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**THE BOOKSELLER
& STATIONER*
AND FANCY GOODS REVIEW**

OCTOBER

MONTREAL

TORONTO

WINNIPEG

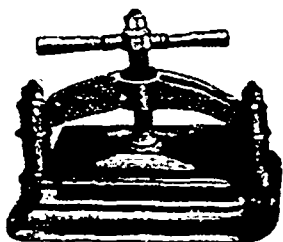
1906

**Advertise Your Own Store by
Inexpensive Signs, Tickets and
Show Cards.**

We supply these specially adapted to your store.
They work both day and night for you.
They draw customers your way and hold them.
They give the impression that you and your
store are all right.

72-page catalogue yours for the asking

THE MARTEL - STEWART CO.,
Montreal, Canada Limited



FOR
**COPYING
PRESSES**

ALL SIZES

from Quarto Post to largest Waybill,

WRITE THE

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

ESTABLISHED 1851



TWO
ONLY
of the
Many
Varieties
of

Joseph Gillott's Pens

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

For all particulars sample for distribution show cards etc apply to J. GILLOTT & SONS, 21, Abchurch Lane, London, E.C.

YOU ARE INTERESTED IN SOMETHING.

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

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

Terms—100 Clippings.	\$ 5.00
250	12.00
500	21.00
1,000	40.00

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

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

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street,
MONTREAL

10 Front St. East,
TORONTO.

"Imitation is the Sincerest Form of Flattery."

Blank Books

You will have noticed that our different series of Stock Blank Books are the standard from which others are patterned. Our Half Russia books are unequalled in value and are the most satisfactory line of Standard Books made. Stocked as follows:—

Royal Octavo—Ledgers, Journals, Cash and Day Books.

Small Post Quarto—Ledgers, Journal, Cash, Day and Minute.

Large Post Quarto—Minute Books only.

Foolscap Folio—Ledgers, Journals, Cash, Day and Minute. 200 pages, lettered on side in gold.

No 1. Half Russia Extra Foolscap and Folio Demy—Ledgers, Journals, Cash Books, Day Books and Minute Books in all thicknesses.

Send For a Sample of Our Book Before Replenishing Your Stock.

Warwick Bros. & Rutter
Makers of
Blank Books
Limited
TORONTO



ASK THE TRAVELLERS TO SHOW YOU SAMPLES



BUY THEM

ARE FIRSTS AND EACH PACK IS WRAPPED AND SEALED

SELL THEM



TRADE SUPPLIED BY THE WHOLESALERS



A. O. HURST, 24 SCOTT ST., TORONTO

"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

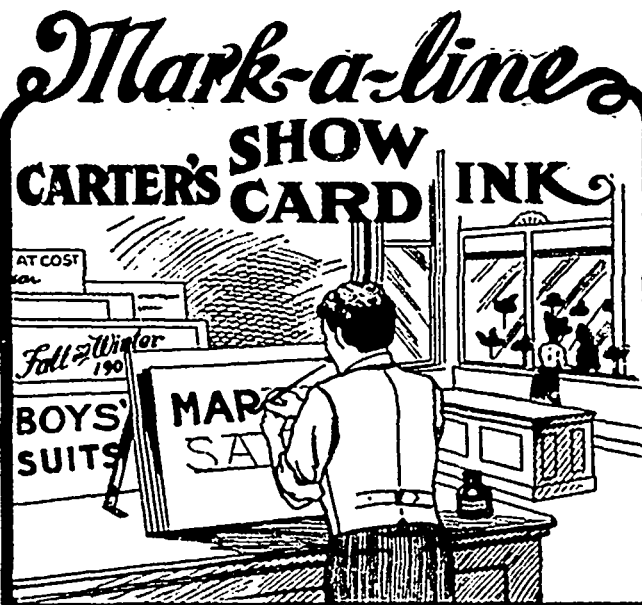
Colonial Whist

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.



Mark-a-line
SHOW
CARTER'S CARD INK

Just what you are looking for!

A water-color for use with brush or pen for marking show cards or price tickets

SEVEN COLORS. Each color is distinctiv and dries with a glossy enamel finish that does not crack, and that gives a "dressy" appearance to your show card.
For sale at all Stationers.

The Carter's Ink Co., Boston, New York, Chicago, Montreal.

Fall Announcement

General Stationery Goods

Last issue of Bookseller and Stationer we spoke of our Large and Full Stock of

General Leather Goods

which at present is even more complete than ever.

We call attention now to our Large New Stock of

Stationery and Office Supplies

comprising extensive new lines and undoubted value.

INKSTANDS of every description. Wood, Glass, Metal, etc.

CASH BOXES Best English make, all sizes.

DOCUMENT BOXES New makes and styles, all sizes.

LETTER BALANCES 4 oz. to 2 lbs., also Pelouze Scales.

STATIONERY CASES Cap and Quarto. Own make.

STEEL PENS Esterbrook, Spencerian, Gillott's, Mitchell's, Ball Pointed, Myers,' Brown Bros., and every popular make.

PENCILS Koh-i-Noor, OPHIR, Faber's, etc.

INK Stephen's, Arnold's, David's, Letterine, etc.

PENHOLDERS Immense variety. Rubber, Wood.

RUBBER BANDS Erasing Rubbers, etc.

FOUNTAIN and STYLO PENS Finest line made

COPYING PRESSES, OFFICE BASKETS Waste and Document.

Our **ACCOUNT BOOKS** stand at the head.

LOOSE-LEAF PRICE and MEMO. BOOKS

MEMO. BOOKS New styles. Best line made.

CREPE and FLAT TISSUE White and colored.

We aim to have the most complete Paper and Stationery House in the Dominion.

BROWN BROS., LIMITED

51-53 Wellington St. West, Toronto

Ritchie & Eason

26 DICKINSON STREET
MANCHESTER

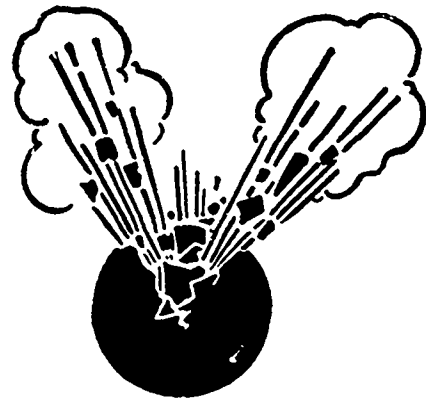
MANUFACTURERS OF

Book-binders' Cloths, Calcoes and All Manufacturing Stationers' Textiles

PATTERNS ON APPLICATION

ESTABLISHED
1870

CABLE:
"LINING, MANCHESTER"



Just like a shell

the novelties in Albums for Picture
Postal-cards and amateur-photos of the

Berlin Bookbinding Comp., Ltd.

WÜBBEN & CO.

Berlin, S. W. 48

have dashed into the market.

ASK FOR CATALOGUE

Waterman's Ideal Fountain Pen

The pen with the Clip-Cap

A FEW PEN STYLES

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

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

LIST PRICES

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



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



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



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



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



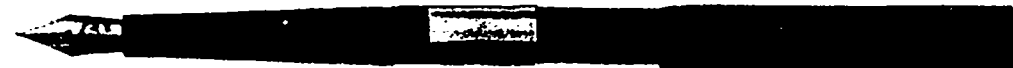
SILVER FILIGREE WITH NAMEPLATE. No. 12, \$5.00; No. 14, \$7.00; No. 15, \$8.50; No. 16, \$9.50; No. 17, \$11.00. ALSO GOLD: \$10.00, \$12.50, \$25.00.



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



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



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

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

LIBERAL DISCOUNT POSITIVE PROFITS

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

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

138 ST. JAMES STREET, MONTREAL

BOOKSELLER AND STATIONER

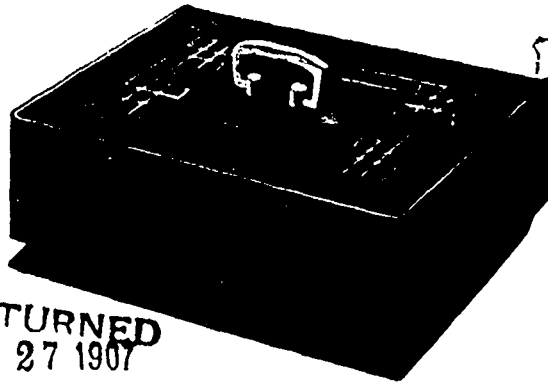
Up-to-Date in Quality, Novelty and Price



GEO. WRIGHT & CO.

Manufacturers of

Stationers' Sundries, Office and School Specialties



Page No. _____
Cut Book No. _____
to _____
RETURNED

RETURNED
MAR 27 1907

The Burglar-proof Cash Box, from 10/- each upwards. Nos. 1703 and 1704P with safety bottom plates.

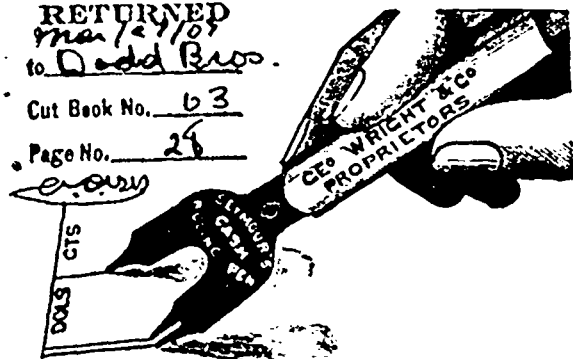


RETURNED
MAR 27 1907

Wright's Patent Portable Copying Press. Adjustable to any thickness of book, one hundred to five hundred pages. Light, strong and instantaneous.

RETURNED
MAR 27 1907
to Dodd Bros.

Cut Book No. 63
Page No. 26



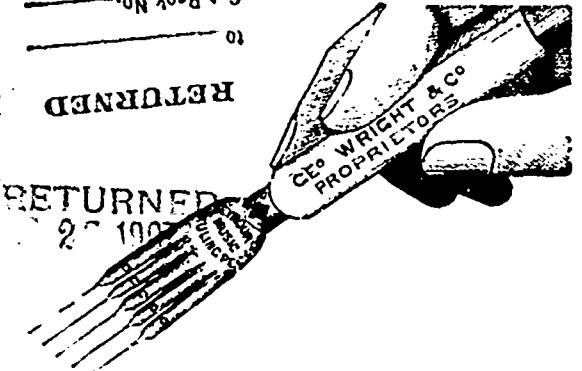
Dollars and Cents Ruling Pen. Complete column at a single stroke.



RETURNED
MAR 27 1907

In tins as above, or in zinc trays. All sizes, ready for use.

Page No. _____
Cut Book No. _____
to _____
RETURNED



RETURNED
MAR 27 1907

Music Ruling Pen. Full stave at a single stroke.

RETURNED
MAR 27 1907

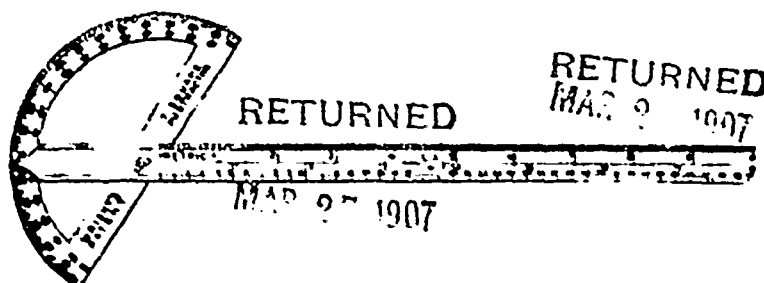


Ink Bottles and Inkstands of every description.

Write for
Catalogue
and
Lists
RETURNED
MAR 27 1907



Patent Blackboard Clip for holding specimens, suspending maps, etc.



RETURNED
MAR 9 1907

RETURNED

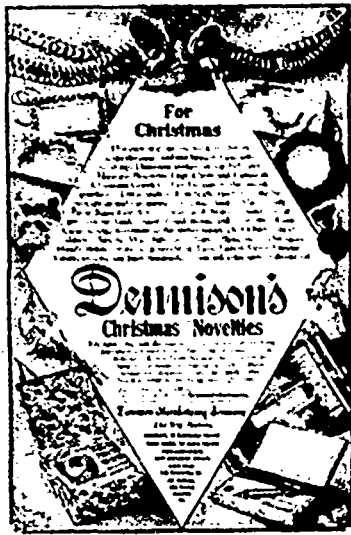
MAR 9 1907

Wright's Patent T Square Protractor for Blackboard, &c.



Look out for "Sky," the climax of all games.

The "Requisite" House, Bayer St., London, E.C., England



Dennison's Holiday Creations

for 1906 are just a little beyond the realm of imagination. A thousand things of sentiment, beauty and utility to add joy to the gladsome season.

Here are beautiful Tags, Cards and Labels in Christmas Green and Gold, to convey the season's greeting. Little Seals with Bells and Holly to close the package or seal the message of good cheer. Magnificent Paste Board Gift Boxes covered with Holly to hold gifts of any size or kind. Satin Lined Boxes and Christmas Coin Cards to lend sentiment to the money token. Doll Outfits for the children. Sealing Wax Sets for milady. Beautifully Decorated Handy Boxes, containing a variety of Tags, Labels, Glue, Fasteners, Twine, etc., for the busy housewife. Indeed, there is something for every one in Dennison's Holiday Line, and there is something more for every dealer in

Dennison's Holiday Advertising

In November and December, the leading periodicals of the country, reaching about Forty Million readers, will contain the most beautiful advertisements reproducing and describing Dennison's Christmas Novelties. The standard magazines will carry full pages, while such great home publications as the Ladies' Home Journal will carry full columns.

Just to give you an idea of what this means, we reproduce here in miniature two of these designs. Study them yourself and see if they are not likely to create business.

As each advertisement refers all readers directly to the dealer the harvest of this advertising will go to the stores who carry the line and display it to the best advantage.

The question is: Are you prepared to get your share—If not, an immediate order is your only opportunity, for even the Dennison capacity is not without its limit.

Have you had a complimentary copy of Dennison's Dictionary, if not, it's well worth asking for

Dennison Manufacturing Company
The Tag Makers

BOSTON, 26 Franklin Street. NEW YORK, 15 John Street.
PHILADELPHIA, 1007 Chestnut St. CHICAGO, 128 Franklin St.
ST. LOUIS, 413 North Fourth St. MONTREAL, Coristine Bldg.

BOOKSELLER AND STATIONER

ARE YOU IN IT ?

THE RACE

WITH PROGRESSIVE BUSINESS

Dictate to your stenographer
a letter of enquiry about



SPACES SELLING RAPIDLY — HALF SOLD
GET ON A MOVE

SECURE A SPACE AT ONCE BEFORE
IT IS TOO LATE

ALL THE LATEST DEVICES

in OFFICE APPLIANCES BUSINESS SPECIALTIES

will be shown to thousands of wide awake business
men of Canada.

FOR FULL PARTICULARS, ADDRESS.

Canada Business Show Co.,

SUIT 79, ALLIANCE BUILDING
MONTREAL, P.Q.

BOOKSELLER AND STATIONER

The WATSON FOSTER CO.

