and changes are usually not of the four-fold variety, so that the development of Mr. Jarvis' store is exceptional in a measure and indicative of the proprietor's abilities as a business man.

Mr. Jarvis began his career as a bookseller twenty-four years ago in the store of J. S. Durie, where he spent an apprenticeship of four years. He then set up in business for himself in a store located where his present store stands. During the subsequent twenty years he has made many changes and enlargements in the store, quadrupling the size and perfecting the interior arrangements. His latest improvement was the remodelling of the front two years ago.

Mr. Jarvis has given his personal attention to the business from the outset, which accounts to a considerable degree for its prosperity. He is a man well thought of in trade circles, a good bookman and a progressive bookseller. He has not confined his business merely to books and stationery, but for the past eleven years has run a branch post office in his store, besides acting as agent for various transportation companies, etc.

One of the features of the Jarvis' store, or "The Bookstore," as it is frequently named, is the book gallery to be seen at the rear. This gallery utilizes considerable space that might otherwise be wasted. It overlooks the store, is well lighted from above and affords a pleasant

retreat for the booklover. Here are to be found the prize and library books, the staples of the book business.

To the left of the main entrance are to be seen the current books, arrayed on counter shelves, with titles outward, so that customers can run over the stock and examine any book desired. Cheap editions are also ranged on the counter. In the shelves at the back are to be found the poets, bibles, hymns, etc., with the class-designation at the top of the shelves. This is an excellent idea and a great help to customers.

To the right of the main entrance is the stationery department, with well filled shelves of papereries and notepaper and showcases containing pens, pencils, etc. Commercial stationery is found to the rear. Magazines, picture post cards and similar lines find a place in the store's economy.

### INCREASE IN BRITISH PUBLICATIONS.

In the British House of Commons on March 21, Hon. Mr. Buxton, Postmaster-General, stated that the number of British publications going to Canada weekly was 170,000. Two-thirds of this number were the result of the reduced postal rates. Mr. Buxton further stated that the increase was greatest on magazines of the highest class and that the pecuniary loss was very slight.

This is encouraging news all round and fully justifies the contentions of those who fought for this concession for many years. It is now the concern of the news trade to see that they get the bulk of the trade in these British publications. Organize a good system and a local delivery and customers will be quite as willing to patronize the newsdealer as they would be to send their money away to a subscription agency.

## Some Good Advice to Young Men Entering Business

By Howard R. Wellington

Give your employer a full measure of your time; working a few minutes over the regular time if necessary, showing him that you are deeply interested in your work, which is in his business.

This matter of a few minutes' overtime occasionally may seem a very small matter, but the average employer is quick to make a mental note of the young man whose ambition seems to be to get away from his work on the stroke of the clock.

A great deal is said nowadays about working overtime, and it might be well not to enter into a discussion about such a large subject, suffice to say, that there is in

amount of good judgment has to be exercised in the distribution of such a class of work over a period, so as not to have more than say one night a month, perhaps, at the first, perhaps at the last, and even this is not found necessary if the work is judiciously distributed. In one respect positions are something like boarding places. We never know how well we are suited until we think of making a change.

To hear some men talk one would think their positions were the most unsatisfactory in the world, and that their employers were the most eccentric and ungrateful creatures that ever breathed. Yet these men will usually hold on and on, in spite of the fact that they have frequent chances to leave.

**Dissatisfaction.**

The dog we know is better than the dog we don't know. There is lots of truth in it. The "old man" may be cranky, but you understand him, you know how to put up with his ways of doing things. It may not be so elsewhere. Things are not half so bad as we often paint them to ourselves. Analyze your complaints. Rest assured of one thing—you could easily do worse than where you are.

Life is made up of little things—if we are faithful in the smaller details, the larger problems will be more easily overcome.

**System.**

We read and hear a great deal to-day about system, as applied to business. When we speak of "systematic," it does not necessarily mean that a man must get into a groove and have a hard and fast rule for performing each duty allotted him—rather, that he should be keen to adopt any new method brought to his attention, bearing in mind two things essential to a good system, viz., first, that he is able to do a little more work with a little less trouble; second, that he is able to produce more satisfactory results with less work than at present.

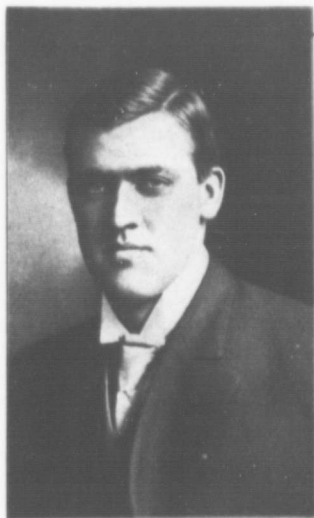
Don't be satisfied with doing your work just as good as the other fellow, aim to do it a little better.

**Observation.**

We learn a great deal by observation. To use a simple illustration: Two men are walking down the street; one with keen, alert and businesslike air, observing right and left, the people, the stores, and, in fact, everything of interest, gaining thereby a great deal of valuable information at a glance; the other, listless, indifferent, with apparently no interest in his surroundings, losing what the other has gained.

Self-control under all circumstances is one of the most salient points in a successful man's career. To show a perfectly serene countenance and attitude during the most exasperating circumstances, is a quality few men possess. To control one's feelings under stress of great provocation is the exception rather than the rule. The world has no place for the indolent fellow; he is in the road and must be carried along with the enthusiasm of the workers or drift behind and become a drag on the community.

Each day should add one block to the strong structure of character and manhood which we are building. Don't shun the dull, uninteresting details which lead up to more important work. It is these very small matters which



REX E. BEACH  
Author of "The Spoilers" and "The Barrier."  
(Mussou Book Co.)

most businesses a busy season when the employe is asked to work after regular hours, sometimes with no extra remuneration, but there is correspondingly a slack season when the work is light, the hours shorter, and numerous other little concessions are granted, which more than compensate for the extra heavy work of a busy season. Of course, there are extreme cases where an employe is expected to work all year round without holiday or concession of any kind, but such instances are rare and will become more so.

It is a good plan to complete one's work as much as possible each day, leaving everything at the close of the day in such shape as to be easily taken up and carried on by a stranger who may be introduced to the work.

**Distribution of Work.**

A bookkeeper might say to this suggestion: "My work is never complete; if I were to take this advice, I would be at it night after night." Possibly so, but a fair



become the groundwork or foundation of a successful life.

Make the best effort in the position you now occupy, till it is overflowing, and when the opportunity comes, you will be the man to seize it.

An old Arabian proverb says: "The man who knows not, and knows not that he knows not, is a fool—shun him. The man who knows not and knows that he knows not is willing—teach him."

The man who knows it all never succeeds. We should always be ready to consult others, though we have formed a decided opinion of our own, for it is only by such inter-

change of ideas that our minds are broadened, and our thoughts crystallized into definite opinions.

**The Young Man in Position of Trust.**

This is undoubtedly an age for young men in business. Look around you, see the responsible positions being held by young men everywhere in our large institutions. But some one says, it is influence which has placed the young man in these positions; granted—in some cases, but look into it carefully, have not all or most of these young men made the best of every opportunity available, have they not improved their time by preparing for something better? Now, when new work confronts them, they are competent to handle it.

**Expense Accounts—How to Arrive at Net Profit**

A Distribution of Expense

In every business a certain class of expense accounts must be kept, although the titles and arrangement may be particular to the class of business carried on. For instance, in a certain business where advertising is a special feature, it is desirable to open a separate expense account for advertising; then again, cartage or freight may be unusually heavy items and it is necessary to know the total amount expended yearly for each item. These expense accounts may be grouped under comprehensive headings, such as "Heat," "Power," "Water," "Light," etc., but the information gained by separate accounts for each heavy expense item more than compensates for the extra work involved in opening a few new accounts. A plan adopted by a number of large concerns who desire to have detailed information in regard to expenses, is to have representative accounts in the ledger and a special itemized expense book with twenty, or even thirty columns for classification, which book is written up each month from the book of original entry, thus giving the total expenses for each minute division monthly.

**Expense of a Retail Store.**

At the end of a certain period we find the total of the various expense accounts, after making allowances for (1) insurance prepaid, (2) stationery and sundry expense supplies on hand, (3) rent and taxes due, etc., to be as follows: Light \$50, power \$15, water \$10, heat \$60, rent \$500, taxes \$30, postage \$25, stationery \$30, salaries \$3,000, express and freight \$75, delivery \$40, phone \$20, wrapping supplies \$30. These items may be classified as follows:

|                                |       |
|--------------------------------|-------|
| Heat, power, water, light..... | \$135 |
| Rent and taxes.....            | 530   |
| Postage and stationery.....    | 55    |
| Salaries.....                  | 3,000 |
| Carriage and delivery.....     | 115   |
| Store expense.....             | 50    |

Total expenses.....\$3,885

The sales for the same period amounted to \$40,800, the purchases of new goods \$30,000. The stock on hand at the commencement (taken at cost) amounted to \$7,000 and the stock on hand at the close, taken on the same basis, amounted to \$6,500. The trading account therefore shows as follows:

**Trading Account.**

|                                |          |
|--------------------------------|----------|
| DR.                            |          |
| Stock on hand.....             | \$7,000  |
| Purchases.....                 | 30,000   |
| Gross profit.....              | 9,500    |
|                                | \$46,500 |
| CR.                            |          |
| Sales.....                     | \$40,000 |
| Stock on hand (at finish)..... | 6,500    |
|                                | \$46,500 |

The partners' share in the profits is simply a matter of arrangement between the partners themselves, but for the sake of illustration we will suppose that \$8,000 has been invested in the business, and that each partner gets a salary of \$1,000 a year. It has also been decided to charge against the profits interest at the rate of 6 per cent. on the capital invested. Our trading and profit and loss accounts would then appear as follows:

|                                     |          |
|-------------------------------------|----------|
| DR.                                 |          |
| Total expenses.....                 | \$3,885  |
| Net profit.....                     | *5,615   |
|                                     | \$9,500  |
| CR.                                 |          |
| Gross Profit.....                   | *\$9,500 |
| DR.                                 |          |
| Partner salary.....                 | \$1,000  |
| Partner salary.....                 | 1,000    |
| Interest, \$8,000 @ 6 per cent..... | 480      |
| Balance credit profit and loss..... | *3,135   |
|                                     | \$5,615  |
| CR.                                 |          |
| Net profit.....                     | *\$5,615 |

**THANKS FOR SERVICE.**

Words of sincere appreciation for work well done are not flattery. We ought to be as ready with them as we are with condemnation when we are not pleased. A tradesman pretty nearly dropped the telephone receiver with astonishment because a customer called him up to thank him for good service. He was used to hearing complaints only. Those who are pleased too often say nothing.

## What Men in The Trade Are Doing

H. W. Fry has recently succeeded McCrea & Co., stationers and booksellers, of Sarnia, Ont.

The stationery business of H. C. Nolan, Ottawa, was recently disposed of by a bailiff's sale.

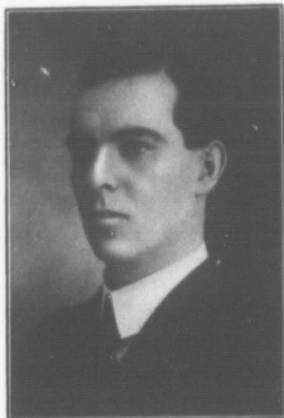
B. A. Clarke, Canadian representative of Ward, Lock & Co., London, is on his way to the coast.

B. W. Huelseh, publisher, New York, moved on April 1 to more adequate quarters at 225 Fifth Avenue.

George Stewart, representing the Oxford University Press, got back to Toronto from his coast trip last week.

Thomas Nelson & Son's representative, Mr. Mallens, spent some days in Toronto on his return from a trip to the coast.

A. E. Pearson, of Pearson & Co., Calgary, we are sorry to hear, has been in the hospital for some time, suffering from erysipelas.



J. B. HAY

New Canadian representative of the Eaton, Crane & Pike Co.

E. H. Harcourt, of the E. H. Harcourt Co., manufacturing stationers, has just returned to Toronto from a trip to the east.

The manager of the wholesale department of Carter & Co., Charlottetown, P.E.I., Mr. Bremner, is at present on a buying trip to Toronto.

W. C. Williamson, junior partner in the firm of Williamson & Son, booksellers, Port Hope, was in Toronto doing some buying last week.

C. O. Dismore & Co., who bought out Spence & Co., Fort William, are doing a good trade in that city, according to reports brought in by travelers.

The stationery and agency business formerly carried on by the late T. G. S. McAmmond, of Sturgeon Falls, has been taken over by A. W. Smith, of that place.

R. J. Plaskett, of the Copp, Clark Co., has recently returned to Toronto from the western field. Mr. Plaskett says he found business pretty good in his territory.

A visitor to the Toronto trade last month from the west was D. J. Young, of D. J. Young & Co., the Calgary booksellers. Mr. Young also visited New York.

F. W. Rickaby, of Bruce Mines, has sold his book and stationery store to Dr. K. Campbell. Mr. Rickaby will in future devote his time to the printing business.

R. J. Soden, of Peterboro, was noticed in Toronto recently doing some buying. Mr. Soden's business has been going ahead very successfully in the Plate Glass City.

Fire did \$1,500 damage to the stock of the National Stationery Company, at 40 Scott street, Toronto, on Sunday, March 22nd. The loss was fully covered by insurance.

W. C. Bell, of the Musson Book Co., leaves shortly for Winnipeg and the west. Mr. Bell joins his traveling mate, Harry Woods, of Warwick Bros. & Rutter, at Winnipeg.

C. D. Hills, one of the directors of Hills & Co., the art publishers, was in Toronto recently, conferring with the company's Canadian representatives, the Copp, Clark Company.

Harvey S. Lloyd, dealer in office supplies, 26 Front street east, Toronto, suffered about \$1,000 loss by fire on March 19th. The damage was fully covered by insurance in the Royal.

From late advices received from A. O. Hurst, who has been busy selling Goodall's playing cards down east, he intends to take in Newfoundland and Prince Edward Island in his itinerary this year.

J. S. Robertson, of J. S. Robertson & Co., who started business last fall in Lethbridge, reports business good in his district. Travelers say that Lethbridge is one of the bright spots in the West this season.

S. B. Gundy, manager Canadian branch of the Oxford University Press, sails next week from New York for England. He expects to be away about a month, conferring with the head office management.

C. H. Allison, formerly druggist for the Canada Drug & Book Co., Nelson, B.C., has bought out Reid & Co., Cranbrook, and will commence business about the middle of April as the Cranbrook Drug & Book Co.

M. J. Gaskell, formerly of the Musson Book Co., Toronto and later with D. J. Young & Co., Calgary, has joined the staff of the Thomson Stationery Co., Vancouver, and is in charge of the retail department.