AND

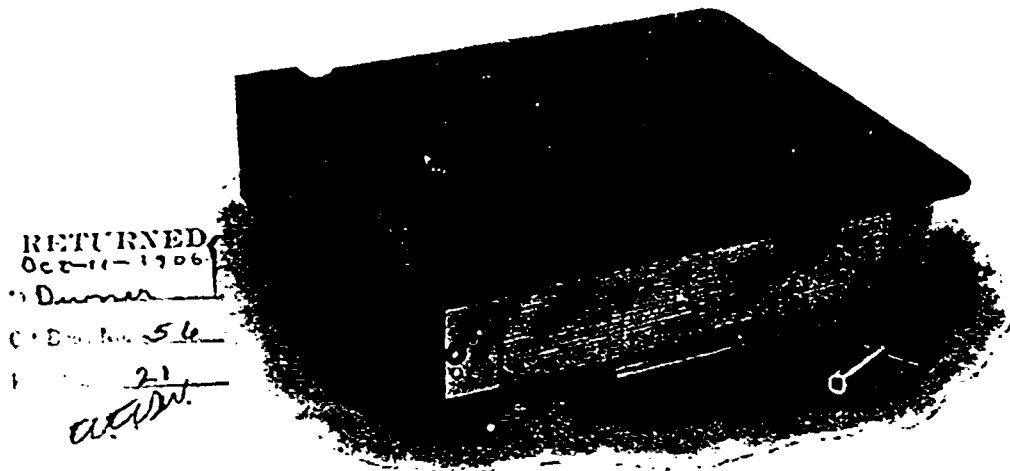
WALL



PAPER

ONE SUGGESTS THE OTHER

THE SIMPLEX LOOSE LEAF SYSTEM



THERE are very few business houses to-day which do not use some form of loose leaf system in one or more departments, as it is regarded as an absolute necessity by progressive business firms. The advantages of the loose leaf system are now well known and permit the greatest amount of information to be kept in condensed form in the least time and most accurate manner.

Accounts and records of all kinds can be kept by this system in any business, large or small, with equal advantage. Investigate the Simplex Loose Leaf System. It is the cheapest and best.

Catalogue and full information cheerfully supplied by the manufacturers.

W. J. GAGE & CO., LIMITED
TORONTO, ONT.

SALES ROOM
54 Front Street West

WAREHOUSE AND FACTORY
82 to 94 Spadina Ave.

PAPER MILLS
St. Catharines

THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXII.

MONTREAL AND TORONTO, CANADA, OCTOBER, 1906.

No. 10.

PRE-CHRISTMAS ADVERTISING OF BOOKS AND STATIONERY

By HARRY A. WOODWORTH

“WHY not books for Christmas?” When the Canadian public—the greatest readers in the world—get to asking one another this question, the result should be good for the readers of *Bookseller and Stationer*.

In an article I wrote for this paper a year ago I alluded to the extensive advertising now being done by book publishers as a good thing for local booksellers—at the same time emphasizing the fact that it is local advertising that is the final encourager and amplifier of local trade.

I neglected at the time to allude to a plan which sixteen New York publishers had used the previous Christmas, because I did not know at the time of writing whether or not it had proven successful.

That the publishers considered it had was, however, amply shown by the fact that they tried the same plan last year, spending considerably more money on it.

In 1904, in brief, these publishers made the calculation that only five per cent. of the 16,000,000 Christmas presents made in the United States was books. A small estimate, it seems to me, of the number of presents, and possibly of the percentage of books. But there could be no doubt that the proportion of book gifts was small, considering their desirableness, their comparative cheapness, and their value as a means of education for the young.

The sixteen publishers sought to stimulate a holiday demand for their wares during December by general newspaper advertising, calling attention to their appropriateness as presents. So a campaign series of ads, in which no name appeared, was run in two papers in New York, one in Philadelphia, three in Chicago, where the need of education in this line was presumably most felt, and two in Boston. The cost of a campaign of twenty days—from December 1 to December 21, Sundays being omitted, was over \$1,500—less than \$125 for each of the publishers. Many more papers were employed the next year.

This advertisement, bordered and using plenty of white space, was used in 1904

The fleeting joy of candy or flowers at Christmas can compare to the permanent pleasure of the gift of books for the holidays

Why not Books for Christmas?
These two ads were among those used in 1905:

The 11th Day Before
Christmas Day

Have you growing sons and daughters? The cultivation of their minds is important to you. You can easily select books which they will care for, and which you will be glad to have given.

Why
not

BOOKS

for Christmas?

The 15th Day Before
Christmas Day

A Christmas book need not be a story. If you have a friend who plays or works at some one thing, there is a chance to choose a book he will appreciate more than any story—a book that he will gladly add to the choicest shelf in his library.

The same refrain followed in each case.

The success of this plan of the publishers is a notable triumph of that new force—co-operative advertising. You cannot begin to measure the extent of good advertising of this kind. It starts considerable talk and reflection among all classes of people, and leads to the most valuable kind of indirect advertising—another great power in publicity for which, however, advertisers do not pay. “Something for nothing” is a very real force in indirect advertising.

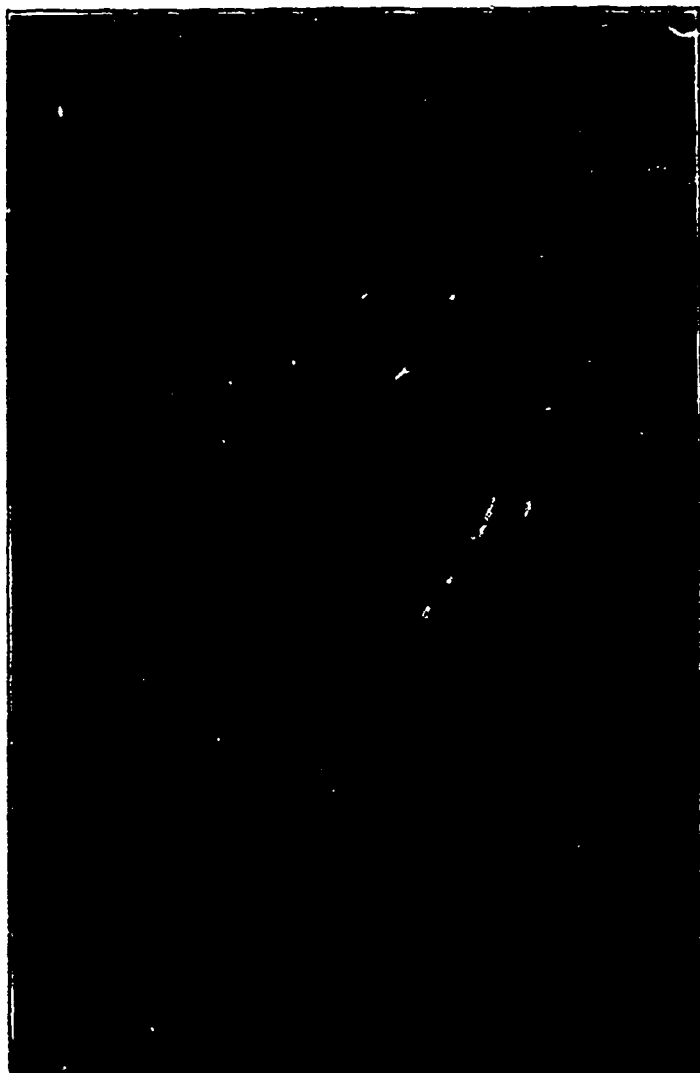
The editorial page of millions of Hearst newspapers, which cannot be denied to be the most widely read of any such page in the United States and Canada, contained a long editorial on December 16, 1905, which was one beneficial result that I know to have been directly due to the co-operative advertising referred to. This editorial indorsement of books could probably not have been bought for any money:

“BOOKS MAKE THE BEST CHRISTMAS PRESENTS. • • The gift of a book carries no obligation, nor does its acceptance. In most cases it is a gentle compliment to the literary tastes of both given and receiver. When one

BOOKSELLER AND STATIONER

sends a clever book to another it carries a sort of implication. 'I have read this book, and I think that your own bright mind will appreciate it.' Perhaps there is a little of egotism in that, but not enough to be offensive. While there are many books, everyone hasn't the facility for securing them. A package of books to your friend in the country is surely a great treat. New books are always acceptable.' etc., etc.

Owen Meredith's most famous verse was that which said, "We can live without books," but in spite of this



FRONTISPIECE OF "IN THE VAN" BY PRICE BROWN.
(McLeod & Allen.)

They still use unprofitable mediums which experienced advertisers have abandoned, or else use none, or little of any.

But why should it not be up to the local bookseller, with the best of mediums—the local newspaper—at his command?

Christmastide is, however, a time when most business men do some advertising, whether they do it at other times or not. Some advertising authorities say it is the worst time of the year to advertise, for then everybody buys. But surely it is the very best time to advertise, for that very reason. It is the time to tell the public, who are in a receptive mood as regards giving, what and where to buy.

And just because you are the only bookseller in your town, don't think, in these days, that you have no competition at Christmas or any other time. The bookseller in Boston, or the publisher in London, England, may be your direct competitor in these days when the world is narrow. And the local jeweler is your competitor; the local confectioner, the local tobacconist, the local dry goods merchant. Why not BOOKS for Christmas?

As with books, so with stationery. Surely it is a graceful gift. It means. Write me when I'm away, or if I am away. And picture post card albums make welcome gifts these days. Suggest these things. Of course, many of you deal in toys—but in most places, many beside you do also. No need to say, "Why not toys for Christmas?" That custom is established. But why not YOUR toys? Link it in.

Some of the quotations in this article are made with the object of giving you ideas as to what to say. But in local advertising, also be specific. What books have you? Why is your stationery "it?" Tell the folk.

And don't stop your advertising on Christmas Eve. Probably no local merchants feel the post-Christmas slump more than you. Probably none want to get rid of what is left so speedily as you. There's a good way—advertising, with inducements. In your case, it's generally better than carrying things over for a year, and then selling 'em for next to naught.

Local retail advertisers in the United States did, last Christmas, fully twice as much book and stationery advertising as ever before. The retailers did not rely on the wholesalers' advertising. They saw that the real way to get benefit out of it was to do some themselves.

There's a whole lot more I'd like to say to just the people who read this paper about pre-Christmas and post-Christmas publicity. But I've exceeded the limit set by the editor already. However, I'll just add the words of a great Christmas book, "God Bless Us, Every One!" and it's not too early to wish you a happy Christmas. You'll have it, if you advertise right.

Mr. J. B. Brown, printer and stationer, Winnipeg, has been visiting his old home at Harbor Grace, Newfoundland, which he had not seen for sixteen years.

fact a great many people were undoubtedly convinced by this direct and indirect publicity that they do not want to do without them, particularly at Christmas time

Possibly it will be some Christmases before Canadian publishers will adopt such means of publicity, which has not only a good effect on the holiday shopping public, but also naturally encourages the booksellers to stock up freely. For though Canadian business men are at the very top in many branches of business, they are still, speaking generally, woefully behind in that important branch, the exploitation of business.

WHAT BRITISH PUBLISHERS ARE PROVIDING

AS announced last month the present issue of Book-seller and Stationer is devoted more particularly to the Fall productions of British publishers. It is in fact a British publishers' number. First place in the book department is given to a consideration of what they are providing, especially for the Canadian trade.

Various opinions have been expressed as to the prospects before the British publisher in this country. It is safe to say that in general literature his place is assured. For current fiction Canada can rely pretty well on its own publishers, who contrive to gather in the Canadian rights for nearly all the best novels of the day. A few United States publishers are gaining ground in the sale of cheap editions of classics, novelties in gift books and what may be termed purely American book creations. But for the general mass of literature, the classics, art books, standard works, juveniles, etc., the British publisher is practically supreme.

For the benefit of readers of this paper, a description of the Fall publications of leading British publishers follows:

George Bell & Sons.

It is almost impossible to mention the name of George Bell & Sons without one's mind at once reverting to Bohn's great series, which now contains nearly 500 volumes of standard works, and those familiar with its sombre binding will find the eye gladdened by several delightful series now being issued from this press.

The York Library is a new series of reprints on thin paper in very handy size. The leaves, thin and opaque, are easier to turn than those of India paper, while the volume is quite as compact. Bound in cloth and in leather (2s. and 3s.) nothing could be more tasteful or serviceable. Classics of all languages are represented in this series, so that it reaches a very wide circle of readers, and there is no disputing its claim to special consideration in these days of small books and classical reprints.

Bell's "Miniature Series" of painters, musicians and great writers, presents in beautiful form a short sketch of the subject's life, a chapter on his particular art and specimens of his work. In the case of musicians, portraits and reproductions of manuscripts are given, while in the series of painters, reproductions of the artist's chief pictures are given. These little volumes, bound in cloth and limp leather at 1s. and 2s., are of very handy size and they present in small compass and at a low price a sound general knowledge of the lives and works of the greatest men in the three highest branches of art.

The "Life and Light Series" of neatly printed and daintily bound books consists of helpful and sympathetic volumes on faith and life. This series is tastefully gotten up in vellum boards (1s.) with special cover design for each volume, and amongst them are Tennyson's "In Memoriam," Emerson's "Conduct of Life," "The Discourses of Epictetus," and "Parables from Nature," by Mrs. Gatty. This series is one that will find a ready sale for gift purposes and its elite appearance entitles it to a prominent position during the holiday trade.

T. Fisher Unwin, London.

A marked improvement is to be noted in the appearance of the more recent of Unwin's colonial editions of copyright fiction. The covers are much more bright and attractive and can now take their place among the cleverest American conceptions. Through his Canadian representatives, Smith, Briggs & Howe, Richmond street,

Toronto, he announces colonial editions of the following popular works of fiction: "Silas Strong," by Irving Bacheller; "Saba Macdonald," by "Rita"; "The Great Court Scandal," by William le Queux; "Raffles," by E. W. Hornung; "Latter Day Sweethearts," by Mrs. Burton Harrison; "The Amazing Duke," by Sir William Mag-nay; "New Chronicles of Don Q.," by H. and K. Pritchard; "Man and Maid," by E. Nesbit, and several other titles.

Mr. Unwin's general list for the Autumn is a remarkably strong one, both in the number and in the character of the books. In biography there is "Cobden as a Citizen," by William A. E. Axon; in history, "The First Annexation of the Transvaal," by W. J. Leyds, "A Literary History of the English People," by J. J. Jusserand, "The Philippine Islands," by John Foreman, "The Silver Age of the Greek World," by J. P. Mahaffy, "From the Old Regime to the Restoration," by Mrs. Bearne, "The Lombard Communes," by W. F. Butler, and "A Short History of Wales," by Owen Edwards. In books of travel there are "Rambles on the Riviera," by Edward Strasburger, "Links in My Life on Land and Sea," by Commander Gambier, "Romantic Cities of Provence," by Mona Caird, "From Carpathian to Pindus," by Tereza Stratišesko, "Uganda to Khartoum," by Albert B. Lloyd, "In Search of a Siberian Klondike," by B. Vanderlip, and "In Search of El Dorado," by Alexander Macdonald. There are three books on business, "Vocations for Our Sons," by John W. Hicks, "How to Buy a Business," by A. W. Bromley, and "Retaliatory Duties," by H. Dietzel, besides a large number of miscellaneous publications.

William Heinemann.

There is no lack of good, readable, literature emanating from English publishers this Fall. William Heinemann, whose range of publications includes a large number of classical, standard, and fictional works, has several novels that should appeal to Canadian readers of this class of books.

To mention but a few, there is: "Joseph Vance: An Illwritten Autobiography," by William De Morgan; "The Trail Together," by H. H. Bashford, the scene of which is laid in Manitoba, and the hero the ne'er-do-well of a good English family; "The Expensive Miss Du Cane," by S. Maubighton, a delightful comedy of country home life, with a charming love story interwoven; "Our Lady of the Beaches," is, as Mr. Punch says, a light and lively and very jolly story by the Baroness von Hutten. "A Sovereign Remedy," by Mrs. F. A. Steel, and "Fools Rush In," by Mary Gaunt and J. R. Essex, both make pleasant reading the latter in particular, dealing as it does with West African adventure, will appeal to lovers of romance.