G. Sutherland Forsyth has bought out his partner, W. Irvine, and the firm of Irvine & Forsyth, Vancouver, will in future be known as G. S. Forsyth & Co. The store is located at the corner of Hastings and Homer Streets.

E. L. Christie, of Brandon, has added two flats to his store, making it one of the finest stores in Canada. Mr. Christie does a big business in school supplies, and the increased space was required to handle the trade in this line.

L. C. Wilson, bookseller and stationer, Calgary, Alta., has been visiting his old home in Perth, Ont., and incidentally calling on the trade in Toronto. He has not been in the best of trim of late and the trip east was to benefit his health.

Harold W. W. Copp is in charge of a fine display of import books for his firm, the Copp, Clark Co., at the

King Edward Hotel, Toronto. Mr. Copp recently got back from Montreal and Ottawa, where he succeeded in beating his last year's record of sales.

According to Henry Button, manager of the Canadian branch of Cassell & Co., the balance sheet of the general company showed profits for 1907 exceeding those of 1906 by over \$50,000. Mr. Button hopes that the Canadian branch will help to swell the increase this year.

Travelers all say that Linton Bros.' store in Calgary is one of the sights of the West. The big addition made to it last fall renders it probably the largest store of its kind in Canada, so far as floor and shelf space is concerned. Linton Bros. deal largely in books and fancy goods.

Hugh S. Elliott, who covers the middle west for Houghton, Mifflin & Co., Boston, and has his headquarters in Chicago, was in Toronto last month calling on the trade there. Mr. Elliott is enthusiastic over the prospects for the new novel by Mary Johnson, which his firm are bringing out in the early fall.

G. A. Parker, Canadian representative of that progressive agency, the Imperial News Company, of Toronto, has just returned from his Eastern trip much encouraged with results. He is about to start on an extensive tour West to the coast, including a visit to the fast growing town of Prince Rupert. Mr. Parker will make many side trips in his itinerary.

Thomas Allen, of McLeod & Allen, is back in Toronto from his annual spring trip to the coast. He found business rather quiet on the way out, but noticed a decided improvement in tone on the way back. General orders were good, but the trade were holding back on orders for Christmas goods. Mr. Allen thinks everything will turn out all right.

The new Canadian representative of the Eaton, Crane & Pike Co., to succeed F. E. Waterman, promoted to the New York office, is J. Bevan Hay, of St. Thomas, son of M. G. Hay. J. B. Hay has been in business with his father in St. Thomas for some years now and is well qualified for his new position. Bookseller and Stationer wishes him every success.

The trade will be pleased to hear that F. E. Waterman, Canadian representative of the old Eaton-Hurbut Paper Co., has received a well-merited promotion in the new firm of Eaton, Crane & Pike Company. He is now assistant to the manager of the New York office, with headquarters in the Brunswick building, 5th avenue and 26th and 27th streets, New York city.

Major Duff Stuart, of Clark & Stuart, Vancouver, B.C., has recovered his title as champion player of English billiards, having defeated Tom Allen, of McLeod & Allen, in a hot contest last month. It seems that the Major lost the championship to Mr. Allen last year, and was determined to win it back this year. The hero of Bisleigh put up a great game and succeeded in recovering his lost glory. Congrats, Major.

James I. Anderson, of London, one of the best-known and best-liked Canadian booksellers, has found it necessary to offer his fine business for sale, owing to ill-health, which compels him to remove from London to southern California. Mr. Anderson will be greatly missed in trade circles, where he has won everybody's esteem by his strict integrity and genial good-nature. He has been thirty years in business in London.

Considerable wallpaper advertising by dealers is appearing in newspapers at this season of the year. Among others we have noticed is a full page advertisement in the Portage La Prairie Graphic, of Brown's, Limited. A num-

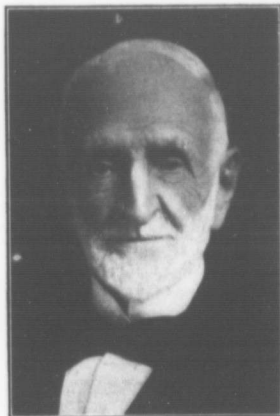
ber of reasonable designs are reproduced in this ad. Another good ad. appearing in the Vancouver News-Advertiser is that of the Hudson Bay Stores. The ad. is four columns wide and about 170 lines deep, and is given over entirely to wallpaper.

\*

### The Founder of The American News Co.

To have reached the ripe age of ninety-five years, and still to be able to take an active interest in business affairs, is the lot of very, very few men indeed. Yet Henry Dexter, of New York, who passed his ninety-fifth milestone on March 14, is such a one. Born almost a century ago at West Cambridge, Mass., he entered the publishing house of Lincoln and Edmunds in Boston at the age of fourteen. Here he served an apprenticeship of three years becoming at the end of that time second foreman in the printing office of Harvard University.

In 1836 Mr. Dexter removed to New York, where he



HENRY DEXTER.  
1813 - March 14th - 1908. Photo by Pach, New York.

entered the employ of Grannis, White & Co., and later occupied a position in a hardware business. In 1842 he bought the interests of his brother's partner in the firm of Dexter & Tuttle, dealers in books, periodicals and daily papers and the name became Dexter & Brother.

Several changes were made in the firm during the ensuing seventeen years, until in 1859 Mr. Dexter conceived the idea of forming a company by consolidating all the leading newsdealers. This idea was consummated in 1861 and the company thus formed was the foundation of the present American News Company. All the funds necessary to carry on the business were supplied by Mr. Dexter, as the other members were entirely without means, except their respective businesses. From 1874-76 Mr. Dexter was residing in England and during that time was instrumental in forming a company which has now become the International News Co.

Under the new firm the sphere of trade was gradually extended throughout the United States, with important branches in Canada, England, France, Germany, the East Indies, Japan, China and Australia. Mr. Dexter acted as president without salary, and after his resignation in 1896, retained the largest interest in the company.

Bookseller and Stationer unites with hundreds of Mr. Dexter's friends in wishing him hearty congratulations on the completion of his ninety-fifth year.

## Editorial Chronicle And Comment

### THE SUBSCRIPTION EDITION.

In a country the size of Canada, where purchasers of native books are few, there is a great deal of excuse for the publication of subscription editions. Many valuable works of history and biography, which we have to-day on our library shelves, would never have seen the light, had they not been published on the subscription plan.

One important instance of this is the *Makers of Canada* series, a collection of twenty biographies. We doubt if it would have been possible to publish profitably more than one or two of these books in the ordinary way.

The unfairness, however, of the subscription plan in most cases, is the failure of the publishers to do justice to the booksellers. The bookseller should be given the same advantage as the canvasser in the matter of commission. That granted, the publisher is going to win an advantage which he would not otherwise enjoy—that of being able to exhibit his books in the book-store. There are many books published in this country which are never seen or heard of by the ordinary reader. Surely the publishers of subscription books are not so blind to their own interests as not to realize the value of book-store publicity.

The subscription plan is a necessity, but there is no reason why the subscription plan should conflict with the bookseller. Let both publisher and bookseller work in harmony and the cause of Canadian literature will be thereby much better served.

### STUPIDITY OF POST OFFICE OFFICIALS.

The correspondence, reproduced on another page of this issue, which passed between the Deputy Postmaster-General of Canada and the Secretary of the Booksellers' and Stationers' Association, illustrates in a marked degree the crass stupidity of the Canadian Post Office officials. Everybody is beginning to understand that Postmaster-General Lemieux, in his efforts to improve his department, has been very seriously hampered by the inefficiency of certain officials. We give the P.M.G. every credit for his efforts to better conditions and believe that, if he were given adequate support, his tenure of the position would become famous as the best in the history of the department. But what can the public expect, if officials behave as stupidly, as this correspondence would indicate?

The case in brief is as follows: Canadian newsdealers are informed that if they wish to mail U. S. periodicals at the rate of one cent per pound, they must furnish the department with a bona fide list of subscribers and a sample copy of each periodical. It was pointed out to the department that for every newsdealer to be compelled to furnish a sample copy of a particular periodical, was an entirely unnecessary hardship. A single copy should serve the purpose of the department as well as a quantity of duplicates. Why burden struggling newsdealers with such

an uncalled-for requirement? This fact was demonstrated in a respectful manner to the Deputy Postmaster-General. His reply indicates that he is either unable or unwilling to see the point and act on the suggestion. He has no reason whatever to offer for this absurd ruling, which is as unjust as it is unnecessary.

All this reminds us of the story told in the "Life of General Ayde," about army methods in India, some years ago. In those days regiments were moved around from place to place quite frequently and pay was handed out at irregular intervals. The men had to have certain papers proving that they were alive, certified to before they were entitled to their pay. In one case, a soldier, who had papers showing that he was alive during September and October, was refused pay for July and August, because he had no certificate for those months. This is just another instance of red tape carried to an extreme.

### RETURNING IMPORTED GOODS.

It is quite probable that retailers do not fully appreciate the inconvenience, not to say loss, which they frequently inflict on jobbers and wholesalers by the practice which this season has been unusually prevalent, that of returning goods received as a result of import orders. Because a merchant feels after the shipment has been opened up that his trade did not justify an order as large as he gave, would not, one would think, be considered as sufficient justification for throwing the goods back upon the jobber. Few importing houses in the wholesale centres have escaped this returned goods evil this season.

One Toronto house relates this experience: A merchant in one of the smaller towns sent back practically an entire import shipment of goods. He followed the shipment to the warehouse in person and on being remonstrated with stated that he knew they would accept the goods, whereas he had doubt about the other houses with whom he had placed import orders. The unfairness of such a course is apparent. Because the house had treated him generously, advantage was taken of them.

Wholesalers have a club held over them, and many of them find it difficult to pursue the course which they know they are justified in taking.

One house has taken a firm stand, and upon receipt of a shipment of returned goods, imported to the customer's order, a letter is sent refusing them, and stating their reasons, or they advise the customer that they will ship again with next order.

Under ordinary circumstances, wholesalers do not refuse returns, when they are made for a valid reason, and in small quantities, but large shipments of the kind referred to are a very different matter, especially when it is remembered that import orders, in the majority of cases, practically constitute a contract, the retailer being furnished with a copy of the order for endorsement before it is forwarded.



# Mercantile TRADE MARK Snapper-Catch

Patent applied for

**A CONVENIENT PRACTICAL AND INTER-CHANGEABLE PEN OR PENCIL HOLDER.**

*It is a "snap" to use a Snapper-Catch, for it snaps securely locked or unlocked with the use of one finger.*

Loss of pen or pencil from pocket made impossible by the use of this compact device. Very simple and strong. Readily adjusted to any size pen or pencil. Made of best quality spring steel.

The clever spring attachment is handily operated with one finger, assuring ease in fastening in pocket or in removing. The teeth grip firmly with absolutely no injury to garment, and when closed down pen or pencil cannot be removed until snapped open by the simple pressure of one finger, on the small lever.

**Very easily attached and is simple and sure.**

Made in 3 sizes, small, medium and large to spring over any size cap or pencil.

Retail price 10 cents each. Liberal trade discounts.

Mounted on handsome celluloid display cards, 3 doz. (assorted sizes) on each.

**Put a display card on your show case, and see how popular they are.**



## "Shrimp" and "Piccaninny"

### INK PENCILS

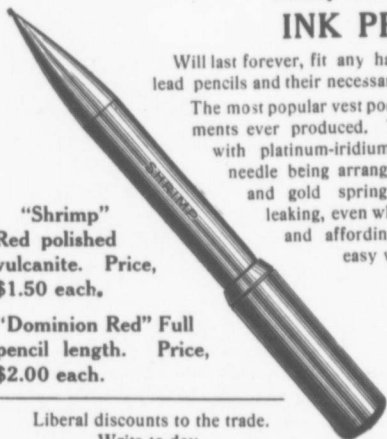
Will last forever, fit any hand and do away entirely with lead pencils and their necessary sharpening.

The most popular vest pocket or purse writing instruments ever produced. Three inches long--fitted with platinum-iridium point and needle, the needle being arranged on a silver yoke and gold spring insuring against leaking, even when upside down, and affording long life and easy writing.

**"Shrimp"**  
Red polished  
vulcanite. Price,  
\$1.50 each.

**"Dominion Red" Full  
pencil length.** Price,  
\$2.00 each.

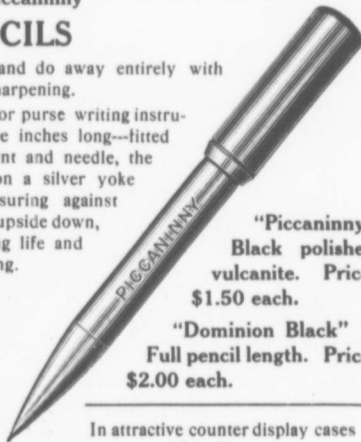
Liberal discounts to the trade.  
Write to-day.



**"Piccaninny"**  
Black polished  
vulcanite. Price,  
\$1.50 each.

**"Dominion Black"**  
Full pencil length. Price,  
\$2.00 each.

In attractive counter display cases  
of 1 Dozen.



*S. J. Waterman Co., of Canada Limited*

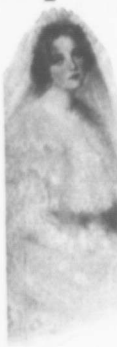
NEW YORK

136 St. James Street, Montreal

LONDON

# Important New Books

Selected from Reilly & Britton's new 40-page catalogue, a copy of which will be sent on request.



**THE BRIDE'S COOK BOOK.** (Ready early in April.) Recipes proportioned for two, with instructions for coloring; full information on all subjects pertaining to the dining-room and kitchen, especially arranged to serve the needs of the girl bride. Three styles, each with patent thumb index, and attractively bound. Silk cloth, gold stamping, inset picture by F. S. Manning. Price, \$2.00. De luxe edition, morocco leather, gold stamping, price \$4.00. Broid edition, white leather binding, gold stamping, price \$6.00.

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- Rab and His Friends*
- The Adventures of a Broomie*
- The Little Lame Prince*
- Rip Van Winkle*
- Little Red Riding Hood*
- Sleeping Beauty*
- Cinderella; or The Little Glass Slipper*
- Dick Whittington and His Cat*
- Jack and the Bean-Stub*

- The Story of Peter Rabbit*
- Uncle Tom's Cabin—Topsy*
- The Story of Little Black Sambo*
- Alice's Adventures in Wonderland*
- Through the Looking Glass—Humpty Dumpty*
- Robinson Crusoe—His Man Friday*
- Anderson's Fairy Tales—The Ugly Duckling*
- Grimm's Fairy Tales—Hansel and Gretel*
- The Swiss Family Robinson*

**JOHNNY HEP—The Soldier Boy; "Sometimes bad but mostly good."** (Ready July 1st.) A charming and clever department book for little children, with full-colored pictures on every page. Price, 35 cents.

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**THE TEDDY BEARS IN FUN AND FROLIC.** (Ready July 1st.) A new Teddy Bear book, showing the further adventures of Little Johnny and his Teddies. Funny pictures by J. R. Bray. Amusing rhymes by R. D. Towse. Every page in full color. Price, 35 cents.

**CHILDREN'S STORIES THAT NEVER GROW OLD SERIES.** (Now Ready.) 24 standard and strongest selling juvenile titles. Printed from new large-type plates and illustrated in full color by John R. Neill. Every title a fast seller.

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- 1 *The Story of Peter Rabbit*
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  - 3 *The Story of Little Black Sambo*
  - 4 *The Night Before Christmas*
  - 5 *Mother Goose Rhymes and Jingles*
  - 6 *J. Cole*

- BLACK BEAUTY SET**
- 7 *Black Beauty*
  - 8 *Rab and His Friends*

- 9 *The Adventures of a Broomie*
- 10 *The Little Lame Prince*
- 11 *Rip Van Winkle*
- 12 *Some White and Rose Red*

**RED RIDING HOOD SET**

- 13 *Little Red Riding Hood*
- 14 *Sleeping Beauty*
- 15 *Cinderella; or The Little Glass Slipper*
- 16 *Dick Whittington and His Cat*
- 17 *Jack and The Bean-Stub*

**18 The Three Bears**

**ALICE ADVENTURES SET**

- 19 *Alice's Adventures in Wonderland*
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The four sets each have a striking individual cover in full color, the 24 central pictures of which are reproduced from specially painted approximate water color originals. Each book contains 32 pages, with full colored end sheets, title page, etc., specially drawn dedication, copyright and list-of-titles pages and THIRTEEN PAGES IN COLORS. In view of the attractiveness of this series in QUALITY and PRICE we suggest to the trade that definite orders for similar lines be withheld until they see these books. The retail price is the same as Reilly and Britton's Teddy Bear Books.

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**TOASTS YOU OUGHT TO KNOW.** (Ready July 1st.) A comprehensive selection of Toasts, both old and new, conveniently arranged by JANET MADISON, author of "SWEETHEARTS ALWAYS," and printed in two colors on fine paper. The newest and best Toast book. Price, 75 cents. Bound in Persian cover, gold stamping, price, \$1.50.

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**TWENTIETH CENTURY TOASTS.** (Ready April 15th.) A very complete selection of old and new Toasts. Bound in enameled paper, with decoration on every page. Price, 25 cents.

ORDER DIRECT OR FROM YOUR JOBBER.



# Latest News of the Month in the Publishing World

Reports of Best Selling Books—New and Forthcoming Books  
Announced—What Canadian Authors are Doing—Short Book Reviews.

## Best Selling Books.

### Toronto.

- 1.—Somehow Good. By Wm. De Morgan. Copp.
- 2.—Red Year. By Louis Tracy. McLeod.
- 3.—Three Weeks. By Elinor Glyn. Duffield.
- 4.—Weavers. By Sir Gilbert Parker. Copp.
- 5.—Shuttle. By F. H. Burnett. Copp.
- 6.—Metropolis. By Upton Sinclair. McLeod.

### Montreal.

- 1.—Somehow Good. By Wm. De Morgan. Copp.
- 2.—Three Weeks. By Elinor Glyn. Duffield.
- 3.—Metropolis. By Upton Sinclair. McLeod.
- 4.—The Ancient Law. By Ellen Glasgow. Musson.
- 5.—The Barrier. By Rex Beach. Harpers.
- 6.—The Weavers. By Sir Gilbert Parker. Copp.

(For other Canadian Cities see Page 53.)

### Canadian Summary.

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| 1.—Weavers. By Sir Gilbert Parker .....         | 94      |
| 2.—Shuttle. By F. H. Burnett.....               | 82      |
| 3.—Somehow Good. By Wm De Morgan .....          | 69      |
| 4.—Three Weeks. By Elinor Glyn .....            | 58      |
| 5.—Songs of a Sourdough. By R. W. Service ..... | 39      |
| 6.—The Red Year. By Louis Tracy .....           | 29      |

### English Summary.

- 1.—Somehow Good. By William De Morgan.
- 2.—Ancient Law. By Ellen Glasgow.
- 3.—Come and Find Me. By Elizabeth Robins.
- 4.—Wheels of Anarchy. By Max Pemberton.
- 5.—Coming Struggle in Eastern Asia. By Putnam Weale.
- 6.—Leaves From a Life. (Anonymous).

### United States Summary.

1. The Black Bag. Vance.
2. The Ancient Law. Glasgow.
3. The Shuttle. Burnett.
4. The Weavers. Parker.
5. The Lady of the Decoration. Little.
6. Somehow Good. De Morgan.

\*

## CURRENT BOOK NEWS.

Henry Frowde, Oxford University Press, Toronto, (S. B. Gundy, manager), publishes very little current fiction but every book that he does issue ranks high. This spring he has arranged for four novels—"The Beloved Vagabond" and "The Morals of Marcus Ordeyne," by William J. Locke; "Get-Rich-Quick Wallingford," by George Randolph Chester, and "The Wingless Victory," by M. P. Willcocks. All four are issued in cloth at \$1.25 and are now ready.

"Prisoners of Chance," by Randall Parrish; "The Fair Moon of Bath," by Elizabeth Ellis; "Exton Manor" by Archibald Marshall; "Flower of the Orange," by Agnes and Egerton Castle; "The Crooked Way," by Wil-

liam le Queux; and "Beau Brocade," by Baroness Orczy, are the recent fiction publications of William Briggs, Toronto.

A new edition of "Delicia," by Marie Corelli, has been prepared by William Briggs and is available by the trade.

"The Last Egyptian," the much-heralded anonymous novel which Edward Stern, Inc., of Philadelphia, is publishing in the United States, and William Briggs in Canada, will be ready on May 1. It will be advertised in a unique and extensive manner.

"Some Ladies in Haste," the new novel by Robert W. Chambers, will be published next month by McLeod & Allen. So also will be the new novel by Richard Harding Davis, "Vera, the Medium." "The Young Lord Stranleigh," by Robert Barr, will not appear until July.

Since the last issue of Bookseller and Stationer, Cassell & Co.'s Canadian branch have stocked the following new fiction by popular authors: "The Seven of Hearts," by Maurice Leblanc; "Betty of the Rectory," by L. T. Meade; "Dragon Silk," by Paul Herring; "Concerning Belinda," by Percy Brainerd; "The Statue," by Eden Phillpotts; "Mary Gray," by Katharine Tynan; "The Last Millionaire," by Lillias Davidson, and "A Millionaire Girl," by A. W. Marchmont.

Towards the end of April, McLeod & Allen, Toronto, will issue new and cheap editions of "The Man on the Box," by Harold McGrath, and "In the Bishop's Carriage," by Miriam Michelson. Cloth 50c. Paper, 25c.

"Weiga of Annagami," the book of Indian stories by Cy: Warman, announced in this paper last month, will be ready in May. McLeod & Allen are the Canadian publishers.

The following titles comprise McLeod & Allen's list of April fiction: "The City of Delight," by Elizabeth Miller; "True Stories of Crime," by Arthur Train; "The Coast of Chance," by E. & M. Chamberlain; "Delilah of the Snows," by Harold Bindloss; "Gleam o' Dawn," by Arthur Goodrich; "Old Mr. Davenant's Money," by Frances Powell; "Altars to Mammon," by Elizabeth Neff; "The Stuff of a Man," by Katharine Evans Blake.

The Macmillan Co. of Canada's leading spring fiction will undoubtedly be, "Mr. Crewe's Career," by Winston Churchill, and "Prima Donna," by F. Marion Crawford, which will both appear during the month of May. They will also issue "Together," by Robert Herrick, and "Tales of the Months," by the author of "The Garden of a Commuter's Wife." Good sales for Jack London's "Iron Heel" are reported by this house.

Cassell & Co.'s Canadian branch have issued paper reprints of "The Flame of Fire," and "The Woman of Babylon," by Joseph Hocking, and "Benita," by Rider Haggard. They have also published in their Favorite Library, "The Doings of Raffles Hall," by A. Conan Doyle.

This month's fiction to be issued by the Copp, Clark Co. includes, "The Missioner," by E. P. Oppenheim. (Cloth, \$1.25. Paper, 75 cents); "The Heart of a Child," by Frank Danby, author of "Pigs in Clover," (Cloth only, \$1.25), and "Pearl of Pearl Island," by John Oxenham, a dainty modern love story, (Cloth, \$1.25).

## A Page About Canadian Books and Authors

"Sowing Seeds in Danny," a delightful story of Western Canada, by Nellie L. McClung, of Manitou, Man., will be published on the 15th of July by William Briggs, Toronto.

It is announced that A. P. McKishnie's entertaining story "Gaff Linkum" is to be dramatized this coming autumn. Mr. McKishnie recently removed from Chatham to take up his residence in Toronto.

According to an English despatch Rudyard Kipling is at work upon a book on Quebec and its tercentenary, which will be issued in England. M. Hanotaux, ex-Minister of Foreign Affairs in France, is to issue a somewhat similar one in his country.

We are sorry to learn that Lt.-Col. J. R. Wilkinson, of Leamington, author of "Canadian Battlefields and Other Poems," and commanding officer for many years of that crack rural corps, the 21st Essex Fusiliers, has for some time and is yet in poor health. We wish him speedy recovery.

A dainty booklet of verse entitled "A Garden in Antim," by Miss Eva S. Moleworth, of Oakville, has just been published by William Briggs, Toronto. The poems are, as the title indicates, chiefly Irish in theme. They are of quite exceptional merit. The booklet will make a pretty Easter gift.

Mrs. Randleston's biography of her sister, Ada Florence Kinton, entitled "Just One Blue Bonnet," has been placed on the English market by the Methodist Publishing House of London. It is one of those books of rare charm that draw their strength and sweetness from the personality of the subject of the memoir. The book is well worth reading.

A book of verse entitled "Poems of Memory and Environment," by Mr. Charles Sparrow, Balgonie, Sask., has been published by William Briggs, Toronto. Mr. Sparrow's previous ventures have been in prose. Two of his stories, "Shadows of the Deep" and "The Doomed Mansion" were published, one in 1903, the other in 1907, by William Briggs, Toronto.

William Briggs, Toronto, has in the press a work that—if the showing of more than 500 advance orders be a criterion—is creating wide interest. It is a "History of the First Century of Methodism in Canada," written by the Rev. J. E. Sanderson, M.A., and bringing the narrative down to the year 1840. The book will be ready in May and will sell at \$1.25.

English book papers announce a book entitled "The First English Conquest of Canada," with some account of the earliest settlements in Nova Scotia and Newfoundland, by Henry Kirke, M.A., who is a descendant of the Captain Kirke, whose name is so intimately associated with the early conquest of Canada. The book will be published by Sampson Low, Marston & Co., and will be timely, in view of the approaching celebrations at Quebec.

Arthur Poole & Co., Toronto, have just brought out a "Digest of Canadian Criminal Case Law," prepared and edited by McCrossan, Schultz and Harper. The work is said to be the only complete digest of Canadian criminal case law ever published. It contains notes of all the reported criminal and quasi-criminal cases decided in the Canadian courts from 1823 to 1907, with the single excep-

tion of the Province of Quebec, relative to which the cases decided since the adoption of the Criminal Code in 1892 alone have been noted.

A volume of verse of historical interest, from the pen of Ray Palmer Baker B.A., instructor in modern languages in Highfield School, Hamilton, is announced for publication this month by William Briggs, Toronto. The book contains three poems, one of considerable length, entitled "Croynan Hall," dealing with the U. E. Loyalists, and two shorter ones, entitled, "The Maid of the Mask," and "A Tale of Rothenburg." All three are dignified and beautiful compositions of classic finish, making a valuable addition to the literature of Canadian poetry.

An excellent work is being done by the various historical societies throughout Canada, in preserving in permanent form the records and reminiscences of the early days of settlement. One of the most active of these societies is the Missisquoi County Historical Society, with headquarters at Bedford, P.Q. This organization was formed about ten years ago and for the past two years reports have been printed containing much valuable matter. A third report for the current year is now in the press. Last year in addition to its report, the society published a neat and charming little book, "The Voice of the River," describing in a unique manner the river which traverses the county. The society had a membership last year of 150 and its secretary is Charles S. Moore, of Stanbridge, Que.

"Bemocked of Destiny" is the title of a volume of curious interest just published by William Briggs, Toronto. It is a work of posthumous publication, the author, Mr. Aeneas McCharles, being deceased some years, and having provided in his will for the issue of the book and its distribution among the chief public libraries of the provinces of Ontario and Nova Scotia, and among his old friends. Mr. McCharles was a man of affairs, one of the pioneers in the Sudbury mining district and a shrewd observer. His book gives an interesting sketch of his varied and somewhat checkered career, some entertaining and instructive chapters on pioneer life in Canada, and scattered throughout the views of the author on many subjects, national, religious, philosophical and social, expressed in original and unconventional fashion.

"Trails and Tales in Cobalt" is the title of an exceedingly readable volume by W. H. P. Jarvis, a well known mining broker of Ottawa, that will be issued early in April by William Briggs, Toronto. Mr. Jarvis has had extended experience in the mining camps of the Yukon and Cobalt, and in this volume not only describes the life of the prospector and miner most graphically, but lets in a flood of light on the practices of the promoters of wildcat mining companies. An attractive cover and a frontispiece for the book have been executed by Alfred M. Wickson. Mr. Jarvis is at work on another work entitled "A Remittance Man's Letters," and for this, too, Mr. Wickson is making a series of illustrations.

Encouraged by the successful sale of his collection of lyric poems, Wilfrid Campbell has collected his dramas into one volume and arranged with William Briggs, Toronto, for its issue early in November. Mr. Campbell has won high distinction as a dramatic poet by reason of his powerful tragedies "Mordred" and "Hildebrand," the remarkable qualities of which have been recognized on both sides of the Atlantic. These two tragedies, which were written in 1893, were published in 1895 in a small



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volume and a limited edition and attracted wide attention from noted critics and actors. Sir Henry Irving was interested in them, and appreciated the new conception of the Arthurian theme as found in "Mordred." Franklyn McLeay, the distinguished young actor, said that no group of dramas in our language since Shakespeare was as fine as "Mordred," "Hildebrand" and "Danlac." Several of the finest Shakespearian actors in America were attracted to these dramas, and several attempts have been made—one in Boston—to stage one or more of them. What Maeterlinck is to Belgium and Ibsen to Norway, so Campbell is to Canada—the dramatic voice of her people.