These are but a few of Heinemann's new novels. In works of a more serious nature, probably his utmost important book this Fall is Bram Stoker's "Personal Reminiscences of Henry Irving," in two volumes, with portraits and illustrations (30s. net). A number of books of French interest are included, notably, "France in 1802," by an Eye-Witness; "Madame Recamier," by Edouard Herriot; "The Flight of Marie Antoinette" from the French of G. Lenotre; "Napoleon, King of Elba," from the French of Paul Gruyer; "Versailles and the Triansons," by Pierre de Nolhac.

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Oliphant, Anderson & Ferrier.

These Scottish publishers produce a high grade of book, nearly all their publications being of a religious character. This year they have provided a special Canadian catalogue for the benefit of Canadian booksellers, in which they furnish trade terms.

A handsome Fall publication in their list is Rev. D. Butler's "History of the Tron Kirk and Parish of Edinburgh." This volume is handsomely illustrated and bound and is crown quarto in size. It is listed at 21s. net.

John A. Hutton, M.A., who wrote "Guidance from Robert Browning in Matters of Faith," has a new book ready, "Pilgrims in the Region of Faith: Amiel, Tolstoy, Pater, Newman." (3s. 6d net).

"The Poetical Works of A. B. Todd," including an autobiography and reminiscences, is a large crown octavo volume, containing a portrait in photogravure. It is by the author of "Homes, Haunts and Battlefields of the Covenanters."

Oliphant, Anderson & Ferrier are also pushing a valuable little book by Rev. A. G. MacKinnon, a Canadian by birth, but now stationed in Scotland, "Spiritually Fit," in which guidance is given to the young man. It is an admirable volume and deserves success. (2s. 6d net).

Smaller books in this house's list are "Voice Production and the Phonetics of Declamation," by J. C. Newland; "The Philosophy of Christian Experience," by Henry W. Clark; "The Little Kingdom of Home," by Margaret E. Sangster, and "Promptings to Devotion," by John Horne.

Williams and Norgate.

This publishing house, situated at 14 Henrietta street, Covent Garden, London, W.C., is noted for its religious publications, of which it makes a specialty. Two libraries of theological works are at present in course of publication. The first, called the Theological Translation Library, is intended to provide the English-speaking public with the best results of recent theological investigations on the continent. Among its new volumes are

Professor Sabatier's "The Religions of Authority and the Religions of the Spirit"; Professor Wernle's "The Beginnings of Christianity" in two volumes, and Professor von Dobschutz' "Christian Life in the Primitive Church." Subscribers may obtain three volumes at 22s. 6d net, post free, whereas if the volumes are purchased singly they cost 10s. 6d net, plus postage.

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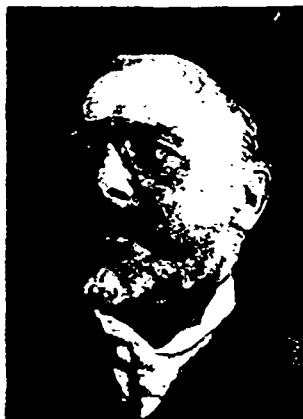
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A series of small books containing stories from the old writers is an interesting feature. They have daintily designed covers and colored illustrations. In the series are to be found "Stories from Chaucer," "Stories from Robin Hood," "Old Testament Stories," etc. (50 cents each.)

For very juvenile readers a series of quartos about the little foreigners in picture and rhyme is attractive. Here we find information about little Dutch boys and girls, little Indians, etc. These are included in the series of color books at 50 cents.

A series of small books of animal stories includes "Dog Tales," "Squirrel Tales," "Horse Tales." These are made up in two sets of four volumes each, each set selling at \$1.00.

A novelty is the mechanical book for children. By pushing down a cardboard lever on the side of a page, one picture is transformed into another. These sell at \$1.25 to \$2.00 each.

There is as usual a good display of painting books, among which has been introduced the post card painting book. This book is full of perforated sheets of post cards, on which are drawn designs, which the children can color. Painting books are listed from 10 cents to \$1.00 each.

Diminutive volumes entitled "Faith," "Friendship," etc., contain quotations from great writers on these themes. They belong to the Miniature Gem Series and sell at 25 cents.

A NEW MONTHLY.

FOR the past four years the Illustrated Outdoor News has been published as a weekly. Owing to the trend of public opinion the publishers have decided to convert it into a monthly, and about September 20 the first number of the Outdoor News Monthly will make its appearance. It will consist of 64 pages and cover, the size of the page being about 8x12 type measure, and will be printed on fine coated paper profusely and handsomely illustrated. Its text will be by authoritative writers and as a monthly it will occupy the same rank it had as a weekly. It is essentially a publication that should appeal to automobilists, golfers, hunters, fishermen, canoeists and all who are interested in high-class recreation. The price will be 15 cents per copy retail and 11 cents per copy to the trade and is fully returnable. If dealers will call the attention of buyers of such publications as Outing, Recreation, Field and Stream to Outdoor News Monthly, they will have no difficulty in working up a good trade.



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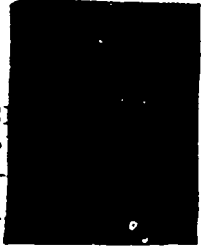
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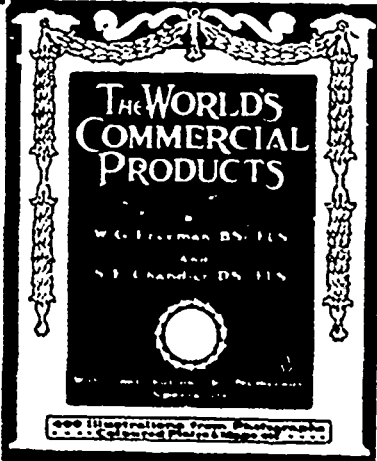
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SUPPLEMENTARY CANADIAN LISTS

IN the September issue introductory lists of the Fall books of Canadian publishers were provided. As several of the publishing houses had not completed their lists at that time and as many of the books would not be published until October and November, it was impossible to give full information about all the Fall publications. On account of this deficiency in the September number, supplementary lists have been prepared and are here presented for the benefit of the booksellers.

The Musson Book Co.

An excellent list has been prepared for the Fall season by the Musson Book Co. Its special feature is the presence of a large number of general books, in contrast to current fiction, which forms so large a percentage of the lists of most other Canadian publishers. This marks enterprise on the part of this house—an enterprise which certainly merits the support of the trade.

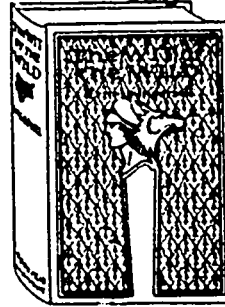
A new Paul Leicester Ford book is just ready, entitled "A Warning to Lovers." It is gotten up in much the same form as the other Christmas books of this author, which in past years have been found so useful for gift purposes. The binding is pale blue, ornamented with an elaborate design in gold; illustrations are by Hutt and each page is beautifully decorated. (\$1.50).

Another handsome gift book soon to appear is "Literary By-Paths in Old England," by Henry C. Shelley.

illustrative and decorative work in the book are features. (\$1.50 net).

A new edition of Walton's "The Complete Angler," edited by Richard le Gallienne and illustrated by Edmund H. New, merits attention. It is in demy quarto size and is listed at \$5.

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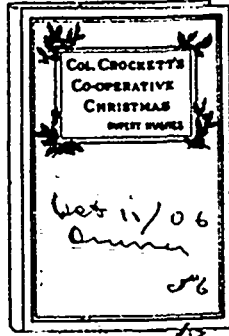
volume "Catch Words of Cheer," should prove excellent holiday stock. Both books are bound in heavy cloth and are neatly boxed. They contain appropriate extracts from the great writers, arranged on decorated pages.

"Mr. Pickwick's Christmas," by Charles Dickens, is illustrated in color and line by G. A. Williams, and is a very handsome gift book. It is small quarto in size and sells at \$2.

In addition there are three small books: "Sweet Arden," a book of the Shakespeare country, by George Morley, "The Religion of Cheerfulness," an essay, by Sara M. Hubbard, and "Bob Lindsay and His School," by one of his Old Pupils, which should serve to supplement the list of larger books.

Turning to fiction there is a delightful Christmas love story of C. N. and A. M. Williamson, entitled "Rosemary in Search of a Father." The scene is laid at Monte Carlo and the Christmas described is as different as possible from the usual Christmas. The book is beautifully decorated by William Jordan and has six full-page illustrations by Hatherell. (\$1.50).

Then there is Stewart Edward White's "The Pass," a story of modern American pioneering. It also is beautifully illustrated and decorated. (\$1.25 net). Mary Catherine Crowley's new story "In Treaty With Honor," listed by the Musson Book Co., is a romance of old Que-



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The author has made a pilgrimage to the homes of many famous authors in England, writing his experiences and impressions in an entirely entertaining manner. The book is copiously illustrated with 24 full page plates and 100 smaller illustrations. (Net, \$3).

Still another volume of travel is "Versailles and Trianons," by M. Nohiac, the Keeper of Versailles. This book is uniform with the Cathedral Cities of England series, and is illustrated with sixty full-page pictures in color. The text gives a sympathetic and interesting description of the historic and artistic features of the great show place of Paris. (Royal 8vo, \$3.50 net).

In "The Heart of Music," by Anna Alice Chapin, the authoress tells the story of the violin, from its beginning among the Assyrians and Egyptians down to Stradivarius and modern makers. She also sketches the lives of famous violinists. The book is handsomely bound and elaborately illustrated and decorated. (\$2).

Yet another pleasing gift book is the story by Bettina von Hutton, "The One Way Out," which has been produced in a specially attractive form. It is the tale of a man who, for not the best reasons in the world, proposes to three girls in one evening. The illustrations are by Harrison Fisher. (\$2).

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bee, dealing with the war of 1837-1838. "The Queen's Hostage," by Harriet T. Comstock, carries the reader back to the latter part of Queen Elizabeth's reign and the days of Shakespeare and Ben Jonson. "Ring in the New" is a new socialistic novel, powerfully handled, by Richard Whiteing, who wrote "No. 5 John St."

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Anno Warner, and "In Pastures New," by George Ade, are recent additions to the list.

The Musson Book Co. go in for nature books extensively and several new treatises are listed this Fall. Probably the most important are "Home Life in Bird Land" by Oliver G. Pike, and "Nature Through Micro-

"The Heart that Knows," by Charles G. D. Roberts, "The Saint" by Antonio Fogazzaro, "The Dream and the Business" by John Oliver Hobbes, "The Slave of Silence" by F. M. White, "Hope, My Wife" by L. G. Moberley, "Benita" by H. Rider Haggard, "The Man Who Rose Again" by Joseph Hocking, and "A Prince of Vascovy" by John Oxenham. All are selling well and a second edition of "The Saint" has been called for.

A twenty-five cent edition of "The Lost Cause," by Guy Thorne, has been placed on the market.

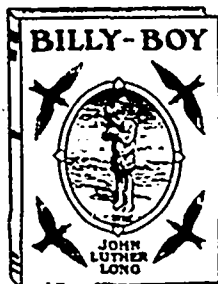
In their miscellaneous publications The Copp, Clark Co. have added two new books to their Quarto Art Series, "The Old Testament in Art" and "Shakespeare's Comedies in Art." Both are uniform with the earlier issues in this series. They have also secured a series of twenty-five copyright illustrated gift books, formally issued at \$1.50 to \$2.50, which they are able to place at \$1 retail. These handsome books include such titles as "The Madonna in Art," "Angels in Art," "Famous Singers of To-day and Yesterday," "Famous Actors of the Day," "Little Journeys in Old New England," "The Lovers' Treasury of Verse," etc.

Another book of animal stories from the pen of William J. Long has been secured, entitled "Briar Patch Philosophy," written somewhat after the style of Uncle Remus.

Two volumes of Canadian poetry by Bliss Carman and Elizabeth Roberts MacDonald, respectively, are on The Copp, Clark list. The first is a complete one-volume edition of "The Pipes of Pan," at \$2; the second a pretty volume entitled "Dream Verses and Others," at \$1.00.

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scope and Camera," by Richard Ker. Both are elaborately illustrated with tone plates, which reproduce the original photographs to excellent advantage. (\$2).

"Nature's Nursery," by H. W. Shephard-Walwyn, is a smaller book, addressed mainly to young readers. It describes the birth of the birds, butterflies and other animal life and their early days. It is fully illustrated with 240 half-tones. (\$1.25).

"Adventures in Pondland," by Frank Stevens, is yet another juvenile nature book. Several children are introduced to the reader and their investigations into the life of the inhabitants of a pond form the subject of much interesting conversation. (\$1.25).

Another fascinating book on nature is "The Wit of the Wild," by Ernest Ingersoll, which describes the ways and means employed by animals in their daily struggle for existence. (\$1.25). "Shaggycoat," by Clarence Hawkes, gives the essential facts of a beaver's life under the guise of a story. (\$1.25).

The Copp, Clark Co.

Probably the most artistic juvenile in The Copp, Clark list is Frank R. Stockton's "The Queen's Museum and Other Fanciful Tales." It contains 10 full-page drawings in color and other drawings in black and white by Frederick Richardson. The title page is a beautiful piece of work in green and gold. (8vo, \$2.50).

Another charming gift book is Thomas Nelson Page's "On Newfoundland River." It is fifteen years since Mr. Page wrote this story. He has now inserted several entirely new scenes and episodes and has made it a much better story. There are several choice illustrations in color work by John Edwin Jackson. (12mo, \$1.50).

A new edition of Dr. Henry van Dyke's "The First Christmas Tree," at 50c. cloth and 75c. leather, and a revised and enlarged edition of "The Friendly Year," should find many purchasers among the numerous admirers of Dr. van Dyke's writings.

The Copp, Clark Co. have already issued in their Fall fiction list, "Prisoners," by Mary Cholmondeley.



ILLUSTRATION FROM "THE CORNER HOUSE," BY F. M. WHITE - (Copp, Clark Co.)

Two or three juveniles find a place on the list. "The Cruise of the Yacht Dido" is a good boys' story by Charles G. D. Roberts. This book has an attractive cover and sells at 50c. "The Bravest Deed I Ever Saw" is an inspiring symposium by Roberts, Kitchener and other famous men. "Yours With all My Heart" is a dog story by Esther M. Baxendale at \$1. and "The

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MUSSON'S FALL LIST, 1906

IN TREATY WITH HONOR. By Mary Catherine Crowley, author of "A Daughter of New France," etc. Illustrated by Clyde O. DeLand. 12mo. Decorated cloth \$1.50

A romance of Old Quebec, full of human interest. Its events have to do with a stirring and intensely dramatic episode never before touched upon by any novelist, the Patriot War, or Struggle of French Canada for Independence in 1837-38.

THE QUEEN'S HOSTAGE. By Harriet T. Comstock, author of "Tower or Throne." With illustrations by Clyde O. DeLand. 12mo. Decorated cloth \$1.50

The reputation as a writer of historical fiction which "Tower or Throne" gave to Mrs. Comstock will be enhanced by her powerful new novel, "The Queen's Hostage," which will strongly appeal to all who love to read a stirring story of love and adventure. Its events take place in the latter part of the reign of Elizabeth, and has to do with Shakespeare and Ben Johnson.

THE MYSTERY. By Stuart Edward White. 16 illustrations by Will Crawford \$1.50

This tale, during its run in the "American Magazine" as a serial, was called by thousands of readers the best mystery story and novel of adventure since Stevenson's "Treasure Island." A situation more baffling and apparently less capable of solution was probably never presented to the human mind.

IN PASTURES NEW. By George Ade. With 25 illustrations \$1.25

In this book the author of "Fables in Slang" goes abroad. In England he becomes acquainted with the English language. For a short time, while talking with a distinguished Englishman, he succeeds in throttling his Chicagoisms except for occasional creakily recovered lapses; fortunately for the reader, however, he finally gives up the attempt, and writes his book in the delightful dialect which he has almost established as the accepted literary medium of America. Nothing that Mr. Ade has written is as funny.