The seventh volume of "The Canadian Annual Review" will appear during the spring. This work of reference contains a mass of detailed information upon Canadian development during 1907, the financial conditions of the country and the labor and industrial situation; agricultural production, trade and industries, mining and transportation; provincial affairs, political and municipal history; the somewhat remarkable Canadian Club movement, and the policy and opinions of the boards of trade; empire questions such as the Imperial Conference, and foreign affairs such as our relations with Japan, France and the United States; as well as a variety of other subjects. The book is compiled by J. Castell Hopkins, F.S.S., and sells in cloth at \$3, leather \$4. It is published by Annual Review Pub. Co., Toronto.

William Briggs, Toronto, reports an unusual number of advance orders coming in for Mr. Mair's "Through the Mackenzie Basin," in which he narrates the government expedition of 1899 under Hon. David Laird, treating with the Indians and half-breeds of the Athabasca and Peace River country. This narrative is graphically written and

gives a most interesting description of that great region which has been termed "The Last West." The volume includes also a valuable series of notes on the birds and mammals of Northern Canada by Roderick MacFarlane, a retired chief factor of the Hudson's Bay Company and the leading authority on the ornithology of Western and Northern Canada. Mr. MacFarlane also contributes a valuable chapter to the ill-fated expedition under Sir John Franklin. The book altogether is one of the most important yet written about the west. It will be published in May.

\*

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"The Profligate," by Arthur Hornblow, author of "The Lion and the Lamb," will be published in May by the Copp, Clark Co.

A second edition of "Somehow Good," by William de Morgan, has been called for, and the Copp, Clark Co. will have it ready immediately. This firm report that there is still a steady demand from the trade for "The Weavers" and "The Shuttle."

Paper editions of "Rose of Blenheim," by Maurice Gerard; "The Shepherd of the Stars," by Frances Campbell, and probably "The Woman," by Antonio Fogazzaro, will be issued this month by the Copp, Clark Co.

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"Three Weeks in Holland and Belgium," a companion book to "Three Weeks in Europe," by John U. Gignotham, is announced for publication this month. The book is full of necessary information and pertinent suggestions for those about to make a first trip to Europe.

Two juveniles are now ready—"Baby's Childhood Days," the daintiest, cleverest and most attractive baby-book of the day, with each page hand-lettered and illustrated, and "Peter Rabbit and Black Sambo Painting Book."

"Memorable American Speeches," edited by John Vance Cheney, and "Twentieth Century Toasts," a complete selection of old and new toasts, are also two April publications of this house.

Quite a number of books are announced for publication on July 1, including "Dorothy and the Wizard of Oz," by L. Frank Baum, the 1908 "Oz" book; "Children's Stories That Never Grow Old," a selection of the best children's classics in one volume; "The Teddy Bears in Fun and Frolic"; "The Aunt Jane Series—Best Books for Girls," by Edith Van Dyne; "The Boy Fortune Hunter Series," by Floyd Akers; "When Good Fellows Get Together"; "Forget-Me-Nots," and "Toasts You Ought to Know."

**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.**

Order

**BAEDEKER'S GUIDE**

to Canada (Latest Edition) now, from the sole Canadian Agent.

**A. T. CHAPMAN**

**MONTREAL**

**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.**

**TELEGRAPH CODES**

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| <b>A B C Code.</b> 3th Edition. English ..... | Net \$7.00 |
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Large and small codes of all kinds. Send for list.

Discount to the trade only.

**AMERICAN CODE COMPANY,**

**83 Nassau St., N.Y. City**

When Writing advertisers kindly mention having seen their advertisement in Bookseller and Stationer.

**The Scarlet Runner**

By C. N. and A. M. Williamson  
Authors "The Lightning Conductor"  
**\$1.25**

**Exton Manor**

By Archibald Marshall  
**75c. and \$1.25**

You can recommend this book to your most critical customer. To our mind this is one of the most pleasing books we have published in 10 years.

**My Lady of Cleve**

By Percy J. Hartley  
**\$1.50**  
A delightful, wholesome story.

**Briggs' Best Books**

**The Last Egyptian**

You will hear more about it before the summer of 1908 is over. This book will probably be more widely advertised than any book up to the present time. First edition 50,000, and by an anonymous writer at that

**\$1.25**

**EVERYMAN'S LIBRARY**  
**315 TITLES NOW READY**  
**3 Millions Already Sold**

**The Fair Moon of Bath**

By Elizabeth Ellis  
Author of "Barbara Winslow, Rebel"  
RUT  
Much Better  
**\$1.50**

This book appears in the most handsome dress we have seen this year.

**William Briggs, Toronto**

**Prisoners of Chance**

By Randall Parrish  
Author "Bob Hampton"  
**75c. and \$1.25**

**Songs of a Sourdough**

By Robert W. Service  
Illustrated, **\$1.50**  
Regular Edn., **\$1.00**

During one week of March we sold over 500 copies of this book. "Songs of a Sourdough" has not yet felt the pinch of hard times—which, by the way, we have not known.

**Jack Spurlock**

By George H. Lorimer  
Author "Letters of a Self-Made Merchant to His Son"  
**\$1.25**

# Christmas Cards, Calendars and General Art Lines

Offerings of the Leading Houses—Features of 1908 Lines—New Designs in Greeting Cards—Opinions on the Condition of Trade.

## "For the Empire" Series.

Particular attention is given to Canada in this year's range of publications by Hills & Co., of London, known as the "For the Empire" series of cards and calendars. Notable among these are the following choice numbers, all of which are executed in the high-class style for which Hills & Co. are noted.

Souvenir Booklet A.—Bearing the Toronto coat of arms in color on the cover and inside a charming view of the city from across the bay.

Souvenir Booklet B.—With the new Dominion coat of arms in color on the cover, in which the arms of Alberta and Saskatchewan appear, and inside four views of typical Canadian scenes, accompanied by appropriate verses.

No. 647.—With garland of maple leaves surrounding the Union Jack, making a pleasing combination.

No. 364.—Provincial coats-of-arms centred in a circlet of maple leaves.

No. 360.—Provincial coats-of-arms, centred in a sheaf of wheat, embossed.

No. 665.—New Dominion coat of arms on the cover and inside two verses from the "Maple Leaf."

No. 367.—French and English flags crossed and an appropriate verse by the late H. H. Godfrey.

No. 664.—Across the Seas, showing in the centre a ship crossing the Atlantic, on the right a representation of the British Isles and on the left a representation of Canada.

Besides these patriotic cards and booklets, the line embraces a wide range of general cards. The following cards may be had, both as ordinary Christmas cards and as blanks for private greeting purposes: No. 664, swastika design; No. 640, mother of pearl dial effect; No. 637, satin finish; No. 633, lock and chain design; No. 634, shamrock; No. 331, Scotch thistle; No. 313, masonic; No. 274, Ye Good Luck Inn; No. 260, airship; No. 646, bridge card, wishing the recipient "A Grand Slam of Happiness."

These are but a very few of a big range and the descriptions give only a faint idea of the beauty of the designs. All these cards are imported by the Copp, Clark Co., Toronto, who are extremely proud of the showing made.

\*

## Tuck's Easter Lines.

Perhaps never before has there been offered to the trade in the Dominion such a marvelous array of Easter novelties as appear in the collection of Raphael Tuck & Sons. Possibly the feature which will excite the greatest surprise, and will please the artistic sense most is the marvelous array of post cards shown, and the many novel and artistic effects produced by as many different processes. Iridescent backgrounds in all the colors of the rainbow, real photographs, taken from life, of graceful girls clinging to floral crosses, ecclesiastical designs by famous painters, picturesque cathedrals, fluffy chickens and mother hens, spring flowers and Easter blossoms in seemingly endless profusion, and "Glistening Dew" post cards (an entirely new and dazzling effect) showing the

sparkling dew as it rests upon the bosom of the flower or glistens in the spring landscape. There are Easter cards of all sorts, sizes and patterns, and at prices to suit all purses, but each bearing the impress of the Tuck genius, which, as is well known, means the apex of artistic excellence. We were also shown a large line of birthday cards and birthday post cards and an amazingly comprehensive collection of "Oilette" post cards embracing what seemed to be every possible variety of subject.

The establishment of a branch house in Canada has evidently proven an eminently successful venture, for this company is daily in receipt of orders from all parts of the Dominion. Catalogues and price lists of their various publications may be had for the asking.



Illustration from "Baby Dear."  
(Copp, Clark Co)

## A LIVE-WIRE STORY.

The chapter headings of "Get-Rich-Quick Wallingford," (Henry Frowde) give a good idea of the racy style of the book. Here are some of them:

"J. Rufus Wallingford conceives a Brilliant Invention and Edward Lamb beholds the Amazing Profits of the Carpet Tack Industry."

"Mr. Wallingford shows Mr. Clover how to do the Widows and Orphans Good."

"Fate arranges for J. Rufus an Opportunity to show how Five Hundred Dollars may do the work of Five Thousand."

"Mr. Wallingford wins the town of Battlesburg by the toss of a coin, Battlesburg smells Money and plunges into an Orgie of Speculation in which the Sheep are Sheared."

"J. Rufus Wallingford inaugurates the Farmers' Commercial Association, which does Terrific Things to the Board of Trade."

"Wallingford, scenting a Fortune in Smoke, lets Mr. Nickel see the Flames, and joins the Down and Out Club."

# RAPHAEL TUCK & SONS Co.

9-17 St. Antoine Street, MONTREAL

"LTD."

NEW YORK

LONDON

PARIS

BERLIN



## By Special Appointment

Dear Sir,—

IS IT TOO MUCH TO CLAIM that our Warrants as Art Publishers "*By Special Appointment*" to Her Late Majesty, Queen Victoria, to Their Gracious Majesties, King Edward and Queen Alexandra and to Their Royal Highnesses, The Prince and Princess of Wales extend to the great Art-loving Public throughout the world? If any doubt on this point exists, we trust we may be able to finally make good our claim and be voted that much coveted appointment of Art Publishers to the *Univers*, by virtue of the unprecedented Collection of Christmas and New Year Cards, Calendars, Books, Photogravures, Picture Post Cards, Toy Books and Art Novelties, put forth by us for the coming season in a lavishness of profusion, a perfection of finish and an originality of ideas which will be found to excel all our many successful efforts of previous years.

### CHRISTMAS AND NEW YEAR CARDS.

Of our this season's 1,000 entirely new sets of Christmas and New Year Cards, we venture to say that every individual series lays claim, apart from its beauty of conception, to exquisite designing and the highest possible quality of reproduction, whilst comprising in the aggregate a wealth and variety of subject adapted to every possible taste, and fully justifying the definite confirmation of the Warrant "*By Special Appointment*" to all Art Lovers, which it has ever been our aim to merit.

### CALENDARS AND BLOCK CALENDARS.

Our new publications of Calendars are "*Specialty Appointed*" to appear in every home the whole world over. Their magnificent success of last year, added to the charm of novelty, superiority of reproduction, and general excellence of the new collection will ensure them a welcome reception everywhere. With this end in view, we have enlarged our already considerable circle of artists and added to our long list of authors. In a word, our Calendar Publications start forth yet again with the brightest prospects of continuing a highly successful career.

### BOOKS AND TOY BOOKS.

FATHER TUCK's "*By Special Appointment*" to the *Univers* of the *Univers*—

Father Tuck received a mandate years ago. He was to supply our children with lovely books, with wholesome books, with interesting and useful books. How faithfully has he performed this charge! Father Tuck's name is synonymous with all that is delightful in the book world of the Little People. The enlargement last year of

Father Tuck's "Annual" to twice its former contents, without any increase in price, proved a great success. The enlargement has now been made permanent and the "Annual" will be found better than ever this season, for Father Tuck's successes run in strides.

### TUCK'S POST CARDS.

While new processes of reproduction constantly engage our attention and are ever requisitioned in the service of the splendid array of new sets we are continuously placing upon the market, our "OILETTE" Post Cards, like the real Oil Paintings which they represent in miniature, continue to maintain their undepared sway. They have been well termed by one of the leading journals—

"The Aristocrats of Picture Post Cards."

The "Glistening Dew" effects, which achieved such a pronounced success last year, are largely interspersed in our Christmas Post Card assortment (as also in our General Line) and on fragrant flower, lovely landscape, and in many new and charming combinations the dew "glistens" most beautifully. Comprised in the collection of TUCK'S POST CARDS, are no less than 50,000 distinct designs and millions of ardent Art Lovers all over the habitable globe give evidence that "*By Special Appointment*" to the *Univers* is surely the appellation which Tuck's Post Cards have earned long since.

We are gratified to announce that in addition to the Royal Appointments, which it has been our privilege to enjoy heretofore, we have recently been "*Specialty Appointed*" as Art Publishers to His Imperial Majesty, Emperor William of Germany, Their Majesties, the King and Queen of Spain and Their Majesties, the King and Queen of Norway—eloquent proof of appreciation of Tuck's high standard of artistic excellence.

We trust we have made good our claim, and that, proud as we naturally are of our various Royal Appointments, this pride, mellowed by time, will be permitted to renew its youth and glow by the bestowal upon us of this "*Special Appointment*" to all Lovers of Art throughout the *Univers*. We venture to hope that the sign manual of your valued personal Warrant of Appointment will manifest itself by the special importance of your this year's esteemed orders, and that we may be ever permitted to subscribe ourselves.

Yours,

"*By Special Appointment.*"

Raphael Tuck &amp; Sons, Limited



WAIT FOR THE  
**BIG LINE**

Before you buy your fall stock of

**TALLY CARDS  
GUEST CARDS  
CALENDAR PADS**

and don't forget the Elliott Die-Stamped Holly Postal Cards and Souvenir Post Card Calendars. Two of the best selling items in the Stationery Line.

Salesmen en route.  
Samples sent you free.  
Illustrated Catalogue and price list

**ELLIOTT**

17th and Lehigh Ave.  
**PHILADELPHIA**

**MONTHLY REPORT FROM TRADE CENTRES.**

**St. John**

St. John, N.B., April 1, 1908.

The past few months have been very quiet in stationery circles in St. John and in fact throughout the provinces. The dealers are, however, looking hopefully toward the future and a good brisk Easter business is expected. Large stocks of Easter cards, post cards and devotional books have been secured and a ready sale is looked for.

In books "The Shuttle" and "The Weavers" are still popular sellers and there is a good demand also for "The Lady of the Decoration."

Magazine sales are about normal. The new Canadian edition of "Collier's" is proving a popular seller, the articles by Kipling on Canada making it much sought after.

J. M. Roche, bookseller and stationer and dealer in fancy goods, has transferred his business to a joint stock company, retaining a controlling interest himself.

Kendall Hall, manager of Hall's Bookstore, who has been in England, will arrive home this month.

\*

**Montreal.**

Montreal, April 4, 1908.