POWER LOT. By Sarah P. McLean Greene, author of "Cape Cod Folks," "Vesty of the Basin," "Deacon Lysander." 12mo. Illustrated. . . \$1.50

In this volume Mrs. Greene returns to the quaint, strong characters of the sea coast, but this time it is in Nova Scotia that she has laid her story. The tale is of a dissolute city lad set down penniless in the sombre life of Power Lot—"Power Lot God Help Us" it is called in that section—a little fishing village set on the rough, wild coast, where the characters have the breadth of the magnificent view which surrounds them, and a quaint idea of life, which is altogether fascinating. The story of the development of this lad in the hard work and struggle for his very living, and of the pathetic and humorous incidents which befell him, is done in Mrs. Greene's best style, and is perhaps the strongest and most entertaining book she has written.

SEEING FRANCE WITH UNCLE JOHN. By Anne Warner, author of "Susan Clegg and Her Friend, Mrs. Lathrop," etc. Illustrations by May Wilson Preston \$1.50

MAX FARGUS. By Owen Johnson, author of "The Arrows of the Almighty" and "In the Name of Liberty." Illustrated by Fletcher C. Ransom. 12mo \$1.50

This is the story of a strong man's revenge. Primarily the book has a splendid plot, full of interest and mystery and at the same time it reveals in strong pen pictures a great phase of New York life. The tenacity and ingenuity of Max Fargus' revenge, the pitiful plight of Sheila, who is an adventuress against her will and her nature, and the knavery of Bollinger, are splendidly done. Not only is the story most interesting, but it is told with exceptional skill, and in its broad, impartial viewpoint suggests the best work of some of the great French novelists.

COL. CROCKETT'S CO-OPERATIVE CHRISTMAS.

By Rupert Hughes. Illustrated by J. J. Gould. Decorative cover \$1.00

A typical Christmas story, in which Col. Crockett, of Texas, tells how he spent the most lonely Christmas of his life in bustling New York.

RING IN THE NEW. By Richard Whiteing, author of "No. 5 John St." \$1.50

PIGS IS PIGS. By Ellis Parker Butler. Illustrated Cloth, 12mo.50

Wherein is propounded the profound problem: When is a pig not a pig? This story, when it appeared in a popular magazine, created such an uproar of merriment throughout the country that the publishers determined to issue it in book form with all the original illustrations which contributed so greatly to enhance the comic effect.

A GOOD SAMARITAN. By Mary R. Shipman Andrews. Illustrated by Charlotte Harding. Cloth50

This story appeared about a year ago in McClure's Magazine. It has been called the best story that ever appeared in McClure's. It certainly is the funniest story about a drunken man that ever appeared in any magazine.

BREEZY. By J. George Frederick. Cloth. Illustrated by W. D. Stevens50

This is a story of quite a different nature, but equally successful in its own way, as has been attested by the number of times permission has been asked to reprint it for private circulation. Breezy is a boy who attends strictly to business. Obtaining a position as a clerk in a big grocer's store, he makes a hit at the counter to which he is assigned by his signs calling attention to the special bargains of the day. These signs are very crisp and amusing, and he soon has to make them for the entire store. One day, however, he is sent to buy butter, and is given advertising copy to place in the papers. Receiving a tip that butter is going up, he buys many times the quantity he is ordered, and rewrites the copy. The manager, of course, is furious and Breezy is discharged. But next day, when there is a perfect rash to the store for Breezy's butter, which is all sold out on short notice at a big profit, his methods are appreciated, and he is taken back into the firm as manager.

The Musson Book Company, Limited, Toronto

MUSSON'S FALL LIST, 1906

LITERARY BY-PATHS IN OLD ENGLAND. By Henry C. Shelley, editor of "The Centenary Edition of the Songs of Burns." With 24 full-page plates and 100 smaller illustrations from photographs. Svo, decorated clothnet. \$3.00

An attractive combination of valuable unpublished literary material and personal impressions derived from visits to the homes of famous authors characterize this volume. The author has long made a special study of this fascinating by-path of literature, and his researches in various directions have been rewarded to an unusual extent. One of his chapters deals with Thomas Hood, a poet of whom no satisfactory biography yet exists. In another chapter fresh light is thrown upon certain phases in the life of John Keats, and this paper is further enriched by new letters from Byron, Wordsworth, and Coleridge. There are chapters on "Spenser's Footsteps," "Home of Sir Phillip Sidney," "Birth-place of Gray's Elegy," "White's Selborne," "Goldsmith's Deserted Village," "Burns in Ayrshire," "In Carlyle's Country," etc. Each chapter is copiously illustrated by exquisite photographs specially taken by the author, including many new views and some important documents hitherto unpublished.

VERSAILLES AND THE TRIANONS. By M. Nohlae, the Keeper of Versailles. With 60 full-page illustrations in color by M. Binet, made expressly for this book. Royal Svo, cloth, net. \$3.50

The great popularity of "Cathedral Cities of England" last year has convinced the publishers that there is a growing demand for "color books" of the kind at a moderate price. The color work in "Versailles" will be quite equal in every respect to the first volume, and the text is a sympathetic and interesting description of the famous historic and artistic features of the great show place of Paris. The general design of the book will be uniform with "Cathedral Cities."

THE HEART OF MUSIC. By Anna Alice Chapin, author of "Wonder Tales from Wagner," "Masters of Music," etc. Svo, cloth, beautifully illustrated with photogravure frontispiece, many decorations and a unique cover design. \$2.00

The story of the violin, as told by Miss Chapin, includes not only the history of the development from the crude instruments depicted in Assyrian and Egyptian paintings, to the wonderful violins of Stradivarius and the Amati, but also the lives of great violinists. Miss Chapin's name on the title page is guarantee that the work is by one familiar with the subject, who writes enthusiastically and treats the subject in an original and interesting way. In point of manufacture the publishers promise one of the most beautiful holiday books of the season.

THE PASS. By Stewart Edward White. A story of modern American pioneering. Beautifully illustrated and decorated. A book to keep and a book to give away.net. \$1.25

A WARNING TO LOVERS. By Paul Leicester Ford, author of "Wanted—A Matchmaker," "Janice Meredith," etc. Illustrated, in colors, by Henry Hutt, with marginal decorations and artistic cover design. Svo, cloth \$1.50

This bright, breezy little story in its attractive dress should be one of the leading gift books of the season. "A Warning to Lovers" is quite equal to any short story Mr. Ford ever wrote, but has been withheld from holiday publication until this time.

JOGGIN' ERLONG. By Paul Laurence Dunbar, author of "Candle Lightin' Time," "When Malindy Sings," "Li'l Gal," etc. Illustrated from photographs, with marginal decorations in color. Svo, cloth.net. \$1.50

Readers need no introduction to the inimitable verses of Paul Laurence Dunbar. His talent won immediate recognition, and to-day his fame is secure. Those who are familiar with the previous illustrated editions of Mr. Dunbar's poems, "Candle Lightin' Time," "When Malindy Sings," "Li'l Gal," etc., will, we feel sure, welcome another volume of his dialect poems. The illustrative and decorative work is done in an entirely new manner.

ROSEMARY IN SEARCH OF A FATHER. A Christmas Love Story. By C. N. and A. M. Williamson. Illustrations by Hatherell. Cloth \$1.50

Authors and publishers have worked together to make this the holiday book par excellence of the season of 1906-7. Mr. and Mrs. Williamson have written a story which will surprise even their most ardent admirers by its humor, grace, delicacy, and charm. The scene of the story is laid at Monte Carlo, and the Christmas described is as different as possible from the usual Christmas. The book is beautifully decorated by William Jordan, and has six full-page pictures by the great English artist, Hatherell.

THE ONE WAY OUT. By Bettina Ven Hutten. Illustrated by Harrison Fisher. Cover design purple and gold. \$2.00

A very graceful and charming story of a man who, for not the best reason in the world, proposes to three girls in one evening.

IN THE FIRE OF THE HEART. By Ralph Waldo Trine, author of "In Tune with the Infinite." \$1.25

Mr. Trine's earlier works are known to thousands of readers in all parts of the world. "In Tune with the Infinite" has been translated into nine languages, and has had a wider influence than almost any other book of our time on the modern trend of religious and spiritual development. In this new volume the author deals in the same simple and concrete manner of treatment which characterized his former work and gave it its wide popular appeal, with the great social and political questions of the day.

The Musson Book Company, Limited, Toronto

"Christ of the Children" is, as its name implies, a religious book, which sells at 75c

To counterbalance any dullness in any of their books, The Copp, Clark Co. have secured the Canadian rights for the ridiculous "Eccentric Etiquette," compiled by Gideon Wutz. It is amusing from start to finish, making fun of the proprieties.

The Copp, Clark Co. have been appointed agents for Canada for the G. W. Dillingham Co., of New York. They have already handled the "John Henry" books for the firm. The leading Dillingham book this Fall is "The Lion and the Mouse," by Charles Klein, which has had a great sale in the United States. Other publications are "Billy Bounce," uniform with "The Pearl and

Sister" by Rosa N. Carey, and "Disenchanted" by Pierre Loti, are now out and are reported to be selling well.

The Macmillan Co. direct special attention to the new two-volume edition of John Morley's "Life of Gladstone." There are a great many people in Canada who were unable to purchase the first edition who might be induced to buy this new edition. Booksellers should look them up.

For the holiday trade the Miniature Series offers special advantages. There are twenty six new titles in the series, written by such eminent writers as Lyman Abbott, James Lane Allen, Julia C. R. Dorr, Frederick Harrison, Richard G. Moulton, William Winter, and others. The books are tastily bound and boxed and are listed at \$1.

Another choice number for the Christmas trade is a five-volume edition of the Poetical Works of Tennyson. The books are pocket-size, beautifully printed and bound either in cloth or in flexible leather.

Apropos of the pronounced success of Pierre Loti's latest book, "Disenchanted," a novel portraying Turkish social life, more particularly in the harems, it is very interesting to learn from recent despatches from the Orient that the progressive spirit of the age would seem to have penetrated even to those mysterious regions. According to these reports the Turkish women are beginning to revolt against their life-long immurement and to demand, in precisely the same manner as the novel described, that they shall be treated like the women of civilized countries. Indeed some have gone so far as to effect their escape to France, Loti's native land, whence they have issued an appeal on behalf of their secluded sisters. The outcome of this surprising action will be watched with great interest.

Oxford University Press.

"The Adventures of Billy Topsail," the new boys book by Norman Duncan, is now on the market. The whole of the first edition was exhausted almost immediately after publication. Rev. R. E. Knowles' new novel, "The Undertow," will be ready about November 1.

The Oxford Press are showing some extremely dainty prayer-book sets, that should prove very appropriate for the holiday trade. Reticule effects are made use of and the books are enclosed in fancy leather cases, which may be carried over the wrist or arm. There is a large variety of bindings, one of pure ivory boards being especially attractive.

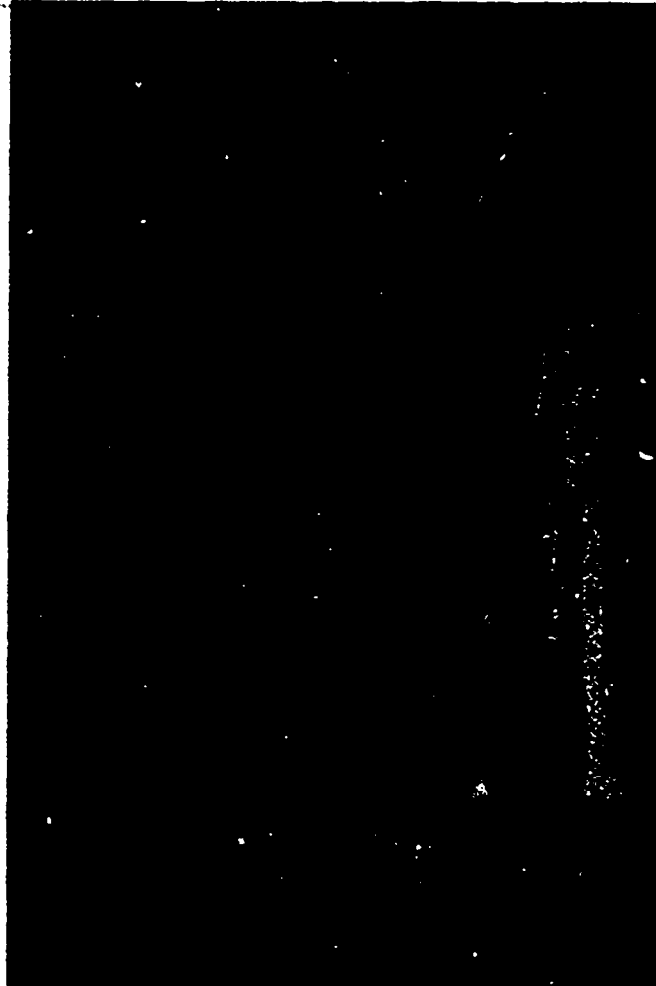
McLeod & Allen.

A strong book of American life, entitled "The Balance of Power," by Arthur Goodrich, has recently been added to McLeod & Allen's list. It contains the story of a stirring fight for fair business and decent politics, running side by side with the inward struggle of two friends who love the same girl. There are a number of clever sayings, which are sure to be quoted frequently. (\$1.25).

"The Fighting Chance," by R. W. Chambers, is selling remarkably well. It is characterized as the best story Mr. Chambers has yet written. It is the love story of a rich young man with an inherited craving for liquor and a glorious girl with inheritances of her own to combat. The illustrations by A. B. Wenzell, are so good as to almost sell the book on their merits alone. (\$1.25).

The story which Dr. J. Price-Brown, of Toronto, has written, and which is now appearing in book form through McLeod & Allen, deserves the support of the trade. Dr. Price-Brown, who has already written a

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"MAGDALEN CAME IN WITH A CANDLE IN HER HAND."—*Chap. 11.*

Illustration from "THE PRISONERS," by Mary Cholmondeley.
(Copp, Clark Co.)

the Pumpkin, and "The Gold Worshipers," by Harris Burland.

The Copp, Clark Co. will shortly bring out a Canadian edition of the first story in the Fogazzato trilogy, of which "The Saint" has already been published. It will be entitled "The Patriot" and will be followed early in 1907 by the second story in the series, "The Man of the World."

Macmillan Co. of Canada.

Puck of Pook's Hill by Rudyard Kipling. The Invasion of 1900 by William le Queux. No Friend Like a

MACMILLAN'S HOLIDAY BOOKS

KIPLING—"Puck of Pook's Hill," fully illustrated. - - - \$1.50

Pronounced by the critics as worthy to rank with "Kim" and the "Jungle Books." Equally interesting to adults and children. A prose epic of the dawn of England's greatness.

LE QUEUX—"The Invasion of 1910," with maps, etc. - - - \$1.50

An extraordinarily vivid account of the imaginary invasion of England by the Germans, and her subsequent deliverance by the aid of Canadians and Colonials. The story aroused intense interest and much discussion during its serial appearance.

JACK LONDON—"Moon Face and Other Stories," - - - \$1.50

A collection of short stories, displaying the author's remarkable power of imagination and description to the fullest measure.

ROSA N. CAREY—"No Friend Like a Sister" - - - \$1.25

A pure, sweet story of uplifting influence and unflinching charm, that will be warmly welcomed by the authors' innumerable admirers.

To Be Published This Month:

WHITE FANG by Jack London, with colored illustrations - - - \$1.50

The reverse of the famous "Call of the Wild," and the most powerful and thrilling story Mr. London has yet written. First edition of 50,000 sold in U.S. before publication.