March trade continued quiet with most booksellers and stationers. Many stores claimed that the late Easter this year had much to do with slow business. Extremely bad weather which prevailed throughout the past month also affected trade. However, the opening of the month sees renewed activity and booksellers in general are quite optimistic regarding Easter business, and are making preparations accordingly. Spring fiction is rapidly appearing on the shelves, and in the window displays, and in-

**"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.**

creased interest is a natural result. Good displays of new fiction characterize progressive stores. Prayer and hymn books are in demand for Easter trade, and trade in these lines is now being pushed to its fullest extent. Easter cards of every description, and novelties, and various lines of fancy goods appropriate to the season, are incorporated also in many establishments. Books on history, biography and travel are selling well.

\*

**Winnipeg.**

Winnipeg, March 31, 1908.

March has been an active month in the Winnipeg stores and gross sales are reported to be considerably in advance of the corresponding month last year. Special sales in one or two stores have contributed somewhat to this result, but for the most part it has been secured by regular methods and has been profitable business.

There has been quite a flurry in ink pencils during the last week, a rival having appeared on the market in opposition to a line which has had a large sale throughout the west. Two local book stores have the rival agencies for the province.

Clark Bros. & Co. are now in their new quarters in the Hague Arminton building on Portage Avenue East. They have 9,000 additional square feet of storage room in their new warehouse and therefore are now much better equipped for handling large shipments.

The Western News Agency, 572 Main Street, Winnipeg, are making a speciality of British periodicals and are finding a ready sale for them. They issue price lists which are given to their customers and sent out by mail. Since the reduction in postage on British periodicals there is a good opportunity for news dealers to work up a good trade in these publications. The Western News Agency are going after it and getting it.—F. R. M.

# OPTIMISTIC ! WHY ?

Because we have the BEST lines and in greater variety than ever before, is the opinion expressed by all who have had an opportunity of examining our samples, for this year's trade, of XMAS CARDS, CALENDARS, HOLLY TAGS, POST CARDS, BOXED CHRISTMAS CARDS, HOLLY SEALS, PAPETERIES, POST CARD ALBUMS, Etc.

## Hill's "For the Empire" Series

comprises a large range of cards exclusively emblematic of CANADA, both as to DESIGN and TEXT.

## Private Greeting Xmas Cards

"For the Empire" is the series that has been again selected as having the most appropriate and up-to-date designs for this important department of our Christmas Card trade.

We are Sole Agents in CANADA for supplying the trade with these CARDS.

## Caleendars

No. 1295. "The Land of the Maple" Four leaf Turnover, with view on each leaf of scene CHARACTERISTIC OF CANADA. Also suitable verses. Price \$2.00 per dozen.

This is bound to have a very large sale, as it will be particularly treasured by all CANADIANS, and will also be of peculiar interest to friends abroad.

## Scribbler and Exercise Books

with Bright and Attractive Covers are now ready. Orders for these goods can be filled for present or future delivery.

Stock of NEW LINES OF STATIONERY is very complete.

OUR WHITE "ENGLISH" BLOTTING PAPER is the BEST. Size of sheets, 19 x 24 inches.

60 lbs. to ream, 35 cents per quire

80 lbs. to ream, 48 cents per quire

100 lbs. to ream, 60 cents per quire

In ream lots, 10 cents per lb.

Place your order early for "DOMINION" OFFICE and POCKET DIARIES for 1909.

## The COPP, CLARK COMPANY, Limited

64 and 66 FRONT STREET WEST, TORONTO

## Department of General and Commercial Stationery

An Interesting Old English Paper Mill—New Lines being Introduced  
by Canadian Jobbers — State of Trade and the Spring Outlook.

### An Interesting Old Mill.

Numbered among the great commercial enterprises, which have earned for the City of London, England, the proud title of the capital of the world, is the firm of Spicer Brothers, Limited, manufacturers of paper and wholesale stationers. This firm was founded by the late Mr. Spicer, way back in the year 1796, when at the old Alton Mill, in Hampshire, paper was manufactured. It seems that this ancient Spicer was somewhat of an autocrat, who made paper just when he jolly well pleased. If a publisher desired paper for a book he was wise to be mighty civil to old Spicer, and even then he wasn't sure of getting the article if Spicer did not take kindly to him. We don't know why this ancient Mr. Spicer held that practical monopoly of the book paper business, for paper

every description (including the "Dade Perpetual Ledger"), wrappings, boards and cards. For printers they supply programme papers, glazed printings, pamphlet covers, and labels. In their binding department they produce huge quantities every week of all sorts of notebooks, sketch-books, autograph albums, address books, writing tablets, and so forth. The thin envelopes for foreign correspondence, known as "Bond of Union," and which are made opaque by the close engraving on the inside of the envelope, so that the contents of the envelope cannot be read from the outside, are made by Spicer Brothers. The extent of their business, so far as papers are concerned, can be faintly conceived by the number of their water-marks and trade names, a selection from which, as shown in a neat diary they publish, total up to nearly a thousand.

Their W. King Alton Mill hand-made papers are used



AN OLD ENGLISH PAPER MANUFACTORY.  
Spicer Bros. "Alton Mills" in Hampshire, England.

had been first made at Hertford, then at Dartford, some hundreds of years before Spicer started at Alton.

In addition to the mills at Alton, this firm have to-day several buildings in London. In 1889 a limited company was formed, with a share capital of £500,000. On the Board of Directors are seven directors, of whom six bear the surname of Spicer, all of whom are actively concerned in the conduct of this now great business. About 800 hands are employed exclusive of the Alton Mills, in Hampshire. Branches have been established in the large centres in Great Britain and agents and representatives are located all over the world.

Among the many lines manufactured by this firm for office work are writing paper, copying paper, tissues, blotting paper, drying and oiled papers, drawing paper, type-writing paper, duplicating papers, account books of

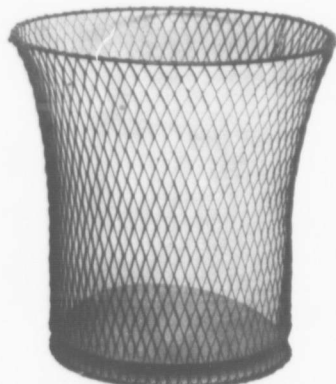
all over the world and their latest novelty, "Heather Blue" writing paper and envelopes, is rapidly becoming the fashion and is being more and more used by smart people and by all who appreciate the best stationery. Their "Driquet" blotting is perfection, and among the hundreds of note papers they put on the market, their "Royal Velum" is stocked by nearly all stationers, so great is the demand for it. The success of this firm is due to the energy of those who control it, and the unvarying high quality of its manufactures.

As stated above, this firm have agents in all parts of the world. They are represented in Canada by Menzies & Company, Limited, of Toronto, who are to be congratulated in securing the agency for such a house as Spicer Brothers, whose lines are sure to find favor among the Canadian trade.

## BOOKSELLER AND STATIONER

### Waste Paper and Desk Baskets.

The Copp, Clark Company, of Toronto, are showing a new line of waste paper and office desk baskets. The baskets are made of expanded drawn metal and are exceptionally strong. The waste paper baskets are 12 $\frac{3}{4}$  inches



Office Waste Paper Basket.  
(Copp, Clark Co.)

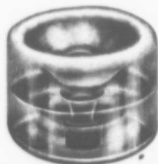
high, 10 $\frac{1}{2}$  inches at base and 13 $\frac{1}{4}$  inches at top and have a tin bottom. The price for these is \$5.40 per dozen. The office desk basket is a single tray about 10x11 inches and 3 inches deep. To prevent scratching of desk the basket has rubber feet. The price is \$3.00 per dozen baskets.

✱

### Safety Ink Stands.

Something altogether new in safety ink stands is the "Noair," manufactured solely by the C. H. Numan Company, of New York. The cork used in the "Noair" stands is made of the finest acidproof rubber, and is guaranteed to last for years. It is impossible for the cork to fall out, as there is a double clamp, one on the inside and one outside, this is a feature not embodied in other makes of

safety ink stands. The "Noair" is sold only through the jobbers and not direct to the retailer. Dealers would do well to handle this line, for apart from the special merit



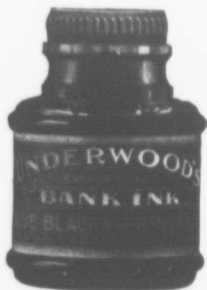
"Noair" Safety Ink Stand.

of the article, a splendid profit is to be made. No. 601 "Noair," size 2 $\frac{1}{2}$  inches, retails for 25 cents, and shows a profit of 50 per cent.; while No. 603, size 3 inches, shows the handsome profit of 100 per cent.

✱

### An Improved Ink Bottle.

John Underwood & Company, manufacturers of the Underwood Inks and Mucilages, have been established for



New Metal Cap Ink Bottle.

over a century. They have been doing business in Canada for over twenty-five years. All their products sold in Canada are made in this country and are therefore speci-

# Our Holiday Line

this year is without qualification the most beautiful, satisfying and exclusive assortment we have ever offered to the trade. It is not only larger but the range of prices is greater and the medium priced ones predominate. The coverings and decorations are artistic, bright and in excellent taste and will please you in every way. All our salesmen are showing it in their respective Territories.

Twilled Pique is a departure from the set style in paper.  
We have it in white and four tints.

GEO. B. HURD & CO.

Fine Paper Manufacturers

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



## BOOKSELLER AND STATIONER

ally adapted to our climate. For the convenience of the trade this company's policy has been to sell through the wholesale houses and not direct.

All their small bottled inks, that is the five and ten cent lines, are now put up with a new metal cap, which screws on and off, the neck of the bottle being threaded. This is a great improvement on the old cork stoppers with wooden tops, which were so apt to get stuck and break off. These bottles with the new metal caps should instantly find favor with the public.

\*

### Pocket Maps.

The Copp Clark Company, Limited, Toronto are carrying a line of pocket maps, which retail at 25 cents each.

The maps include Canada, Ontario, Manitoba, Quebec, British Columbia, Provinces of Western Canada and the Maritime Provinces.

\*

### Pen and Pencil Holder.

The "Safety" fountain pen and pencil holder, shown by the Copp Clark Company, Limited, Toronto, is a useful thing for the business man. The holder fits snugly into the vest pocket and will hold a fountain pen and several pencils at one time, and prevents them from falling out when stooping over. These holders made of American cloth sell for 75 cents per dozen while those made of leather sell at \$1.10 per dozen.

## Western Booksellers and Stationers

Our stock of books, stationery and printers' supplies is large and well assorted. We can ship promptly. Save time by ordering from us.

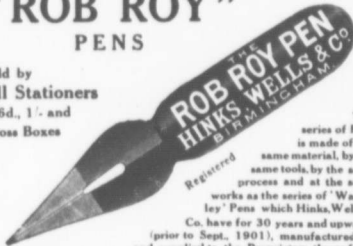
**Clark Bros. & Co., Limited, Winnipeg, Can.**

WHOLESALE STATIONERS

## "ROB ROY"

PENS

Sold by  
All Stationers  
in 6d., 1/- and  
Gross Boxes



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

HINKS, WELLS & CO. BIRMINGHAM, ENGLAND

## 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

A good pen is a good servant, and John Heath's Pens are made to serve! ALWAYS READY AND ALWAYS WILLING. They were first 45 years ago, and are still leading the way. British made of British steel. Write for samples.

LONDON AGENCY  
8 St. Bride St., LONDON, E.C., ENGLAND  
Telephone Pen registered in Canada.

## Waverley Pens

What makes the Waverley Series of Pens sell so readily is their incomparable and regular good quality. Every pen is selected. They are known 'all over the world as the

"Boons and Blessings"

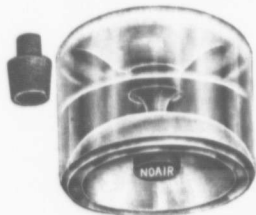
Sold by the Leading Wholesale Houses

Sample Cards and Trade Prices sent by return mail

Macniven & Cameron, Ltd., Waverley Works, Edinburgh



SOMETHING ALTOGETHER NEW IN SAFETY INK STANDS



## NUMAN'S "NOAIR"

If you sell the "Noair" safety you will not be bothered with complaints about corks falling out. The Noair cork is made of the finest acid proof rubber absolutely warranted to last for years.

It is constructed so there is a double clamp on the outside as well as on the inside making it impossible for the cork to fall out.

This is an absolutely new feature in Safety Inkstands.

Made in the finest fire polished Crystal Glass. Note the Squatty appearance.

No. 801 "Noair" size 2 1/2 inches \$2.00 per doz.  
No. 803 " " " 3 " 3.00

Sold by all jobbers in Canada.

Be up-to-date. Order sample dozen from your jobber and watch them sell.



C. H. NUMAN CO.

Sole Manufacturers  
NEW YORK

## Public Demanding It, Dealers Satisfied.

That's the report everywhere and  
it's all over

## Carter's Writing Fluid

(Standard Ink the world over.)

A clean ink to  
handle with a pleasant  
pourout on the  
bottle that can't be  
beat.

Has a delightful  
free flow and a  
restful color.

Honest values  
and fair play with  
every dealer in  
another phrase for  
"Carter's."



No. 11.

The Carter's Ink Co.

BOSTON NEW YORK CHICAGO MONTREAL

50 years of  
scientific research  
has brought out  
this fluid, conceded  
to fill exactly all  
requirements de-  
manded of the best  
general office ink.

For permanency  
nothing approaches  
it.

## 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 label-  
ling 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 LI-  
BRARY 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.

## Fancy Goods, Toys, Dolls, for Import

We have a large and carefully selected range of Holiday Lines  
for Import, which we are placing in the hands of travellers shortly.

Samples have been personally selected by our Mr. Davidson from  
product of the best European factories.

Nothing but sellers in our line. See them before purchasing  
your Holiday goods.

SMITH, DAVIDSON & WRIGHT, Limited  
Fancy Goods Importers VANCOUVER

# Fancy Goods, Leather Goods and Novelty Department

What is Going on in Import Houses—A Mammoth Display  
—Novelties in Firecrackers and Summer Goods—Flags.

### Trade Conditions.

The past month has been rather a quiet one in fancy goods, but dealers look for greatly increased sales during the coming month. Some of the wholesale houses report that business for the past months of the present year has equalled that of previous years. Orders for summer goods are now coming in well and trade conditions show steady signs of improvements.

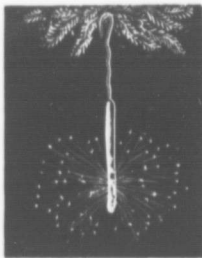
Dealers evidently expect good business in flags, bunting and fireworks for patriotic holidays as sales in these lines are reported to be unusually good. There is likely to be somewhat of a scarcity of firecrackers.

It is a little early as yet to report on the result of novelties introduced since the first of the year, but in some instances the newer things have already had large sales.

\*

### The Latest Novelty.

Something new that will be sure to find favor in the already long list of illuminative fireworks is the Electric



A NEW NOVELTY FIREWORK.  
The Electric Sparker.