A LADY OF ROME by Marion Crawford, illustrated - - - \$1.50

Rich in all the high qualities of this established author's work, this new story will delight a wide circle of readers.

CHIPPINGE BOROUGH by Stanley J. Weyman - - - \$1.25

A delightful story of politics and of love in the days of the Reform Bill, not a whit less absorbing than the historical novels which made the author's fame.

Now Ready:

MORLEY'S GLADSTONE, popular edition in 2 vols. - - - \$3.50

In every particular except price, the same as the original 3 vol. edition at \$7.00.

THE WORKS OF TENNYSON, complete in 5 vols., cloth, - \$3.50; leather, \$5.00

An exquisite edition, neatly boxed and particularly suited for prize or presentation purposes.

THE MINIATURE SERIES. An attractive line of copyrights, beautifully bound and in ornamental boxes at. each - - - \$1.00

Liberal terms and full particulars furnished upon application.

THE MACMILLAN COMPANY OF CANADA
TORONTO LIMITED

novel, "How Hartman Won," under the pen-name of Eric Bohn, is an eminent specialist practising in Toronto. His new book, "In the Van," deals with pioneer days in Canada. Its action centres around the march of the 100th Regiment from Halifax, to build and maintain a fort at Penetang.

The author of "To-morrow's Tangle" and "The Pioneer," has completed the third novel of the trilogy, "Rich Men's Children." The plot deals with the conflicts of two generations in the Far West and the movement is steadily maintained throughout toward a vigorous climax. The book contains six colored illustrations. (\$1.25).

Elizabeth Miller, who wrote "The Yoke," has come forward with another story of ancient times entitled "Saul of Tarsus." The scenes are laid in Jerusalem, Alexandria, Rome and Damascus, and among the figures, which move through the pages of the book are St. Paul, St. Stephen, Herod and the Emperors Tiberius and Caligula. (\$1.25).

Other books announced for publication this Fall are: "Romance Island," by Zona Gale; "Jewel Weed," by Alice A. Winter; "A Knight of the Cumberland," by John Fox, jr.; "The Leader," by Mary Dillon, and "Anthony Overman," by Miriam Michelson, author of "In the Bishop's Carriage."

William Briggs.

A striking cover design has been made for Mack Cloie's new story, "The Pancake Preacher," by Miss Ida M. Sutherland, a clever young artist, who has opened a studio in the Bank of Hamilton Chambers, on Yonge street, Toronto, and is making a specialty of designing and embellishing.

Edwin Leslie's "Knights Who Fought the Dragon," (Philadelphia: Thomas D. Watters; Toronto: William Briggs), is, so far as we know, the first effort to deal in a work of fiction with recent events in China and with Chinese life and manners.

Miss Machar's charming story, "Marjorie's Canadian Winter," which heretofore has been published by the Lothrop Co., Boston, will appear this Fall in a neat Canadian edition with the William Briggs imprint.

A striking feature of the new edition of Mrs. Traill's delightful "Studies of Plant Life in Canada," is the series of eight full-page plates in the natural colors reproduced from Mrs. Chamberlin's paintings. The process work was executed by the Toronto Engraving Co., who have had marked success with the three-color work. The printing of these illustrations reflects credit on the Book Room press. In addition to the color work the book is further embellished by twelve fine half-tone engravings, also from Mrs. Chamberlin's paintings. The cover design, executed in brass by Messrs. Patterson & Heward, embodies a fine specimen of the Daphne Mezereum, first discovered in Canada by Mrs. Chamberlin. In every respect the book is worthy of the text, and deserves, as it will assuredly have, a place in private and public libraries throughout Canada and in other English-speaking countries.

Frederick George Scott's forthcoming volume, "A Hymn of Empire and Other Poems," will appear early in November. The remarkable poem which gives its title to the book has attracted wide attention, particularly in England, where the Hon. Joseph Chamberlain first drew public notice to it by quoting effectively from it in one of his addresses in the recent political campaign.

Mrs. Jean Blewitt's new book of verse, "The Cornflower and Other Poems," will be in every respect a

stronger book than her first venture, "Heart Songs." It will contain all of the poems that have become widely popular through their rendition by the author on the public platform. The book, for which Miss Ida M. Sutherland is making an attractive cover design, will be a prime favorite at Christmas time.

The present disclosures of corrupt election methods in this province make opportune the publication of Mrs. Leeming Carr's novel, "Cupid and the Candidate," which will be published this month by William Briggs. The story concerns an election contest in a rural constituency in Ontario. The references in it to somewhat recent occurrences are rather thinly veiled. It conveys a vigorous indictment of dishonorable and corrupt political methods. A very attractive cover design has been made for the book by Miss Ida M. Sutherland.

A notable series of illustrations is being made for R. L. Richardson's forthcoming story, "The Camerons of Bruce," by Mr. G. E. McElroy. Mr. McElroy, though a young man, has seen a good deal of life. A native of Lanark County, of Highland Scotch ancestry, he early in life went west, joined the Northwest Mounted Police, and, when the Strathcona Horse was organized for service in South Africa enlisted and served with that gallant corps till at the close of the war it was disbanded. Returning home, Mr. McElroy took up the study of art, a pursuit of his earlier years, and for some time worked successfully in New York, making a specialty of book illustration. Desiring to pursue his vocation in his native land, Mr. McElroy returned to Canada and took up work in Toronto. His familiarity with the west well qualifies him to illustrate Mr. Richardson's story, which deals almost wholly with the Canadian west and abounds in adventurous incidents.

"Among the Immortals: Songs and Sonnets from the Hebrews," is the title of the new volume of poems by R. Walter Wright, now being published by William Briggs. Mr. Wright is the author of a previous volume of verse, "The Dream of Columbus," which for some time has been out of print.

A striking addition to the by no means meagre literature on the Twenty-third Psalm, is that entitled "Life on the Uplands," by Rev. J. D. Freeman, M.A., pastor of the Bloor Street Baptist Church, Toronto. The discovery and development of the time-notes in the Psalm, corresponding to the successive periods of the shepherd's day, enable the author to relate it in a peculiarly helpful way to the problems of life.

A historical novel by Miss Machar, entitled "The River of Destiny," and embodying the romantic adventures of the famous LaSalle, will be published early in the coming year. Miss Machar is also engaged on a history of the City of Kingston.

A History of the County of Bruce, by Norman Robertson, the county treasurer, will shortly be published.

The American sales of Major Richardson's "Wacousta" have exceeded the Canadian. The Chicago publishers, A. C. McClurg & Co., have already found a third edition necessary. A London firm are negotiating for an English edition of the book.

A work that is likely to attract considerable notice is "The Study of Nature and the Vision of God, with Other Essays in Philosophy," by Prof. Geo. J. Blewitt, Ph.D., recently appointed to the chair of Ethics and Apologetics in Victoria University, Toronto. These essays give evidence of careful thought and ripe scholarship. They form a study, from the historical point of view, of the idealistic and the mystical tendencies in religion and philosophy. The book will be published in November by William Briggs.

BRIGGS' NEW BOOKS

RIDOLFO

By Egerton R. Williams. With four pictures in color. Cloth, \$1.50

THE EXPIATION OF EUGENE

By Frederick Balfour. Paper, 75c., cloth, \$1.25.

THE TREASURE OF HEAVEN

A Romance of Riches. By Marie Coppelli, with photogravure of the author. Cloth, \$1.25.

THE WHITE PLUMES OF NAVARRE

By S. R. Crockett. Paper, 75c., cloth, \$1.25.

JANE CABLE

By George Barr McCutcheon, author of "Graustark," "Nedra," etc. Cloth \$1.25.

KNIGHTS WHO FOUGHT THE DRAGON

By Edwin Leslie. \$1.00.

THE SILVER MAPLE

By Marian Keith. Cloth, \$1.25

THE DOCTOR

By Ralph Connor. Cloth, \$1.25.

S. R. NIGEL

By Sir A. Conan Doyle. Cloth, \$1.25

PROFIT AND LOSS

By John Oxenham. Paper, 75c., cloth, \$1.25.

WACOUSTA

A tale of the Pontiac Conspiracy. By Major Richardson. Cloth, \$1.50.

THE GUARDED FLAME

By W. B. Maxwell. Paper, 75c., cloth, \$1.25.

THE SUBJECTION OF ISABEL CARNABY

By Ellen T. Fowler. Paper, 75c., cloth, \$1.25.

THE CALL OF THE BLOOD

By Robert Hichens, author of "The Garden of Allah," etc. Cloth, \$1.25

THE CAMERONS OF BRUCE

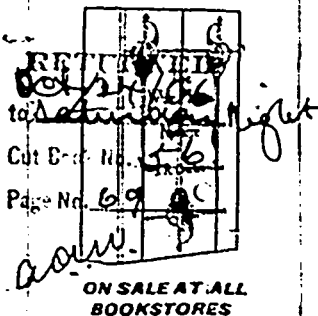
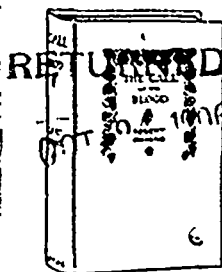
By R. L. Richardson. Cloth, \$1.25

CUPID AND THE CANDIDATE

By Mrs. Leeming Carr. Cloth, \$1.00

BOB HAMPTON OF PLACER

By Randall Parrish. Cloth, \$1.25



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WESLEY AND HIS CENTURY

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OFF THE ROCKS

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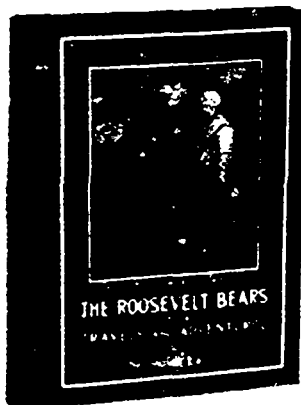
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By
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Author of "DUNCAN POLITE"



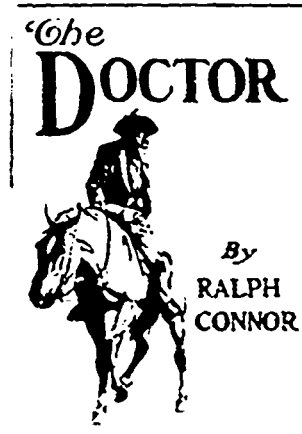
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"The Silver Maple," by Marian Keith, is an excellent piece of workmanship from first to last. The scene is Canadian, the background dashed with Scottish coloring, and characters live and move and have their being as one has seen them in real life. This is real life. Orono is a type as well as a locality. The texture of the story is good. In literary quality and human atmosphere, and in genuineness of pathos and delicacy of humor, nothing finer will come from the publishing houses this year. In artistic quality "The Silver Maple" justifies the early promise in "Duncan Polite," and awakens expectations of growing excellence and enduring power. *The Globe, Toronto.*

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Ralph Connor



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A LARGE number of the books announced for Fall publication in the August number of Bookseller and Stationer have already appeared. They embrace a variety of literature mainly of gift book style.

"All the Year in the Garden" is a year book with a happy out door thought for each day, compiled by Esther Matson. Many famous poets have been drawn from, with the result that the book contains a galaxy of charming passages. It is daintily bound and has a number of fine full page illustrations. (Cloth, \$1 net. Limp leather, \$1.50 net).

In "The Happy Family," a dainty volume printed in two colors, three subjects are taken up. "The Business of Being a Wife," "The Business of Being a Mother," and "The Business of Being a Father." These are treated in a bright manner by George Hodges, who gives excellent advice on these subjects. (Cloth, gilt top, 75c net. Flexible leather, \$1.50 net).

Three delightful volumes for children are "Stories from Scottish History," by Madalen G. Edgar; "Stories from Dickens," by J. Walker McSpadden, and "Tales from Herodotus," by H. L. Havell. These belong to the Children's Favorite Classic series. In size they are 16mo, prettily bound and well printed. They contain frontispieces in color and several full-page illustrations. The "Stories from Scottish History" are based on Scott's "Tales of a Grandfather," which have been considerably condensed to come within the limits of the book. The "Stories from Dickens" are taken directly from the novelist's own writings, very largely in his own language. They are the stories of his most famous boys and girls, merely separated from the big books and crowded scenes where they first appeared. The "Tales from Herodotus" is the latest addition to the series. It will make Herodotus a friend of many young people who otherwise would view him as a musty name. Though the "Father of Historians," he was a fine old storyteller. (Each, 60c.)

Mr. Oliver Huckel, whose poetic paraphrases of "Lohengrin" and "Parsifal" have already met with much favor, has retold in English verse the Wagnerian drama of "Tannhauser." The book is a handsome production, printed in black and red from special type designs, and containing four illustrations by noted German artists. The cover design is a striking one. (Cloth, gilt top, 75c net. Limp leather, \$1.50 net).

A dainty gift-book is "The World's Christmas Tree," by Charles Edward Jefferson, which contains a powerful plea for the true spirit of Christmas. He views as in a vision the present method of observing Christmas and finds that "the human race has crystallized into a countless number of little circles, and from hand to hand around each circle the presents pass." Meanwhile the great fallen needy race of men are being forgotten and neglected. (Cloth, gilt top, 75c net. Limp leather, \$1.50 net).

Nine volumes have been added to the Handy Volume Classics this season. These books are 18mo in size, are bound in red cloth, and have neat gold designs. The series now embraces 177 titles in all, by eminent writers. Four new volumes are "Excursions," by H. D. Thoreau; " Fireside Travels," by Lowell; "The Maine Woods," by Thoreau; "Our Old Home," by Hawthorne. (Cloth, tinted top, 35c. Full limp leather, 75c.)

There are four new volumes in the What is Worth While series. "The Challenge of the Spirit," by Ellis A. Ford; "Christmas Making," by J. R. Miller; "Does God Comfort?" and "The Personality of God," by Lyman Abbott. (12mo, 30c. net).

RETURNED
Oct 16/06
to D. M. M.
Cut Book No. 56
Page No. 44
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A ripping story of sea life—the kind every wideawake boy will be chummy with.

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A RIPPING story of adventure by sea is regarded by every true-hearted boy as the very best story of all. The yarn—that's the thing! If the sea is a northern sea, full of ice and swept by big gales, if the adventures are real, if the hero is not a prig, if the tale concerns itself with heroic deeds and moves like a full-rigged ship with all sail spread to a rousing breeze, the boy will say "Bully!" and read the story again. "The Adventures of Billy Topsail" is a book to be chummy with. It is crowded with adventure, every page of it, from the time young Billy is nearly drowned by his dog, until in a big blizzard, lost on an ice-floe, he rescues Sir Archibald's son, and the old Dictator weathers the gale.

There is "something doing" every minute—something exciting and real and inspiring. The book is big enough and broad enough to make Billy Topsail a tried friend of every reader—just the sort of friend Archie found him to be. And Billy is good company. He is not a prig; he is a real boy, full of spirit and fun and courage and the wish to distinguish himself. In a word, as the lads say, he's "all right, all right!" He sails, fishes, travels the ice, goes whaling, is swept to sea with the ice, captures a devil-fish, hunts a pirates' cave, gets lost on a cliff, is wrecked, runs away to join a sealer, and makes himself interesting in a hundred ways. He's a good chum, in calm or gale, on water, ice or shore—that's what Billy Topsail o' Ruddy Cove is.