Sparker. This novelty can be used both indoors and outdoors, and the effect is decidedly pretty. A feature that is greatly in its favor is the fact that it is quite harmless and can be handled by the smallest child without danger. It will not burn the hands or clothes and the sparks can come into contact with the finest material without igniting it. They can be held in the hand or suspended from trees. On this page we give a reproduction of this novelty, which is carried by the Fancy Goods Company of Canada, Toronto.

\*

### Lithographed Flags.

The summer season will soon be with us and flags will once more come into prominence. The Copp, Clark Company, of Toronto, are showing a splendid line of strong heavy cotton flags of various designs. They have the Dominion flag with new coat of arms, including the arms of the provinces of Alberta and Saskatchewan; also the Union Jack and the Stars and Stripes. All are made in 10 sizes, from 2x3 inches to 22x36 inches. These flags

are lithographed, not printed, and the colors will not run, but stand unaffected by storm or sunshine.

\*

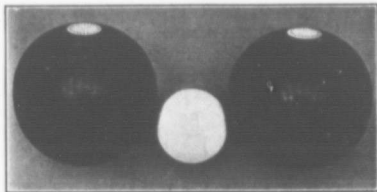
### Fireworks.

The Sutcliffe-Edmison Company, of Toronto, report very satisfactory sales in all classes of fireworks. This house are agents for the celebrated Hand & Company line and are also carrying a very large line of German and foreign fireworks.

\*

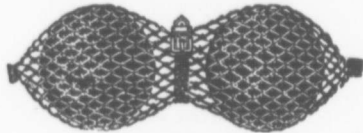
### Lawn Bowls.

The season is nearing when enquiries will be made for lawn bowls. The Fancy Goods Company of Canada are



TAYLOR'S FINEST SCOTCH LAWN BOWLS.

carrying Taylor's Glasgow Genuine Bowls, made of the finest procurable lignum vitae. These bowls are specially selected and thoroughly seasoned and are perfectly designed and executed by hands trained by long experience




LAWN BOWL NETS.

and under the personal supervision of Thos. Taylor, the greatest living expert. The Fancy Goods Company are also carrying a line of lawn bowl nets.

—♦—

### THE GROWTH OF A GREAT CONCERN.

Thirty-five years ago there landed in Grimsby, Yorkshire, England, a man by the name of Henry Davidson. Though but slightly acquainted with surroundings and only just beginning to know the people amongst whom he had made his new home, he had already found out, that these people more than any other nation at that time had already developed a taste and demand for the best of merchandise only. They were beginning to get tired of the rubbish which had been dumped on the market both by the foreign manufacturer and the tradesmen at home. While others went on, the way their predecessors before them had gone, Mr. Davidson saw in this his great opportunity and



**ON TIME AS USUAL**

Our travellers are now ready to start on their respective trips with a large range of samples of Christmas Cards and Calendars, Xmas and New Year Post Cards, Office and Pocket Diaries, Papeteries, Pictures, Post Card Albums, Metal Goods, Calendar Pads, Scribner Pictures, Flags, etc. Also samples of NEW Stock Lines of STATIONERY, SCRIBBLER and EXERCISE BOOKS and GENERAL SCHOOL SUPPLIES.


BELIEVING NEW GOODS and OLD FRIENDS are best, we ask a continuance of past favors, by placing your valued orders with us.

**The Copp, Clark Company, Limited, Toronto**  
The House in Canada for Cards and Calendars

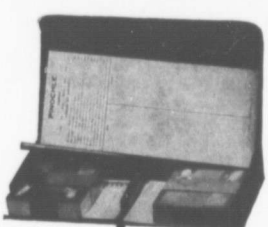
**CALENDAR PADS**  
DO NOT FORGET TO WRITE  
**DAVID FORREST**, 13 St. John St., MONTREAL  
for samples and prices of above. Canadian Agent for the Sullivan Printing Works Co., Cincinnati, O.

*When writing to advertisers kindly mention having seen their advertisement in this paper.*

**C. F. RUMPP & SONS**  
MANUFACTURERS AND EXPORTERS OF



**Fancy Leatherware**



Pinochle Card Sets  
Writing Cases, Traveling Accessories  
Hand Bags, Dressing Cases, etc.  
**Philadelphia, Pa., U.S.A.**  
New York Salesrooms, 683 and 685 Broadway

**Fireworks Importers**

We are direct importers of **Chinese Fire Crackers, Cannon Crackers**, etc., also of the wonderful **German and Spanish condensed Fireworks, Hand's Domestic Fireworks**—we carry a full range.

**Closest prices quoted and prompt attention given to orders.** Buy now and secure early delivery.

**Spring Lines Now in Full Swing**

**Rubber Balls**, gray, terra cotta and colored, **Tennis Balls, Base Balls, Base Ball Bats, Mitts, Gloves, Masks, Lacrosse Sticks**, etc.

**The Sutcliffe-Edmison Co.**  
LIMITED  
WHOLESALE FANCY GOODS  
76 YORK STREET, TORONTO, ONT.

## BOOKSELLER AND STATIONER

a few weeks after his arrival began to attempt something entirely new to the English trade, namely to bring out artistic and high-grade pictures at a low price, thus competing with the cheap goods offered heretofore. Starting in a small way in Manchester his new venture met with such enormous success, that after the short space of time of three years he moved his headquarters to the capital London.

There, in one room of about 30 by 25 the foundation of the present firm of Davidson Bros. was laid. In addition to his pictures he then began to publish Christmas cards, which met with the same success as his former publications. His business soon began to grow far beyond his wildest dreams and expectations. Their publications can be found in almost every civilized country; they run two big factories in England exclusively for the manufacture of post cards and employ over three hundred men abroad to turn out their Christmas cards. It is true that big industries have made big concerns, but in this case the concern has practically created the industry.

Their great success in the post card field is due to two of their specialties the Tom Browne comic post cards and the real photo glossy post cards. The eminent artist, Tom Browne, whose clever designs brought him the membership of the Royal Academy, was exclusively engaged by Davidson Bros. to design for them a series of really comic post cards, selecting only such designs as through their clean and wholesome humor would appeal to the public. This has been continued until to-day, over one thousand designs are shown. The cards are printed in fourteen colors on high-grade glazed stock, and have truly been termed: The comic card par excellence.

In their efforts to always improve the standard of high quality of their publications, Davidson Bros. have greatly improved their specialty, the real glossy photo post cards the choice designs which have been selected for reproduction as well as the perfection of workmanship have made

these postals the cards by which others are judged. The collection comprises over fifteen hundred different designs, amongst them many for special occasions like Xmas, birthdays, etc.

To even improve upon the best, they employ a staff of over one hundred trained artists in their studios in London, to paint a number of the choicest designs with water-colors, making each card a veritable little painting. These cards are worth while framing and make a handsome objet d'art.

But this is only one branch of their many publications. The Xmas card which in reality created the fame of the House of Davidson Bros. is still the line which is featured more strongly than any other. To the layman this collection of Xmas cards would be a revelation. In vain you look for the crude, brightly colored folders of past decades which are usually offered to the trade; instead of that you will find booklets, which show that every detail is studied to make the card appeal to even the most critical connoisseur. Perhaps a dainty spray of flowers, beautifully tinted holly, a sheaf of ivy, arranged in well matched colors, form the design. Some are lithographed in the best manner known, others are hand-painted, while others again have as centrepiece a small photograph. For material is used the highest grade card board, parchment and celluloid; some of the booklets are tied with a neat silk ribbon and others with silken cords and tassels. To really go into full detail would take up more room than has been allotted to me.

It would be unfair to the line to close this without having made mention of the firm's publications of high art calendars. As in all their other lines, quality has been maintained before anything else. Apart from a big variety in this line, the prices have been so arranged as to enable everyone to handle this line. They range in price from the inexpensive article for a few cents up to numbers which retail as high as \$1.50.

# Flags      Flags      Flags

**BE READY FOR THE CALL  
AND HAVE A STOCK OF GOOD FLAGS**

All sizes and kinds—DOMINION ENSIGNS, with COAT OF ARMS showing new Provinces of Alberta and Saskatchewan, UNION JACKS, FRENCH TRI-COLOR, STARS AND STRIPES—

| No.                            | Per Gross | No.                           | Per Gross |
|--------------------------------|-----------|-------------------------------|-----------|
| 0000, size 2 x 3 inches - - -  | \$ .80    | 1½, size 10 x 15 inches - - - | \$ 4.80   |
| 000, size 3½ x 5½ inches - - - | 1.20      | 2, size 15 x 20 inches - - -  | 9.60      |
| 00, size 4½ x 6½ inches - - -  | 1.50      | 3, size 18 x 25 inches - - -  | 14.40     |
| 0, size 6 x 8 inches - - -     | 2.40      | 4, size 20 x 28 inches - - -  | 21.60     |
| 1, size 8 x 12 inches - - -    | 4.00      | 5, size 22 x 36 inches - - -  | 33.00     |

Also **PROVINCIAL FLAGS**, with Coat of Arms of the Provinces of Manitoba, Saskatchewan, Alberta and British Columbia. Size 12 x 17 inches. Price \$7.20 per gross.

The **superiority and durability** of our **Flags** commend them. The **material** used is **strong, heavy cotton**. They are **lithographed** (not printed) and the colors will not run, but stand unaffected by **storm or sunshine**.

**The Copp, Clark Company, Limited - Toronto**

## Photo Supply Department

### A Walking Stick Stand and Finder.

One of the most novel appliances for hand camera use that we have seen of late is Watson's walking stick stand and view finder. The stand to all appearances is an ordinary Malacca walking stick with a crook handle of polished horn, and can be used as such without giving the slightest sign of its latent possibilities. By unscrewing the handle, however, a male screw is revealed on the stick, upon which a hand camera can be secured. Used in this way, with the ferrule of the stick on the ground, the hand camera is steadied so much that quite long exposures may be given—far longer than when the camera is held in the hand without any other mechanical support at all.

But the distinctive characteristic of the walking stick has still to be pointed out. By attaching a small finder to the stick, just below where the handle is attached, and by applying the eye to a hole on the opposite side of the stick and at the lower end, a system of lenses and mirrors in the stick itself allows the user to see the picture in a finder which may be some feet above his head. A light hand camera can thus be held three feet above the photographer, and used in that position, so that with this one can both see the photograph over walls or over the heads of a crowd, in a way which no other apparatus will admit.

The apparatus is made still more complete by a little device which is carried in the projecting tube of the finder, by means of which one can see at a glance whether

the camera is level in both directions. This arrangement, a weighted frame, strikes us as being particularly ingenious. The orifices in the stick can be closed by shields within it, when it is being used as a walking stick.

\*

### Do You Handle Them?

With the summer season close upon us there should be a big increase in sales of photo supplies during the next month or two. There can be little doubt but that amateur photography is becoming more and more popular, and in consequence there will be a greater demand for supplies of various kinds. Stationers not already doing so will find it to their advantage to put in a stock of photo supplies and get their share of this trade. In towns where there is not a direct photo supply house, it is up to the stationer to carry the line, for the intending purchaser will look to you for his wants. Very little space is required to stock supplies of this nature and the profit to be had on sales is worth going after.

To induce sales why not have a competition in your town for amateur photographers, giving prizes for the best photos taken during the three summer months, June, July and August. This would surely bring outsiders into the fold and would also enthrall the half-hearted users of the camera.

Do you keep any of the photographic journals for sale on your counter? If not, you should do so, for there are a number of excellent publications containing matter that would be of great help to the amateur. It should be a comparatively easy matter to secure subscriptions for such publications from the enthusiast.

Now is the time to stock up with a supply of

“Wellington”  
Plates



Papers and  
Films

Don't postpone doing this until you are asked for them, then it will be too late and your competitor will reap the profit. Every tourist visiting your town or city will need supplies of

“Wellington” Plates

Remember that the cost of handling them is practically nil and the profits from their sales for you are large.

WARD & COMPANY

13 St. John Street, MONTREAL

# Some Matters of Interest to Canadian Newsdealers

Absurd Ruling of the Post Office Department—Correspondence With the Deputy Postmaster General—Items About Magazines of the Day.

The requirement of the Canadian Post Office Department that every Canadian newsdealer, who wishes to mail copies of a United States periodical to subscribers at the rate of one cent per pound, must furnish not only a bona fide list of these subscribers, but a sample copy as well, has been the occasion for the following correspondence, which speaks for itself.

The absurdity of the position taken by the Deputy Postmaster-General must be patent to everybody. Why must Canadian newsdealers furnish copies of magazines to the Department, which the Department already has on file? Is there a nigger in the fence?

### The Case Stated.

Toronto, March 25, 1908.

R. M. Coulter, Esq., M.D.,  
Deputy Post Master-General,  
Ottawa.

Dear Sir,—Re re-mailing of United States periodicals. Our hearty thanks are due to the Department for the concession granted to Canadian newsdealers whereby they are privileged to re-mail to bona fide subscribers United States magazines, which have been approved by the Department, at the rate of one cent per pound.

We would like, however, to direct your attention to one feature of the new ruling which will lay a heavy burden on the newsdealers, viz., the depositing of a sample copy of each publication with the Department.

Take the case of a newsdealer having one or two subscribers for Harper's Monthly. This magazine costs four dollars per annum. The expense of placing a sample copy with the Department would eat up most of the profit made in handling the other two copies.

And, moreover, if Harper's Monthly is entitled to the one cent rate, the publishers must themselves have placed a copy of the magazine with the Department previously. Why, then, should a newsdealer, whose profits are so small, be required to furnish the Department with a duplicate copy? And, going further, why should it be necessary for a thousand Canadian newsdealers to place duplicate copies of magazines at Ottawa? Is not the Government's purpose completely filled when the newsdealer proves that the people to whom he sends these magazines are bona fide subscribers?

There can be no antagonism between the United States publisher of a magazine and the Canadian newsdealers who sell that magazine, and there can be no question of discrimination. It is the same magazine and the publisher makes a profit on every copy he sells, whether it be direct or through a newsdealer. There is no injustice done to a publisher by requiring him to furnish a sample copy and relieving the newsdealers of that necessity, for it is primarily to the publisher's interest to have his magazine accepted.

The newsdealers are not publishers and there can be no clashing of interests. We believe that if a canvass were made of United States publishers, they would have no hesitation in stating that they would not consider themselves discriminated against in the least if newsdealers were relieved of the necessity of furnishing the Department with sample copies.

We feel sure that the Department will be even more anxious to assist Canadian tradesmen than United States

publishers. By placing this handicap on the newsdealers' business, you will seriously hamper the newsdealers' sales of magazines and will transfer much of this magazine business to the United States publishers. In removing it you will help the newsdealers and will in no way injure the interests of the publishers.

Will the Department kindly give this important matter their early and serious attention and advise us if anything can be done to relieve the situation?

The Booksellers' and Stationers' Association,  
(Signed) W. A. CRAICK, Secretary.

### Dr. Coulter's Reply.

Ottawa, March 30, 1908.