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BOOKS OF THE
MONTH

MEGER, GEORGE W.—*Moral Overstrain.* Boston and New York: Houghton, Mifflin & Company. pp 214. This book contains essays dealing with present day conditions in the United States. "The duty of not putting on the character of another a greater burden than it can safely bear" and its application to the varying phases of commercial life is discussed in the first chapter. The influence of sensational journalism on the administration of justice and the State Legislature is discussed in another chapter. Two of the most important subjects touched upon by the author are unpunished commercial crime and criminal law reform. The crime of fraud in business is more far-reaching in its evil effects than the old-fashioned crimes of murder and theft. On crime of a more intellectual kind the public hesitates to put the mark of disapproval, while the national moral sense is undermined. The arguments for a reform in the criminal law are marshalled with literary skill and ability. Startling illustrations are given of failure to convict criminals in lynch-law states. "We have long since passed the period when it is possible to punish an innocent man. We are now struggling with the problem whether it is any longer possible to punish the guilty." The book is of general interest at this time to public spirited citizens, either in the United States or Canada.

CHOLMONDELEY, MARY.—*The Prisoners.* Toronto: Copp, Clark Co. Cloth only, \$1.50. An Italian atmosphere permeates this new novel by Mary Cholmondeley, though the principal characters are English. In the early chapters the reader is plunged into the midst of a highly dramatic episode, which provides the basis upon which the story is worked out. A beautiful English girl, married against her will to an elderly Italian nobleman, takes farewell of her lover in the Italian palace, where she is spending her honeymoon. Just as they are saying good-bye a murder is committed near by and the hue and cry after the murderer comes in their direction. Without thinking of the consequences the girl urges her lover to hide in her chamber, until the pursuit passes and thus he does. Unfortunately the avengers burst into the very room where he has concealed and pounce upon him. The moment is a critical one. The young man decides to shield the reputation of the woman and hands himself over as the murderer. He is sentenced to fifteen years' imprisonment. The remainder of the story concerns the future lives of the two and is powerfully handled.

DAY, HOLMAN F.—*The Rainy Day Railroad War.* New York: A. S. Barnes & Co. Cloth, \$1.00. A story of a plucky fight put up by a young engineer in the construction of a railroad through the territory of a pugnacious lumberman. When Gideon Ward was unable to prevent the building of the road by legal means, he adopted illegal means and at one juncture went to the extent of abducting Parker the engineer. The scene is laid among the lumber camps and we are introduced to the rough woodsmen. It is a story of particular interest to boys, though grown-ups will find it entertaining reading as well.

DOUGLAS, CHARLES NOEL.—*"Uncle Charlie's Poems."* New York: J. S. Ogilvie Publishing Co. Cloth, 50-cents. It is hard, after reading the buoyant and humorous verse in this volume, to realize that the author has been an invalid and in bed for nearly ten years, but such is the case. The poems are mainly of a humorous nature, though a few towards the close of the book have a more serious tone. There is also a biographical sketch of the author's life. The entire profits resulting from the sale of the book go to the invalid author.

DUMAS, ALEXANDER—*"Celebrated Crimes of the Russian Court."* Boston: L. C. Page & Company. There are sixteen crimes recorded in the volume, all of a terrible nature. The ferocity of the governing classes towards all that opposes them is clearly shown. Two prefaces are affixed to the book, which, by the way, is a handsome example of book-making, one a critical review of Dumas as a writer by Mikael Gortshakow, and the other an original preface by Dumas himself.

FOGAZZARO, ANTONIO.—*"The Saint."* Toronto: The Copp, Clark Co. Cloth, \$1.25. At the present time there is a very decided movement among thinkers and writers in the Old World towards a reform of the Catholic Church, which will again place her in her rightful place as the universal church. The idea is grand and appealing to the human mind, and no wonder that these Liberal Catholics, with their projects of broadening and freeing the church, are generally applauded. Among them none speaks out more fearlessly than the Italian novelist, Antonio Fogazzaro. His last novel, *"The Saint,"* has been written with a purpose and despite the fact that it has been placed in the Index, it has created a strong impression on the Catholic mind. It is in a measure a sequel to his earlier story, *"Piccolo Mondo Antico."* In this book, Piero Maironi, the saint to be, is introduced to the reader, as anything but a saint, living openly with another man's wife, his own wife being confined in an asylum. In *"The Saint,"* the conversion of Piero takes place. He becomes the leader of the new reform movement, the teacher, whose holiness of life and doctrine point the one way by which the Catholic Church may be restored to its ideals.

FOGG, LAURENCE DANIEL.—*"The Asbestos Society of Sinners."* Boston: Mayhew Publishing Co. As its name would lead one to suppose, this white and gold book, ornamented with a crimson fiend, has to do with the nether world. In a matter-of-fact way Reporter Fogg relates how he came to be assigned by the city editor of the New York Universe to *"Go to Hell."* It was a slip on the part of the editor, of course, but, as it was the rule of the office never to take back an assignment, Fogg had perforce to find his way to Hades. He soon gets there and for many pages the reader is entertained with his experiences in the land of Pluto. It is a very amusing and clever book.

FRENSSEN, GUSTAV.—*"Holyland."* Boston: Dana Estes & Co. Cloth, 12mo, \$1.50. The scenes and characters in Gustav Frenssen's latest novel, *"Holyland,"* are drawn from among the humble seafaring folk who live on the borders of the German Ocean. Their life, love, and suffering are wonderfully shown and described. The hero, Kai Jans, makes several long sea voyages, of which the descriptions are wonderfully vivid and interesting. His love-affairs are told with unsurpassed charm and pathos, and the struggles, misfortunes, and the final physical break-

A Few Selections From Our 1906 List

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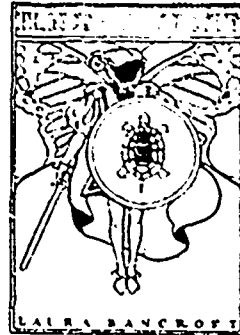


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Daughters of Destiny

Here is a strong story—a battle royal of love and intrigue waged between three women of widely different types, two American girls against a daughter of the Orient whose love knows no law, and whose country, Baluchistan, subscribes to peculiar customs and morals. This novel will be talked about. Elaborately illustrated in colors; the women by Thomas Mitchell Peirce, the men by Harold Delay.

Annabel

By Suzanne Metcalf. The first novel for young folks, breathes the purest thoughts of a girl blossoming into womanhood. Portrays her gentle influence on the life of a struggling boy. Parents enjoy and recommend this book. Six duotone illustrations. Cloth binding. Inlaid picture. Stamping in gold and colors. Price, \$1.25

Aunt Jane's Nieces

A fascinating character story for girls, by Edith Van Dyne. Aunt Jane desiring to choose an heiress to her vast estate has difficulty in deciding between three clever nieces. The interest never lags. Bound in English vellum, stamped in gold and inks. Inlaid picture. Six duotone illustrations. Price, \$1.00

Sam Steele's Adventures

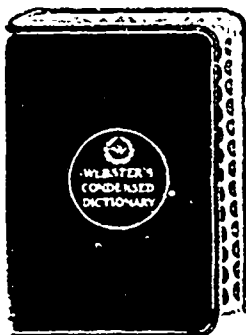
A thrilling story for boys, by Capt. Hugh Fitzgerald. The hero is a shrewd American boy who surmounts all obstacles. His adventures at sea and in the gold fields electrify the youthful reader. Illustrated in colors. Bound in red cloth with gold stamping and inlaid picture. Price, \$1.00

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down which prepares his mind and soul for their real awakening are a triumph of word picturing. Religious thought has a large place in the work, and the conception of divinity worked out is bold, startling, original, yet inspiring in the highest degree.

GILLIAM, DAVID TOD "The Rose Croix." The Smallfield Publishing Co., Akron, Ohio. Cloth, \$1.50. This is the story of a remarkable love, which enveloped the lives of a young American soldier and adventurer and a beautiful Mexican maiden. The action carries the reader into all parts of the world. The Rose Croix itself was the token worn by the man and the maid to signify their bond of union. Circumstances contributed to keep the two apart but as usual the end more than made up for all the difficulties in their path.

JOHNSTON, ANNIE FELLOWS—"The Little Colonel's Christmas Vacation." Boston: L. C. Page & Co. Cloth, illustrated \$1.50. The little colonel is really a little Kentucky girl who is the heroine of a series of charming juvenile stories. In this book she goes to boarding school at Warwick Hall and meets a lot of delightful companions, and then the story goes on to tell of her experiences during the Christmas vacation. She is a lovable maiden and the story is as wholesome as can be. There is no juvenile heroine of the present day so worthy of emulation by girls.

KEITH, MARIAN—"The Silver Maple." Toronto: The Westminster Co. Cloth, \$1.25. When Marian Keith introduced her first book, "Duncan Polite," to the Canadian public, it was in the nature of an experiment. She was a new writer, unknown to the reading world, and her chosen field was an untried one. The book succeeded almost to an unexpected degree and the name of its clever author immediately took its place along with the foremost writers on Canadian subjects of the day. Her second book has confirmed her position. "The Silver Maple" is a fine story. It has depths to which few modern writers possess the ability to penetrate. It is intensely human, plumbing the recesses of the heart. The scene is laid in the Township of Oro, near Lake Simcoe, where Highlander and Lowlander, Englishman and Irishman, have settled in colonies, each maintaining the dialect and traditions of the old sod, but each unconsciously learning from the others and gradually coming to understand their outlook on life. The story centres around the boyhood and youth of Scotty Macdonald, a very interesting character.

LE QUEUX, WILLIAM—"The Invasion of 1910." Toronto: The Macmillan Co., of Canada. Cloth, \$1.50. This book is written to illustrate what may happen to England in her present state of unpreparedness for war. It is recommended by Lord Roberts to any one who has the welfare of the British Empire at heart. The author spent four months on a motor tour over the whole of England from the Thames to the Tyne while working out the details of this invasion by a German army according to plans prepared by the general staff. All means of communication on the east coast were suddenly seized one Sunday afternoon. The invading fleet, crossing under cover of night from Holland, landed on the shores of Norfolk and Suffolk. Terrible scenes of panic ensued in London, Liverpool and Manchester. After heroic attempts to drive back the enemy by British forces inadequate in strength and inferior in artillery, London is bombard-

ed and sacked. No one can lay down the book before reading how the citizens of London finally saved the Empire.

PELOUBET'S SELECT NOTES—A commentary on the international Sunday school lessons for 1907. By Rev. F. N. Peloubet, D.D., and Amos R. Wells, M.A. 375 pp. Cloth, \$1.25. Cloth, interleaved edition, \$2. French morocco, limp, round corners, gilt, \$2. This is the thirty-third annual volume of Peloubet's Select Notes, which goes to prove the wonderful book that it is. It has stood the test and to-day it stands unrivalled as an exposition and commentary on the scriptures. Each year has brought additional and helpful suggestions which have been incorporated into it, so that this year's volume is as complete and valuable a book as experience and the highest grade of scholarship can make it. In the treatment of the interesting topics chosen for the year's study, which consist of "The Beginnings of Mankind," "The Beginnings of God's Chosen People," and "The Beginnings of the Hebrew Nation," the authors have notietably employed the most approved modern principles of teaching and study, while all the latest scholarly and scientific research is set forth in its proper relation and bearing to the subject matter.

VOYAGES AND EXPLORATIONS OF SAMUEL DE CHAMPLAIN. Narrated by himself. Translated by Annie Nettleton Bourne. Edited by Edward Gaylord Bourne. Two Volumes. New York: A. S. Barnes & Co. This, the latest addition to the Trailmakers' Series, is the first issue in a popular form of the historical writings of one of America's greatest explorers. To Canadians, the name of Champlain is a familiar one. He is looked back to, not only as a famous explorer, but as the founder of New France. The editors have taken as their authority the final edition or compilation of Champlain's writings, published in 1632, in which he combined and revised his earlier works. The narrative is highly entertaining, dealing, as it does, with a land with which we are all familiar. The translation has been ably done.

WILLIAMSON, W. H.—"A Race for a Crown." Toronto: Poole Publishing Co. Cloth, \$1.25. Paper, 75c. The succession to the throne of Tenemia was in doubt, owing to the fact that there were two heirs, nephews of the Grand Duke, whose claims were exactly equal. In order to prevent quarrelling, the Grand Duke arranged a covenant, under the terms of which the two claimants were banished from the duchy to points designated, situated at equal distances from Runick, the capital. Only on the event of the Grand Duke's death could they cross the border and then the first one to reach the crown would wear it. The story describes in detail the race for the crown between Rollo and Otto. This was no tame affair, blows being struck, plots laid and men imprisoned.

WILSON-BARRETT, ALFRED—"The House over the Way." Toronto: Poole Publishing Co. Cloth, \$1.25. Paper, 75 cents. Interest is well worked up in this novel. The hero, a young man of twenty-five, lives in a country house. Across the road is another mansion, which at the time the story opens is purchased by a noted London financier, who comes to live there with his ward, a girl of twenty. The young man and the girl fall in love, but serious obstacles are raised to the marriage. Then begins a period of darkness and anxiety. Villanies are practiced and disaster follows disaster. At length the lover wins.

**THE MAGAZINE
COUNTER**

THE Century's announcements for 1907 appear in the October number. There will be two important serials, "The Shuttle," by Frances Hodgson Burnett and "Come and Find Me," by Elizabeth Robins. A series of articles on "How the Civil War was Financed," by Ellis Paxson Oberholtzer, will be of historical interest. President Roosevelt will contribute an article on "The Ancient Irish Sagas."

McClure's announcements for 1907 include more of Carl Schurz' reminiscences, a continuation of James B. Connolly's "Story of Montana" and a series by Ray Stannard Baker on the great subject of railway ownership. A long list of writers of fiction have been secured.

Kate Douglas Wiggin will contribute one of the most charming of her Rebecca stories to the November Scribner, which will also contain, "Russia's Greatest Painter," "Washington in Jack's Time," "Ruskin and Girlhood," "London, a Municipal Democracy" and "The Last of the Indian Treaties," by Duncan Campbell Scott.

The first issue of Putnam's Magazine appears for October. With it the Critic has been merged. It is a worthy addition to the ranks of American periodicals.

The fiftieth anniversary of the founding of the Atlantic Monthly will occur next year and will be marked by the publication of a special number.

Frances Hodgson Burnett, Kate Douglas Wiggin, George Madden Martin, and Ralph Henry Barbour will contribute serials to the new volume of St. Nicholas.

The October number of the Craftsman is the first of a new number and, to mark the occasion, a new cover has been used and improvements made in the illustrations.

The Travel Magazine (formerly the Four-Track News) made its first appearance this month. It sells at 10c.

The publishers of the Smart Set have purchased Tales. The title has been changed to Transatlantic Tales.

Chambers's Journal for October contains "Literature and Politics," "The New Chinese Railway," "Romance of a Great English Lake," "The Servant Question Again," "The Medieval Republic of Andorra," "An American in Germany," "Golf of Yesterday and Today," etc.

The October number of the American Magazine is the first issue under the new proprietors, the Phillips Publishing Co.

An advance announcement of the Xmas Graphic, together with samples of the presentation plates, has been received. The issue will be ready on November 23. The plates presented this year, are "Into the Valley of Death," the 17th Lancers in the charge of the Light Brigade at Balaclava, by John Charlton, and "I do Believe in Fairies," by R. Jack. The contents will combine a number of excellent short stories and the usual humorous and holiday pictures.

There are eight color inserts in the October number of the International Studio, all executed with that excellence which characterizes the work in this publication. Among the literary features are "The Personal Ornaments of the Austrian Peasant," "The Animal Photographs of Charles Reid," "Hungarian Art at the Milan Exhibition," "Some Inn Signs at Lucerne," "Walter Tyndale: the Man and His Art," "A Note on the Recent Work of Anders Zorn," "Frederick MacMonnies, Portrait Painter."

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

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4 WEST 22ND ST., NEW YORK

THE BOOKSELLER AND STATIONER and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited

President, JOHN BAYNE MACLEAN, Montreal.

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THE SCHOOL BOOK COMMISSION.

UP to the time of writing, the Ontario School Book Commission have been busy taking evidence. Some four sessions have been held at the Education Department, Toronto, at which witnesses have been examined. The secretary has also been engaged collecting evidence in writing from various quarters, while the commissioners are at present visiting American cities in search of information.

So far the commission has been concerned mainly with the mechanical side of school book production. The question of distribution has not yet been specially touched upon. The evidence taken has tended to show that the paper used in the text books is not of the best for schoolbook purposes and that the wire binding is most unsatisfactory. Witnesses have also expressed the opinion that publishers are getting too high prices for the books.

The commission have also looked into the "free book" and "fee book" systems, as in vogue in the cities of Hamilton, Brantford, Kingston and Toronto.

As it is in the matter of distribution that booksellers are chiefly interested, the trade will await with interest the consideration of this part of the subject. It is undoubtedly the case that a reform is necessary. Booksellers are laboring under disadvantages, which can easily be remedied if the commission will but do their duty.

We have no authority whatever to express even an opinion on the probable finding and recommendations of the commission. Whatever may be their decision in the matter of production—whether they recommend letting of contracts by Government or even publication of text

books by Government—it is entirely improbable that they will go to the extent of advocating Governmental distribution. To our mind the bookseller need have no fear on this score. He will still be the channel for the sale of school books.

It will be for the trade to see that in future they get a fair deal. We do not wish to blame school book publishers unduly, but there are two outstanding facts in the present system which cannot be got over. The first is that school books are procurable by the public, either from department stores or mail order houses, or cheap booksellers or general stores, at prices below the published price. The second is that in many Ontario bookstores are to be found piles of defunct text books—dead stock—with which dealers have been caught, when a change in authorization took place without proper warning being given.

A system which admits of either of these defects is wrong. With these two troubles out of their way, book sellers will not greatly mind where or how they have to purchase their supplies.

FIGHTING MAIL ORDERS.

A GREAT deal of the success of a mail-order business depends on getting customers to adopt the right attitude of mind towards it. We all know there is such a thing as mental attraction. The mail-order man recognizes it and seeks to bring about such a combination of ideas as will conduce to the favorable influencing of the public mind.

The big catalogue with its carefully prepared index, its many illustrations, its lengthy descriptions, giving in extremely convenient form all the information necessary to answer every want, produces on the mind of the housewife a most favorable influence. It is all so simple, so economic, so cheap, so easy, that she soon succumbs to its influence. In a word, it is soothing.

Then, again, the big newspaper advertising, changing daily, of many of these mail-order institutions, produces on the mind a sensation of up-to-dateness, correctness and strength, that gives an authority to everything said in the catalogue. The person who comes under the spell of the advertising feels an assurance that when she orders she gets the very latest and most correct article.

Now, in striving to combat the mail-order house, the merchant should endeavor to recognize this mental attitude. It is there and it must be rooted out. The mind is, at bottom, reasonable, and this reasonableness should be got at.

First, the merchant should endeavor to show that it is a fallacy to assume that he cannot supply the same goods as the mail-order house, and that, even if it is going to cost him money, he can sell them as quickly and as cheaply. He can do this best by advertising and by actual example. Let him get people to bring along their catalogues and show him what they want. Then, if he has not got the goods in stock, let him order them.

Indirectly he should strive to show his fellow-to-arms people that money spent at home is far better disposed

of than money spent in the big cities. Many people forget this. If they would only remember that it is to their pecuniary advantage to hand their money over to the local merchant, they would possibly hesitate to send it away. The newspapers in each village and town should take up this matter earnestly, and it would pay merchants to induce newspaper publishers to print articles giving facts and figures to prove this proposition.

PREPARING FOR CHRISTMAS.

It is a common experience in the trade to find dealers lamenting, after the holiday business is over, that they didn't do this or that before the rush came on; that, if they had only adopted a certain scheme a month ago, their returns would have been greatly increased.

The trouble is that they either didn't start soon enough to lay their plans or they failed to give that careful attention to the matter which was necessary to make their plans complete. If they had only made up their minds in September or October to map out a careful course of action and had pursued it accurately, the result would have been more satisfactory.

There is a lesson in this which every dealer should take to heart at once. Now is the time to lay plans, not to-morrow—now, when the future can be regarded calmly and intelligently. Failure to do this will mean the same lamentations as of yore, as soon as Christmas shall have come and gone.

We would also urge dealers to recall as clearly as possible the adverse conditions which were a source of annoyance last year, and then to make up their minds to remedy them this year. It is all very well to lament, but unless we make a note of the trouble and resolve to cure it next time, we are likely to forget it and then have the same thing to suffer next year.

DISPLAYING POST CARDS.

POSSIBLY because the sale of picture post cards has been so good, dealers have not paid much attention to their display. The cards seem to sell themselves, and it is apparently a waste of time and money to go to the expense of special displays. But this is poor policy and the dealer should do all he can to attract and bring customers into his store. The passer-by, who goes along with merely a glance at the ordinary "clothes-line" style of window display, may be arrested by something a little more novel.

The steady improvement in the style and coloring of picture post cards has at last led to the production of really artistic gems. It seems a pity that these fine cards should be heided together in hundreds, each detracting to a certain degree from its neighbours. But such is the case. The passer-by sees a huge jumble of cards. If he is curious, he may pause and pick out the most attractive cards, but this requires an effort. The remedy is to place the cards where their individuality may be clearly discovered.

Individual frames are a capital solution of the difficulty. In no other way can the beauties of the cards be

so strongly emphasized with so little trouble and expense. These frames are readily procurable and framed cards are good sellers. A few of them, attractively grouped, will produce better results than dozens of strings of cards hung all together.

NAUGHTY AGAIN.

COMPLAINTS about the unfair methods of certain Canadian publishers have again come to our ears. We have already had occasion more than once to refer to the cool way in which enterprising individuals have ignored the booksellers in their advertising. Perchance we wrong them in imputing to them intentional unfairness to the retailer. It may be, and we hope it is, merely an oversight on their part, occasioned by the rush of Fall business.

However, the booksellers have some rights in the matter and, if publishers look to them as the legitimate channels for the disposition of their publications, it is only fair that the publishers should give them every opportunity to handle their books successfully. It is a poor policy which at one and the same time loads up the bookseller with stock and makes overtures direct to the public. It savors of greediness.

To say the least of it, it is not calculated to increase a bookseller's amiability to find that he is selling books, which contain detachable order forms for other books, addressed direct to the publisher. A single line of explanation that the book might be procured from or through the bookseller would remedy this mistake.

LIGHTS IN DISPLAY WINDOWS.

ARRANGEMENT of lights in display windows is a feature which is not always given due study. A glaring arc light in the centre of window space may serve to light the way of the passer-by, and a cluster of meandescents will often attract attention—to the lights.

Considering the window simply as an advertising proposition, designed to sell goods, however, the lamps should be made as inconspicuous as good light service permits.

Good results can be obtained by placing shades behind the globes when meandescents are used, concealing them from the view of the public and throwing the light itself upon the goods.

Big arc lights if used at all should be so placed as to avoid their blinding the eye to the display. This can be done by hanging them high in the window space, with a shade of dark material between the lamp and the street. Globes of ground glass are preferable to tone the light. Colored globes are not approved by the many dealers, who reason that they diminish the attention attracted to the goods, and who claim that a clear, white light is best for display. Still there are circumstances when colored lights might be desirable either temporarily or permanently as a means of causing the store to stand out more strongly in the midst of other brilliantly lighted stores.

BOOKSELLER AND STATIONER

Taber Bas-Relief Photographic Company

(ALLIANCE LIMITED, Proprietors)

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IN
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OUR
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OF
"ROYALTY"

Bas-Relief
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HAVE THE
LARGEST SALE IN
THE TRADE

H.M.
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gave a sitting to
Mr. Taber,
the Patentee of the
process,
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BAS-RELIEF
POST CARD

In various sizes.

CUSTOMERS' OWN SUBJECTS IN RELIEF A SPECIALTY

ALL OUR PRODUCTIONS IN TABER BAS-RELIEF CAN BE OBTAINED OF

MESSRS. WARWICK BROS. & RUTTER, LIMITED

WHOLESALE STATIONERS, TORONTO

ONTARIO SCHOOL BOOK COMMISSION

THE first sitting of the Ontario School Book Commission took place at the Education Department, Toronto, on Wednesday morning, September 19. There were present the chairman, Mr. T. W. Crothers, of St. Thomas; Commissioner John A. Cooper, of Toronto; Mr. George Lynch-Staunton, K.C., of Hamilton; and Mr. Jas. A. Macdonald, Toronto, counsel for the Government, and Mr. A. C. Casselman, secretary. Mr. Clarkson W. James, secretary of the department, took the official report of the proceedings.

At the opening of the session the Government commission was read, authorizing the investigation, and the original agreements showing the price and character of the books, between the Government and W. J. Gage & Co., the Canada Publishing Co., and The Copp, Clark Co.

Mr. Ernest A. Coombs, principal of the Newmarket High School, was the first witness called. He said the durability of the books supplied was unsatisfactory, the English Grammar being the most noticeable example. This book was produced. Its cost was 75 cents, and samples were put in showing that it had gone practically to pieces within a year. Witness thought it should last at least three years.

"The binding is really useless at the end of a year," said the witness. "As a teacher, I think the sections should be bound with thread and not wire, which rusts."

The same criticism held good with the French Grammar and Reader. It should last for the whole course of three years, whereas it only lasts one. Before the pupil has finished the course the book is in shreds. The French Grammar costs \$1.00.

Witness produced a High School Physical Science, which belonged to a girl pupil who was careful. It was in a dilapidated condition, and had only been purchased in January last. A Chemistry book also used by a careful pupil had gone to pieces after six months' use.

"I am satisfied with the printing and paper," said Mr. Coombs.

An outfit of books for the High School pupil on entering cost \$9.70, including note book and scribbler. In a number of cases there is more than one book on the same course authorized.

"I do not approve of this," said the witness, "as pupils coming to us from other places have used different series, and, consequently, have to buy other books."

"It is left to the staff of the High School to make the selection."

A Serious Drawback.

"It is a serious drawback to a child to take him from one book to another on the same subject. It is unsatisfactory from an educational point of view, and as to the cost to the pupil."

Mr. Richard Southam testified that he had examined the Public School readers. He could produce the same books under similar conditions if the plates were supplied as was now done for 33 1/3 to 60 per cent. less than their present cost.

Mr. Southam submitted the following tender for the supplying of the reader on the estimated numbers sold, as follows:

Part I. First Book, 5c; present retail price, 10c.
Part II. First Book, 6c; present price, 11c.
Second Reader, 10c; present price, 20c.
Third Reader, 13c; present price, 30c.
Fourth Reader, 25c; present price, 40c.
Fifth Reader, 20c; present price, 60c.

"On the department's estimate of the number sold there is \$16,000 being spent each year in Public School books," said Mr. Southam. "We will supply the same total of the same character and material for \$20,000 wholesale, or \$32,000 retail—a saving to the purchasers of \$14,000 to \$26,000 per year."

"If I had to add cost of plates it would amount to \$2,000 more."

Remain Unused.

Dr. Allen, lecturer in the Toronto University in Chemistry, had made a chemical examination of the paper used in the readers and read his report. He did not think the mechanical wood pulp used should be allowed.

Mr. Albert O'Dell, public school inspector of Northumberland, presented samples of Public School books which were very unsatisfactory, he said. Out of 160 families seen 97 had complained of the make and cost of the books. Complaints were also submitted by the artisans as to the number of books they had to buy.

"The result of my experience," said Mr. O'Dell, "is that 50 per cent. of the text-books in the homes of families remain unused."

Second Sitting.

The mysterious disappearance of all records in connection with the special Commission on Text Books and their cost, which acted for the Education Department in November, 1897, was the first object of investigation when the Government Text Book Commission resumed on Tuesday, September 25.

Mr. Frank N. Nudel, assistant registrar of the department, was the first witness. He had taken the stenographic report of the evidence taken by the Commission of 1897. On instructions he furnished one copy of the evidence to Mr. Wallace Nesbitt, K.C., counsel for the publishers, and two copies to his honor, Judge Morgan. He destroyed his notes on the suggestion of Judge Morgan, who said that when the report was printed it was not necessary to keep them.

Mr. Arthur C. Paull, clerk of the records, recollected the Commission of November, 1897. The report and documents went to the Minister, Hon. G. W. Ross. He did not know where the originals were. They were never filed.

Favors Free Text Books.

Mr. John McDonald, secretary treasurer of the Kingston Board of Education, was the next witness. He gave evidence as to the mode of handling free text books in Kingston under the fee system. The lowest local tender for the supplying of the books was accepted and the board, by buying in bulk, saved about 20 per cent. on the retail price. The board owns the books and the pupils get the use of them. The pupils pay a fee at the beginning of each year. Last year it cost the board for text books and supplies \$1,359.28. The Board of Education made no profit on the system. Injury or loss of book subjected the pupil to a fine. About 14 cents per pupil per year was the average rental paid for the books. Under this system, Mr. McDonald thought the books lasted longer and were better taken care of. No contagious diseases had yet been attributed to this system which has been in force three years. If contagious disease afflicted the pupils the books were destroyed immediately.

Mr. McDonald produced samples of books used which were generally in good condition. The wire binding

was often very faulty, and the books had frequently to be rebound.

Mr. McDonald suggested to the Commission that it reduce the cost of the books by getting up cheap readers destined to last a full year only. He was strongly in favor of free text books.

Third Sitting.

The third session of the Commission was held on September 26. Mr. Wm. C. Flint, of Toronto, a practical bookbinder, gave evidence to show that school books were not properly bound with wire. They should be bound under the contract with thread in a kettle stitch.

Mr. J. F. Ellis, paper manufacturer, of the firm of Barber & Ellis, was next called. Asked by Mr. Lynch-Staunton if he were Minister of Education what kind of paper he would prescribe, he said 25 per cent of rag and 75 per cent of sulphide wood. The paper in the school books produced were not up to this standard. They contained no rag.

Mr. Wm. H. Ballard, Inspector of Public Schools in Hamilton, said the board supplied the books to the lower grade children of the schools at 10 cents each per month, and to those in the higher grades at 20 cents per month. This realized a profit to the board of \$3,000 to \$4,000 per annum. The average enrollment for the past five years, exclusive of kindergarten, was 8,197. The kindergarten also paid fees.

Mr. Alex. Buntin, wholesale paper dealer, Toronto, gave evidence before the former Commission. He had examined several school books for the former Commission, and made chemical tests of each. He had not found one that was up to the contract, and so reported to that commission.

Mr. Buntin made a test with nitric acid of the paper

of the school books produced, which showed ground wood pulp instead of the stipulated rag and sulphite. The books all showed a large quantity of the ground wood, which should not exist. Generally the papers were well made and given plenty of time in the heaters.

MACFARLANE'S ADVICE.

At this time of year the advice that W. G. MacFarlane, Toronto, would give to every dealer who contemplates ordering contract editions of post cards for early Spring delivery is "Do it now." Nothing is gained by putting off till Spring, when everybody is wanting cards made. It takes time. Post cards from the customers' photographs are a strong specialty with this firm. Their close business connection with leading European color printing establishments places them in the best possible position to handle this work with the utmost satisfaction. In stock lines every taste can be satisfied. A catalogue can always be had for the asking.

BUSINESS SHOW FOR MONTREAL

The Canada Business Show Co. is planning to hold a business show in Montreal from December 10 to 15, inclusive. For this purpose they have secured the new Royal Scots Armory on Blenly street. Several successful business shows have been held in New York and Chicago, but this is the first time Montreal has been given attention in this direction. Business men favor the idea, and no doubt exists but that an exhibition of modern office appliances and labor saving devices for every department of commercial work would be very interesting.