Sir,—I beg to acknowledge receipt of your communication of the 25th inst., relative to the regulations recently issued by this Department governing the posting by Canadian newsdealers at the one cent per pound rate of United States publications addressed to bona fide subscribers, wherein you claim that, when making application for the privilege, the depositing with the Department of a sample copy of each publication would lay a heavy burden on the newsdealers.

In reply, I have pleasure in stating that, in the event of the mailing-in-Canada privilege for a given publication having been previously granted or refused, the copy submitted by a Canadian newsdealer with his application will be returned. In case, however, a previous application to mail the publication in Canada has not been made, it will be necessary that the copy be retained as part of the Departmental file.

(Signed) R. M. COULTER,  
Deputy Postmaster-General.

W. A. Craick,  
Secretary Booksellers' and Stationers' Assn.

### A Second Letter.

Toronto, March 31, 1908.

R. M. Coulter, Esq., M.D.,  
Deputy Postmaster-General,  
Ottawa.

Dear Sir,—Your communication in reply to our letter of the 25th inst., relative to the regulations covering the re-mailing privilege granted to Canadian newsdealers has been received and we are gratified to learn that the Department is inclined to take a favorable view of our representations in the matter.

Might we request, however, that the Department would go a step further and save the dealer the unnecessary expense of purchasing and sending to the Department a copy of a periodical already on file at Ottawa, by advising him, when application is made for the re-mailing privilege, whether or not a copy of the periodical in question is already in the hands of the Department? Should the Department notify him that a copy is on file, then he need not supply a duplicate, but if the Department advises him that there is not a copy on file, then let him be required to furnish one.

This seems to us to be an equitable way to settle the matter. The newsdealers are quite willing to fall in with the general principles involved, but fail to see why

duplicates should be furnished at all, when a sample copy is already on file.

Trusting the Department will look on our request favorably, we are,

Yours faithfully,

The Booksellers' and Stationers' Association,  
(Signed) W. A. CRAICK, Secretary.

**Dr. Coulter's Second Letter.**

Ottawa, April 1, 1908.

Sir,—I beg to acknowledge receipt of yours of the 31st ult., having further reference to the regulations governing the mailing-in-Canada privilege granted to Canadian newsdealers, and in reply to state that an application for this mailing privilege cannot be considered complete unless accompanied by copies of the publications to which references are made. I regret that I cannot meet your wishes in this instance, but it is necessary that the Department be in a position to deal with an application intelligently, definitely and promptly.

(Signed) R. M. COULTER,  
Deputy Postmaster-General.

W. A. Craick,  
Secretary Booksellers' and Stationers' Assn.

**LICENSE TO EATON CRANE & PIKE CO.**

A license has been issued by the Ontario Government to the Eaton, Crane & Pike Co., empowering them "To carry on the business of manufacturing, buying, or otherwise acquiring, using, selling or in any way disposing of or dealing in, whether as principals or as agents, owners or factors, or on commission, paper, paper boxes, envelopes, papeterie, stationery, machinery, tools and mechanical devices in all forms, and any other articles, products and materials, raw or wrought, and also to carry on the business of printing, engraving and lithographing in all forms; Provided, however, that the company in so doing shall not use in Ontario any larger amount of capital than the sum of fifty thousand dollars, and further provided, that if the company exercises in Ontario any greater or other powers, or uses in Ontario any larger amount of capital than is herein authorized, unless it have obtained a Supplementary License for the purpose, this license shall thereby become liable to be suspended or revoked in whole or in part, and that the company has appointed Frank E. Waterman, of the City of Toronto, in the County of York, and Province of Ontario, General Agent, to be its attorney."

## Periodicals That Sell

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

**Dominion Magazine**—This new Canadian Monthly is something worth while for the dealer. A fifteen center with bright interesting short stories, splendid half-tone and line cut illustrations, as well as live editorialists that strike the nail on the head every month. Trade price 10 cents. *Fully returnable.* If you have not already added the Dominion to your magazine stock write for further particulars and advertising matter. DOMINION PUBLISHING CO., 5744 BLDG., TORONTO.

**Ainslee's Magazine** has always been on the side of the news-trade. It was the first magazine to successfully establish a fifteen cent retail price, for which newsdealers everywhere should be truly grateful. For stories that vibrate with life and vigor, AINSLEE'S has no equal. It is certainly the biggest fifteen cents' worth of entertaining fiction ever offered to the reading public. Trade price 11c. *Fully returnable.* Advertising matter sent free upon request. AINSLEE MAGAZINE COMPANY, 79 Seventh Ave., New York City.

**Westward Ho!** the only standard sized 10 cent monthly published in Canada, unidentified with any railway, corporation or immigration society. A magazine of the great Canadian West. Virile stories. Retail price 10 cents, to the trade 5 cents. Dealers should write for sample copies. WESTWARD HO! PUBLISHING CO., VANCOUVER, B.C.

**Electrician and Mechanic**—There isn't a Canadian town without a student of electricity. *He wants Electrician and Mechanic.* There isn't a town without a tool user who wants to build a boat, or a mission chair, or a dynamo, or an engine, or a wireless set. *He will buy Electrician and Mechanic at sight.* Therefore, *we want every newsdealer to handle it.* Seven cents to the dealer, ten cents to the public. *Returnable at any time,* no matter how old. Order from your news company. SAMPRSON PUBLISHING CO., 6 Beacon St., Boston, Mass.

**The Busy Man's Magazine** should be on every newstand. It is the most popular Canadian publication on the market to-day. Price to the trade 14 cents. Retail price 20 cents. *Fully returnable.* It contains a complete classified index of what appears in all the other magazines of the month. Selling Busy Man's means an increase in the sale of other magazines as well.

*The Oldest, Best, Most Widely Circulated and Influential Mining Paper in the World*

## The Mining Journal

(ESTABLISHED 1835)

Annual Subscription, including postage, to Canada, \$6.50

46 Queen Victoria Street, London, E.C., England

If it's a British Publication We Have It.

## The Imperial News Co.

Pioneers of the DIRECT MAIL SERVICE

LOWEST RATES. QUICKEST SERVICE.

Also Dealers in  
Paper Novels, Picture Post Cards

Canadian Depot

91 Church Street, Toronto

## Doings of the Month in the Picture Post Card Department

The Outlook for Easter—Something About View Cards—Pointers for the Trade  
—An Association Formed—The Picture Post Card as an Educator in Germany.

U. S. Consul Frank S. Hannah, in the following report from Magdeburg, tells of the new educational use of pictorial post cards in Germany:

At a recent meeting of the German Geographical Society the idea was advanced for the first time to employ picture postal cards as means of instruction in the schools. The post card industry has made enormous progress in the last few years, and in the last few months cards have been brought into the market illustrative of natural history, political history, and for use in instruction in the German language, which have met with the hearty approval of professors and teachers of reputation.

The school museum at Breslau has undertaken to form a collection of these cards, and for this purpose has re-

### Novelty Cards.

The well known post card house, W. G. MacFarlane, of Toronto, are going extensively into the manufacturing of novelty cards of all descriptions. For Easter they showed a splendid assortment, most of the designs being entirely new and original. Their Leap Year proposal card is a very pretty one, a miniature envelope in which is enclosed a very fetching proposal, is fastened on the face of the card.

\*

### A Special Offer.

The C. H. Snyder Company, Toronto, are making a special offer for this month. They are offering a sample



Tom Browne Comic Post Cards.  
(Davidson Bros. publishers.)

quested the various publishers to forward them samples of their output, that it may be determined to what extent they may be used for purposes of instruction. Further, two teachers in Leipzig have established a central bureau for meritorious post cards of all sorts intended for purposes of instruction, collection, and travel. They have also developed and offer for sale two practical systems for the display and filing of the cards. These gentlemen select and arrange the cards most carefully according to pedagogical principles. Such prominent educators as Harms, Tischendorf, Rudolf Schmidt, and others have indorsed the plan of using illustrated cards as an aid in instruction, and even official bodies, such as the Provincial Schulkollegium, in Potsdam, anticipate favorable results from them.

set of the twelve famous Boileau Head post cards for 25 cents. These cards retail at 5 cents each, and a sample set will yield 60 cents. This special offer is a cheaper rate than when buying by the hundred, but they feel sure that anyone getting one of their sample sets will be so pleased with them that they will not fail to order further.

\*

### Tuck's Post Cards.

An exceedingly large and splendid collection of Easter novelties is shown by Raphael Tuck & Sons. Their display of Easter post cards is truly beautiful and many novel and artistic effects are produced by as many different processes. Included among the many designs are





The Latest 10c. Souvenir Novelty is  
**PHOTO STAMPS**

Can be used as Letter Heads, Envelope Seals and corners on Post Cards, Parcels, Letters, Papers, etc., etc. Manufactured from views of your own town, post cards, photos, cut proofs, etc., etc.

At \$16.50 per 500. At \$27.50 per 1,000.

Special quotations for larger quantities.

**NUTSHELL SOUVENIRS AT \$45 PER 1,000**

Souvenirs of all kinds made to your order. See our new line of Souvenir Stationery, out April 1st.

WRITE US FOR SAMPLES.

**O. K. PRESS, "Made in Canada" WINNIPEG**

spring flowers and Easter blossoms in great variety; picturesque cathedrals, fluffy chicks and bunnies, many Cross designs, and also a series of comics.

This house is also showing an attractive series of cards of the Canadian Rockies, there being twelve subjects in a set. Another good series is the Scottish clans.

Raphael Tuck & Sons are known the country over for the high standard of their cards and dealers find little difficulty in disposing of any of their lines.

\*

**Post Card Association.**

An association has been formed in New York, to be known as the Post Card Importers' Manufacturers' and Publishers' Protective Association. The membership is already upwards of twenty-five and several applications are awaiting acceptance. The dues are to be \$50 per annum and the association is to be incorporated within a short time. It is to be arranged later to have a sort of clearing house for credit information and members will be kept fully informed. Price regulations will also be taken up. Any house in the trade in good standing which is not directly representing a foreign firm or taking orders on commissions from a foreign firm is eligible for membership.

\*

**Easter Cards.**

Last Easter the dealers were well satisfied with the assortments offered them by the manufacturers, but since that time competition among the manufacturers has increased considerably; consequently the dealer has a better range than ever to select from. Easter is one of the



**"The Hit of the Season and the biggest kind of sellers everywhere"**

We are the Canadian Selling Agents for the

**"A BOILEAU HEAD" 12 FAMOUS "BOILEAU HEAD POST CARDS"**

A "Strictly 5 Cent Proposition"

Price \$2.50 per hundred Quantity prices on application

SAMPLE SETS

Of "12" Mailed on Receipt of 25 Cents.

Will Sell for 60 Cents

**THE C. H. SNYDER CO.**  
**"Importers and Publishers of Art Novelties"**  
**77 VICTORIA ST. - TORONTO**

most popular holidays, for special day cards, of the year, and every indication points to very large sales.

The demand shows a strong tendency for the better class of cards, both as regards the subject and the finish.



One of W. G. MacFarlane's new Novelty Cards.

The cards of silk and satin finish, lithographed in colors, are much in evidence and find a ready sale.

\*

**Local View Cards.**

Orders for local view cards for spring and summer delivery are coming rather slowly as yet, but the demand will likely be brisker during the coming month.

Those dealers having part of their last year's stock of local views still on hand will find that they can create a much better sale for these by adding a few new views to the stock. They should decide at once what cards they need and place their orders as soon as possible so as to insure getting good delivery. Dealers are too apt to hang back and place orders at the last minute and then blame the manufacturer if cards come along too late for use.

H. M. Caldwell Co., of Boston, have just made one of the most charming, original and inviting catalogues that have been issued by any publishing house in any country. It is a selection of books for Commencement gifts. It is beautifully printed in delicate tints of old rose and pale green, and is done up in a cover of novel and artistic design. The titles it contains have been carefully selected, and they represent the best books for Commencement gifts both for young men and young women graduates, be-

ginning appropriately with two handsome school and college girls' memory books, entitled "My Graduation," by Marion L. Peabody, and "My High School Days" with decorations and illustrations by L. J. Bridgman. All the famous classics which every young man and young woman should possess, in dainty and serviceable editions, are listed, and the publishers have done a service alike to the trade and to the public in preparing this unique and effective catalogue.—C. W.

**EUROPEAN POST CARD CO.**  
146 St. James Street, MONTREAL  
TO THE TRADE  
Largest Assortment of FANCY CARDS, ALBUMS, and  
JEWELLING POWDERS always in stock at the  
**EUROPEAN POST CARD CO.**  
Prompt and careful attention to enquiries. Wholesale only.

**ILLUSTRATED POST CARDS**  
Please send five dollars for the newest and finest German novelties at wholesale rates. . . . Established 1895.  
**VERLAG ANT. GERSTENKORN, Hamburg**

**AMERICAN SKILL WINS**

**Holzman Local Views**

"Not Made in Germany"

Supreme  
**Quality**  
plus  
Unequaled  
**Service**  
at  
Order Getting  
**Price**

After patient experimentation we have perfected some special processes which produce View Cards of a quality far surpassing the best work of European publishers.

Richness of coloring, fidelity of detail and genuine artistic value, are distinguishing features of Holzman Views.

We make deliveries in as many weeks as European manufacturers require months, and you enjoy the added benefits of American responsibility and accessibility.

means nothing unless compared with our samples

Write for Samples—it Will Pay You to Know

The Largest Factory in America Devoted  
Exclusively to the Making of Post Cards

**Alfred Holzman Co.**

2815 Wabash Avenue, CHICAGO Dept. B

**Picture** Made to order only according to instructions supplied.  
Specialties: **Post** Very fine make. First class goods only.  
Lederer Halotype styles.  
plain and coloured.  
Well known for efficiency and high-class workmanship. **Cards**  
**Otto Leder**  
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MANUFACTURE:  
**PICTURE POST CARDS**  
MADE AFTER YOUR OWN PHOTOS.

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  
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Glossy Collotype Cards  
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ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

CHEAPEST PRICES.

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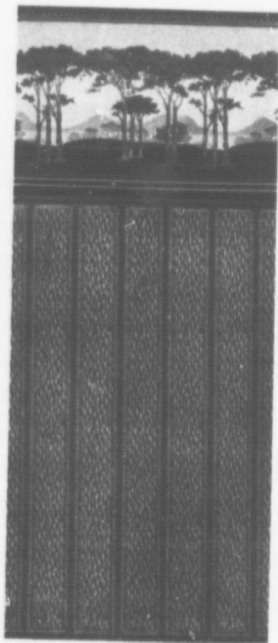
## Wall Paper Section

### Timely Hints.

The bookseller who makes the most of his wall paper department is the man who realizes that a mere knowledge of cost price and selling profit is not by any means the only equipment necessary for success.

You would not try to sell Emerson's essays to a giddy girl, or Laura Jean Libby to a college professor. And yet, many booksellers know so little about wall decoration that they are restricted in their selling to a mere exhibition of the various patterns. They can throw no light upon the adaptability of this or that paper to the requirements of the purchaser—and a natural dissatisfaction ensues on his part with their appearance when the papers have been hung.

The dominating element of the paper is almost always its coloring—not its pattern design. A paper in light tones and delicate tints may be suitable only for a lady's bedroom, while the same pattern in rich and heavy colors may be just the thing for a hall or den. So a knowledge of colors is requisite, especially the effect



Handsome New Wall Paper Design.  
(Staunton's Limited.)

that bright sunlight and subdued northlight have upon the different shades.

Rooms with bright southern exposure are best treated with the "cold" colors—grey, blue and green. Those with northern exposure should have the walls covered

## 95% Failures

Ninety-five out of every hundred men in business fail.

Ill-advised buying is the main cause. A poor bargain breeds discontent with the goods, discontentment breeds indifference, and indifference is the father of forced sales.

"Staunton" Wall Papers are sold purely on their merits—every dollar of cost is balanced by an honest hundred cents' worth of value.

They are sold direct to you at a price covering actual cost plus manufacturer's modest profit, and this price includes no recoupment for extravagances in securing business. Your profits are limited only by your ability as a merchant. To clear 100% is no trick at all.

Correspondence from booksellers and stationers who are not now carrying Wall Paper is invited.

If you are carrying a stock and have not a copy of our Wall Paper Chart showing quantities necessary for various sized rooms, a postal card request will bring you one.

## STAUNTONS LIMITED

933 Yonge St.

TORONTO

with rich tones of the "warm" colors—yellow, orange, brilliant red, etc.

The hall should be made pleasing through the use of soft, rich colorings in tapestry, medallion and other such papers.

The dining room should reflect the spirit of good cheer and comfort. Forest, verdure and Oriental tapestries in two-third treatments; grasscloths and similar textile effects with landscape or scenic borders; or stripe designs with subdued patterns for the border are the safe things to use. Rich browns, greens, olives and reds are highly recommended.

Bedrooms should not be too decided in color treatment, the most satisfactory papers to use being the dainty stripes in ribbons, chintz and embroidery effects for ladies, and plain stripes or subdued floral patterns for gentlemen.

The kitchen and bathroom can be made so bright and attractive with the use of modern varnished wall papers or Sanitas that there is no excuse for the old-time drab paint and soiled woodwork. These papers can be purchased in infinite variety of design, especially in tiles, and are kept immaculately clean through the use of a damp cloth.

The bookseller who in a general way follows the lines laid down here cannot go far wrong, and he is more than likely to hit things right.

S. B. Gundy, manager Canadian branch of the Oxford University Press, sails next week from New York for England. He expects to be away about a month, conferring with the head office management.

THE DOMINION MAGAZINE.

The April number of this new Canadian monthly makes a fine appearance, indeed. The editorial, short stories and illustrations are even better than the March issue, which was its initial number. The publishers are pursuing a policy of bringing out Canadian authors and illustrators, and the May number promises to be the best one yet. Among the features promised, besides several short editorials, are short stories by Jack London, Max Preston, W. A. Fraser, Carl Ahrens, etc., with illustrations by well known Canadian artists.

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**  
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**BETTER LATE THAN NEVER**

is as true when applied to the stationery business as to anything else. If you haven't yet investigated the proposition we are offering booksellers and stationers in connection with the "BERLINER" gramophone and the "VICTOR" talking machine, why

**DO IT NOW**

Write for information to any of the following agents — the one nearest your locality.

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| R. S. Williams & Sons, Limited, | Toronto, Ont.     |
| Nordheimer Piano & Music Co.,   | Toronto, Ont.     |
| Royal Stores, Limited,          | St. John's, Nfld. |
| Cordingly Bros.,                | Brackville, Ont.  |

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

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Capital Paid Up, - - \$1,000,000  
Reserve Fund, - - \$1,000,000  
Undivided Profits, - - \$ 133,133

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We Drafts bought and sold.  
Solicit Letters of credit issued.  
Your Collections promptly attended to

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Account open at all branches.  
Interest allowed on all deposits  
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Invaluable for convenience in the household.

**LONG DISTANCE TELEPHONE SERVICE**

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Full particulars as to rates and service at the nearest office of

**THE BELL TELEPHONE COMPANY OF CANADA**

**WESTERN ASSURANCE COMPANY.**

Incorporated  
1851

**FIRE  
AND  
MARINE**

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Assets over - - \$3,570,000  
Income for 1906, over 3,609,000

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W. R. BROCK, Vice President  
W. B. MEIKLE, General Manager  
C. C. FOSTER, Secretary

**British America Assurance Company**

A. D. 1833

**FIRE & MARINE**  
Head Office, Toronto

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|---------------------------------|----------------|
| CAPITAL                         | \$1,400,000.00 |
| ASSETS                          | 2,162,753.85   |
| LOSSES PAID SINCE ORGANIZATION, | 29,833,620.96  |

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An extensive high grade line of British manufacture.

## Christmas Cards

Our series has earned for us a big reputation amongst discriminating stationers.

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We specialize in high class Private Greeting Cards; our line is suitable for the Canadian market.

## Wedding Stationery

We are the largest makers of Wedding Stationery in the world.

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34, 36, 38, Provost Street, London, Eng.

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Souhails, London

Code A.B.C.  
5th Edition

## News of a Great Fancy Goods Exhibition

In full swing! The thirtieth annual display of import fancy goods arranged for the Canadian trade by Warwick Bros. & Rutter, Limited, Toronto, is now being visited by retail fancy goods dealers from far and wide. During the two weeks that the exhibition has been open, there has been a constant flow of buyers passing through and what has pleased Warwick Bros. & Rutter more than all is the fact that all the dealers who bought last year, are coming back again this season. This demonstrates that the trade are satisfied with the goods they bought last year and the treatment they received.

Asked as to whether any particular lines were selling ahead of others, Mr. Charles E. Warwick said that the whole line was taking well and that he could not say that any one kind of goods was selling better than any other.

The firm's travelers for the northwest, Quebec and the Maritime Provinces, left for their respective fields early this week. H. C. Woods opens up immediately in Port Arthur and Fort William, G. Hazen in Fredericton N.B., and J. A. Gilbrandsen in Quebec. Arrangements will be made for the trade from the surrounding districts to inspect the samples at these centres.

The Ontario travelers are on hand at the Rea Building, Spadina Avenue, Toronto, where the central display is shown, and here they will be pleased to meet with their respective customers. Owing to the fact that many dealers are holding off until Easter before coming to the city, it would be as well for them to arrange beforehand with their particular traveler for a convenient date, as un-

doubtedly there will be a crowd on hand during Easter week.

The trade must not forget that this is the biggest and best display of import fancy goods ever shown by Warwick Bros. & Rutter. In fact, it is so extensive that they could not accommodate it in their own building and had to seek larger quarters in the Rea building. Here everything has been arranged to give customers every opportunity to examine the samples in harmonious surroundings. The handsome goods in their attractive surroundings make a charming picture and we urge every dealer who can possibly get to Toronto to visit the Rea building.

◆◆◆  
This year's display of import books, being made by the Musson Book Co., in the King Edward Hotel, Toronto, is as charming a collection of the work of the world's best book-makers, as this progressive firm has yet shown. Besides import books there is a good showing of the firm's own publications, including Parkman's works, the "Canada" series of juveniles, and a number of current copyright novels. C. J. Musson is himself in charge of the display.

◆◆◆  
A little girl went into a book store and said: "Ma wants a pen and some ink, an' says she will send a half dollar around when pa comes home."

"Very well," replied the bookseller.

"But," continued the child, "ma wants the change out of the half dollar, so she can get some pork chops for lunch."

**PAYSON'S INDELIBLE INK**



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

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

**IMPORT COSTS**

Just issued. A new book for the use of importers, showing laid down costs, for one-eighth of a penny to one thousand pounds, with advance on Sterling costs from five per cent., calculated at the Canadian par of Exchange, advancing by two-and-a-half per cent. rates. A separate table for each rate.

These tables will be found a great improvement over anything hitherto published, and will prove a valuable time-saver to all in need of such a work.

Full Bound Leather, Limp.  
Price, \$1.50.

A specimen sheet will be sent upon application.

**The Canadian Customs  
Tariff of 1907**

A new edition, compiled from official sources arranged in alphabetical order, and corrected to date.

Contains: The British Preferential Tariff, Anglo-Canadian Treaty, Advantages to British South Africa under the French Treaty Act 1894, Regulations established by Order-in-Council, 25th November, 1903, respecting Surtax on goods imported into Canada. Tariff changes, 1904, Dumping Clause, Extracts from Customs and Tariff Act.

Instructions as to Way Bills, and marks and numbers on packages, Schedule of Forms, Articles exempt from Duty, Ships' Stores, Articles Prohibited, Exports Prohibited, Approximate Value and Duty on Packages of various descriptions.

Weights, Excise Duties, Ports of Entry, Outports, Preventive Stations, Wharfage Rates, etc.  
Tables showing the Customs Value of Foreign Currencies, Sterling Money, Francs and German Rixmark reduced to dollars and cents.

Value of Francs in English money, etc., etc.

F.Cap 8vo. Cloth,  
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HAMILTON, BERMUDA

This house is pleasantly and conveniently situated 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. MCNICOLL, Prop.

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BRITISH GUIANA.

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer wharves, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies Rooms. Billiard Room. Electric light throughout.

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Corner of Main and Lamaha Streets  
GEORGETOWN, DEMERARA

Cool and airy Bedrooms. Excellent Cuisine. Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patrons: Politicians, Managers, E. OTTAWA

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

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The most popular hotel in  
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INSERTIONS**

THE publishers of Bookseller and Stationer offer all subscribers the free use of their department of condensed advertising for three months. All readers who have not already done so should take advantage of this offer. Advertisements should be limited to thirty words and should deal with some trade subject.

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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.

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## Best Selling Books of the Month

### Belleville.

1. Weavers. By Sir Gilbert Parker. Copp.
2. Shuttle. By F. H. Burnett. Copp.
3. Shepherd of the Hill. By H. B. Wright. McLeod.
4. Satan Sanderson. By H. E. Rives. McLeod.
5. Rosalind at Red Gate. By M. Nicholson. McLeod.
6. Black Bag. By L. J. Vance. McLeod.

### Calgary.

1. Songs of a Sourdough. By R. W. Service. Briggs.
2. Somehow Good. By Wm. De Morgan. Copp.
3. Yoke. By E. Miller. McLeod.
4. For Jacinta. By H. Bindloss. McLeod.
5. Three Weeks. By Elinor Glyn. Duffield.
6. Metropolis. By Upton Sinclair. McLeod.

### Charlottetown.

1. Cowardice Court. By G. B. McCutcheon. Briggs.
2. Brewster's Millions. By G. B. McCutcheon. McLeod.
3. Broken Road. By A. E. W. Mason. McLeod.
4. Ancient Law. By Ellen Glasgow. Musson.
5. Weavers. By Sir Gilbert Parker. Copp.
6. Shuttle. By F. H. Burnett. Copp.

### Edmonton.

1. Three Weeks. By Elinor Glyn. Duffield.
2. Red Year. By Louis Tracy. McLeod.
3. Alice-for-Short. By Wm. De Morgan. Frowde.
4. Rosalind at Red Gate. By M. Nicholson. McLeod.
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6. Shepherd of the Hills. By H. B. Wright. McLeod.

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1. Somehow Good. By Wm. De Morgan. Copp.
2. Shepherd of the Hills. By H. B. Wright. McLeod.
3. Red Year. By Louis Tracy. McLeod.
4. Metropolis. By Upton Sinclair. McLeod.
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6. Lady of the Mount. By F. S. Isham. McLeod.

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1. Shuttle. By F. H. Burnett. Copp.
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4. Black Bag. By L. J. Vance. McLeod.
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6. Somehow Good. By Wm. De Morgan. Copp.

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2. Sadie. By K. E. Harriman. Frowde.
3. Fruit of the Tree. By E. Wharton. McLeod.
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5. Joseph Vance. By Wm. De Morgan. Frowde.
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### Ottawa.

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2. Shuttle. By F. H. Burnett. Copp.
3. Songs of a Sourdough. By R. W. Service. Briggs.
4. Alice-for-Short. By Wm. De Morgan. Frowde.

5. Somehow Good. By Wm. De Morgan. Copp.
6. Lady of the Mount. By F. S. Isham. McLeod.

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2. Shuttle. By F. H. Burnett. Copp.
3. Weavers. By Sir Gilbert Parker. Copp.
4. Satan Sanderson. By H. E. Rives. McLeod.
5. Three Weeks. By Elinor Glyn. Duffield.
6. Metropolis. By Upton Sinclair. McLeod.

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2. Somehow Good. By Wm. De Morgan. Copp.
3. Shuttle. By F. H. Burnett. Copp.
4. Songs of a Sourdough. By R. W. Service. Briggs.
5. Doctor Ellen. By J. W. Tompkins. Musson.
6. Lady of the Decoration. By F. Little. Musson.

# Condensed or "Want" Advertisements

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

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

Five cents additional each insertion where box number is desired.

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

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

## PERIODICALS.

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

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

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Tide Charts for 1908, Applying to Vancouver and Adjacent Waters; with 'International Rules of the Road,' etc. (Book.) Bayfield & Archibald, Vancouver, B.C.

The British North America Acts. By Edmund L. Newcombe. (Book.) Edmund Leslie Newcombe, Ottawa, Ont.

The Bank Directory of Canada, March, 1908. (Monthly.) William Robert Houston, Toronto, Ont.

Directions for Using Case's Standard Record-Chart for Inventors and Patentees. (Book.) Egerton Ryerson Case, Toronto, Ont.

The Canadian Law List, 1908. (Hardy's.) Henry Cartwright: Editor. Henry Cartwright & Reginald Arthur Wharton, Toronto, Ont.

La Prise de Quebec et Ses Conséquences, Traduction d'une partie de l'Ouvrage: "Montcalm et Wolfe," de Francis Parkman. Par Ulric Barthe. Ulric Barthe, Quebec, Que.

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The Digest of Canadian Criminal Case Law. By Geo. E. McCrossan, M.A., LL.B., Samuel S. Schultz, B.A.,

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L'Annuaire Theatral. (Livre.) George H. Robert, Montreal, Que.

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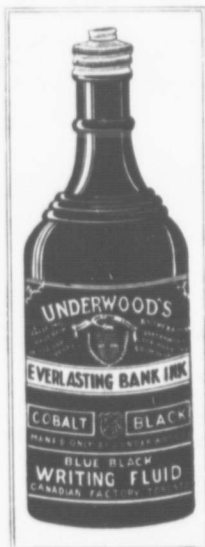
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