Blanks for Private Greeting Cards

"FOR THE EMPIRE SERIES"

106 different designs to choose from, many being particularly

EMBLEMATIC OF CANADA

Some with salutations in **FRENCH** printed on covers.

All the designs are **ATTRACTIVE** and **SALEABLE**, possessing the many features **SUITABLE** for

PRIVATE GREETING CARDS

THE HOUSE OF **CANADA** FOR **CARDS** AND **CALENDARS**

THE COPP, CLARK COMPANY, Limited

64 and 66 **FRONT STREET WEST,**

TORONTO, CANADA

TORONTO.

What Mr. Gundy Says of the West—New Stores in Toronto—New Companies Incorporated.

Office of BOOKSELLER AND STATIONER
10 Front Street East, Toronto

October 8, 1906

THE Hatold A. Wilson Co. attracted attention during the month with their window display of "The Prisoners," by Mary Cholmondeley. This book has a cover design by a Toronto artist and is a credit to the publishers, from a book-making standpoint.

The Oxford University Press has been awarded the gold medal for their display of bibles, prayer and hymn books at the Dominion Exhibition in Halifax.

Mr. S. B. Gundy, manager of the Oxford University Press, is home from a trip to the Coast. It is several years since Mr. Gundy went over this route, and he was naturally struck with the rapid development of the country. He was delighted with the bookstores. The stocks in Vancouver, Victoria, Calgary, Edmonton, Regina and other western cities were, in his opinion, quite the equal of the best in the eastern cities, and the stores were owned and operated by men who knew their business and carried it along on broad lines. What pleased Mr. Gundy especially was the strong Canadian sentiment that pervaded the west in contradistinction to the localism of the sentiment frequently found in the east. Petty jealousies and suspicions were unknown in the west. He was also delighted to note the appreciation shown by dealers for fine goods, which was not merely expressed in words but in purchases

A branch of Baldwin's Bookstore, Toronto Junction, has been opened at 368 Yonge street.

H. C. Tugwell & Co. have been incorporated to take over the business of H. P. Sharpe & Co., manufacturers of and dealers in photographers' supplies. The incorporators are H. C. Tugwell, A. S. Bee, W. A. Buchanan, J. G. Ferguson and E. S. Dimock.

Morang Educational Co., Limited, have been incorporated with a share capital of \$200,000, to acquire that portion of the business heretofore carried on by Morang & Co., Limited, devoted to the publication and sale of educational works.

Toronto publishers are in the thick of getting out their new Fall books. During the balance of this month and the beginning of November, the bulk of the Fall publications will be produced. The jobbing houses are also busy getting out shipments of import books.

J. P. McKenna, the Yonge street bookseller, stationer and newsdealer, has secured a five-year lease of the store at the corner of Elm and Yonge streets, formerly occupied by George Kelly. He has renovated the store, re-painted the front and put in improved lights. He will carry a stock of post cards, papers, magazines and general stationery. Mr. McKenna is still doing a bustling business at his old stand, but he has fears that he may be compelled to move out any time within six months. In that event he will have the new store to fall back upon, pending the securing of suitable premises on the west side of Yonge street near Queen street.

W. A. C.

CHRISTMAS BELLS

RED TISSUE PAPER—QUICK SELLERS

No. 48— 40 cents per dozen.
No. 84— 75 cents per dozen.
No. 94— 80 cents per dozen.

The following are **LARGE SIZED BELLS**

and will sell readily at **25 cents and 50 cents each**

No. 104— \$1.20 per dozen.
No. 114— 1.80 per dozen.

BELLS strung in SETS of 3 sizes :

No. 15885—Green, \$1.75 per dozen sets
No. 15886—Red, \$1.75 per dozen sets

A large variety of FLAGS and GARLANDS for DECORATIONS

The COPP, CLARK COMPANY, Limited

64 and 66 FRONT STREET WEST,
TORONTO, CANADA

BOOKSELLER AND STATIONER

TRADE ACTIVITIES.

M. S. Moon, dealer in wall paper, Port Arthur, is dead.

The Canadian Art Post Card Co. have registered at Montreal.

R. R. Burns, drugs and stationery, Armstrong, B.C., was damaged by fire.

G. R. McGill, drugs and stationery, St. Thomas, has sold out to Wm. W. Taylor.

The Toronto Waterloo Office Fixture Co., Limited, Waterloo, have obtained a charter.

F. C. Gillis, of West & Gillis, bookbinders and account book manufacturers, Toronto, is dead.

A Kalamazoo paper company is negotiating for a site for a Canadian factory in Toronto.

McRae Bros. & Smith, booksellers and stationers, Midway, B.C., have been succeeded by E. A. Hain.

The estate of Harry Days, drugs and stationery, Toronto, have sold the business to L. C. and J. G. Armstrong.

The capital stock of the F. W. Law Co., Limited, wholesale stationers, Winnipeg, has been increased from \$50,000 to \$100,000.

Anber Bros., fancy goods dealers, Ottawa, have dissolved partnership. A. N. Anber is continuing the business in Ottawa and Michael Anber has opened in Hull.

McRae Bros. have purchased the interest of W. F. Smith in the business carried on at Phoenix, B.C., under the firm name of McRae Bros. & Smith, Limited, booksellers and stationers.

James McKay, Jr., stationer, Prince Albert, Sask., has sold his business to J. R. Merritt, late of the staff of the Manitoba Free Press, Winnipeg. Mr. McKay has not yet decided on his future plans.

Warwick Bros. & Rutter, Limited, are at present in the midst of filling import orders for fancy goods. As quickly as the cases are received from Europe, consignments to the various dealers are made up.

A small list of blank book specialties has been sent out by E. G. Lang Mfg. Co., 64 Ann street, New York. Samples of index tabs are affixed to the pages of the list, which supplies full information as to quality, size and price.

R. J. Soden, the Peteboro bookseller and stationer, has secured possession of the store occupied by Sutcliffe & Sons, the dry goods merchants of that city. It is expected that he will move in sometime about the end of the month, after having the place refitted and redecorated.

T. R. Tipton's stationery store at Stratheona, Alta., is being thoroughly overhauled and renovated. The rear portion of an adjoining store has already been taken in and it is expected that Mr. Tipton will soon secure possession of the entire store. Several large new silent salesmen have been installed.

A report from Holyoke, Mass., states that the largest factory in America for the making of fine writing paper is to be erected there at a cost of \$700,000. The plant will have a capacity of furnishing 30 tons of fine writing paper daily. The mills will form an extension of the American Writing Paper Co.'s property.

A. T. Chapman, the Montreal bookseller, has published a very neat little booklet containing the names of the latest fiction publications, with author, price and further information. This is for distribution among his customers. It is quite an advertising scheme and should meet with success. It is to be issued monthly in future.

WINTER EVENING GAMES

SPECULATION

A LEADING 25c. GAME for \$1.50 per dozen, or \$14.40 per gross.

—All our GAMES are FAVORITES—

OUJIA, Price \$10.80 per dozen. PARCHESSI, No. 3, Price \$6.00 per dozen.

50 CENT GAMES

Price, \$3.60 per dozen

Halma, No. 3; Steeplechase, No. 3; Parchessi, No. 2; Up from the Rank.

25 CENT GAMES

Price, Board Games, \$2.00 per dozen
Card Games, \$1.80 per dozen

Authors No. 3, Boy to Banker, Century, Crokinole, Donkey Party, Farmer Grimes, Foresight, Gladstone Times, Halma No. 2, Japan, Logomachy, Loto No. 2, Lost Heir No. 2, Nations No. 2, Old Maid No. 3, Parchessi No. 1, Parchessi No. 1, Folding Board, Peter Coddles No. 2, Perrywinkle No. 2, Sir Hinkum Pinkum, Snap No. 3, Summer Sunshine, The Wild West, Young Canada.

15 CENT GAMES

Price, \$1.20 per dozen

British Tar, Halma No. 1, Reversi, No. 1.

10 CENT GAMES

Price, 75 cents per dozen

Authors No. 2, Castaway, Dr. Busby, Lost Heir No. 1, Nations No. 1, Old Maid No. 2, Perrywinkle No. 1, Robin Redbreast, Shipwreck, Snap No. 2, Steeplechase No. 1.

5 CENT GAMES

Price, 35 cents per dozen

Authors No. 1, Golden Locks, House that Jack Built, Jack the Giant Killer, Jumpkins, Old Maid No. 1, Peter Coddles No. 1, Snap No. 1.

ORDER YOUR STOCK OF GAMES EARLY FOR CHRISTMAS TRADE

THE COPP, CLARK COMPANY, LIMITED
Manufacturers, TORONTO, CANADA

THERE ARE PLENTY OF GOOD REASONS why every live and progressive STATIONER and SPECIALTY DEALER should attend the fifth

NATIONAL BUSINESS SHOW

and see there the most comprehensive assortment of goods for them to handle, ever gathered under one roof.

Trade marks, beautiful illustrations and elaborate descriptions are all right in their way, but you do not buy trade marks or pictures. **YOU BUY MERCHANDISE.** *You invest your money in goods that are supposed to pay you a reasonable dividend in the way of profits.*

This Show will be the market for **COMPARING** and **SELECTING** articles that in your opinion, as a judge of merchandise, will be the most profitable for you to handle. And profit, the real kind, means not only a money gain, but a gain in customers—holding and pleasing them, bringing them back with "repeat" orders.

You will be neglecting a great opportunity if you fail to visit

MADISON SQUARE GARDEN, - NEW YORK CITY
OCTOBER 27 to NOVEMBER 3, 1906

STATIONERS AND BLANK BOOK MAKERS

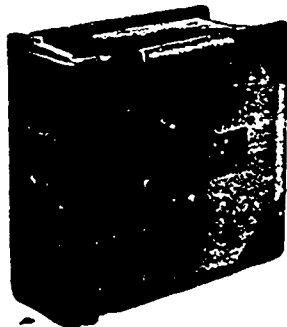
A NEW DEPARTURE IN LOOSE LEAF

There is a bigger profit in Loose Leaf Devices than in Bound Books—if you buy our metal parts.

YOU SAVE DUTY ON BOUND GOODS AND DO YOUR OWN BINDING

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

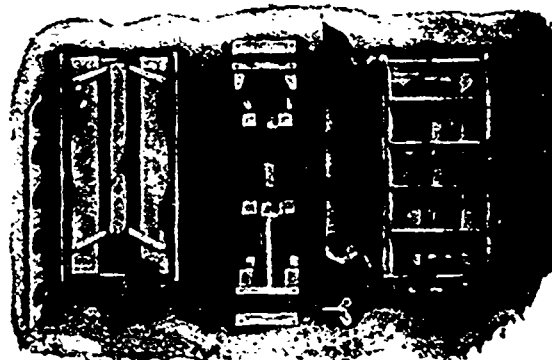
Full Leather Bound
Cannot Mar the Desk



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

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

Note the Simplicity of Construction



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

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

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

WE DO NO BINDING.

Patented February 13, 1906

WE SELL METAL PARTS ONLY

Round Back Ledger Metals
Flat Back Ledger Metals

"C" Clamp Transfer Metals
Loose Sheet Order Springs

Automatic Order Binder Metals
H. G. King Book Metals

Eureka Price Book Metals
Newspaper Files, etc., etc.

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

DO IT TO-DAY

BE PROGRESSIVE

THE TENACITY LOOSE LEAF METAL CO., Successor to **W. J. SCHULTZ** 114-124 Opera Place, Dept. **CINCINNATI, OHIO**

HERE AND THERE AMONG THE JOBBERS

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

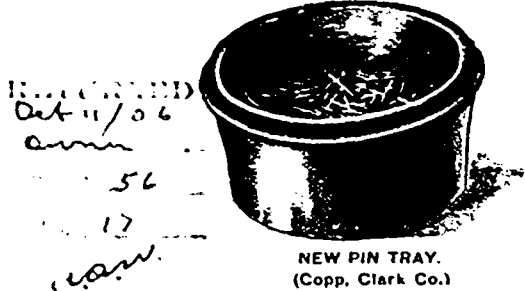
HERE is a splendid chance for Canadian dealers to clear up a neat sum. Warwick Bros. & Rutter have arranged a system by which it is possible to sell private Christmas greeting cards at a minimum cost. They provide, free, handsome sample books containing over fifty different designs, triplicate order pads and addressed envelopes. All the dealer has to do is to write for an outfit, enter up particulars of the orders in the order book and forward to Toronto. In due time the cards are returned attractively tied up, ready for delivery to the customer. There is thus no risk what ever.

"Companions." The covers are printed in bright, attractive colors, showing pictures of children and animals. Comrades is made with pencil paper and Companions with paper for pen and ink, and both designs can also be had in the regular 5c. exercise book ruled with margin line.

...

The accompanying illustration shows a line of stock boxes carried by the W. J. Gage Co. These are one of the most useful articles that a stationer can have in the store, and in addition to that are ornamental as

Illustrations of a new pin tray and glass pen tray, handled by the Copp, Clark Co., are shown on this page. They are both listed to sell at 25 cents retail.



NEW PIN TRAY.
(Copp, Clark Co.)

RETURNED
Oct 11/06
to Drum
Copp, Clark Co. No. 56
Page No. 19
a.n.w.



STATIONERY STOCK BOXES.
(W. J. Gage & Co.)

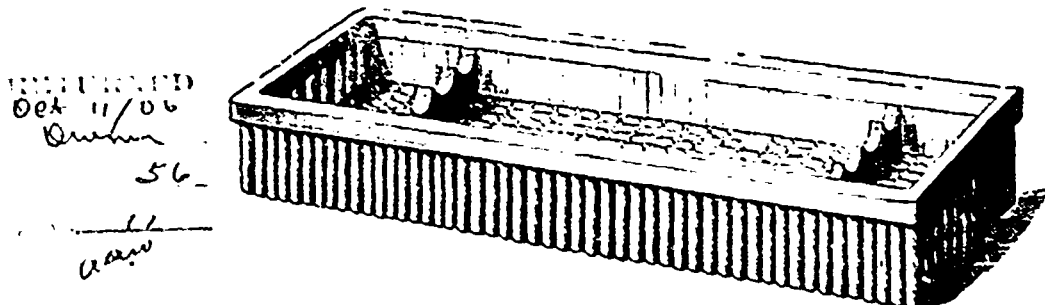
W. J. Gage & Co. have just issued a new series of Mercantile scribbling pads. These come in 6 different sizes ranging from 3 x 1 1/2 to 6 x 9. They are made of good grade of scribbling paper, and each sheet is perforated at the top so that it can be torn off without destroying the pad. They will retail from 1c. to 5c. each, and are a line that every stationer finds a call for.

well. These stock boxes have been sold by this firm for years, but they have now made a new and very much reduced price list of them, and we would recommend any stationer who wishes to improve the appearance of his shelves and to have at the same time something very useful, to write the firm and get their new prices on the above.

...

When ordering memo books in lots of 12 dozen or over from Warwick Bros. & Rutter, a dealer is entitled

Buntin, Gillies & Co., Limited, the wholesale stationers of Hamilton, have been appointed the Canadian



GLASS PEN TRAY--Copp, Clark Co.

to have his imprint stamped in gold on each book. There are now 32 styles in stock.

agents for the Parker (lucky curve) fountain pen. This pen has now become very popular among users of fountain pens on account of its spearhead ink retainer, which prevents leaking or dropping, the lucky curve at the end of the feed, which draws the ink away from the nib when the pen is not in use, thus preventing inky

fingers when the cap is removed, and the anti-break cap, which is warranted against cracking. They are largely advertised in all the popular magazines and are in demand.

• • •

Warwick Bros. & Rutter, Toronto, are now prepared to manufacture souvenir writing tablets for any town or city. In note size, one view in a pretty design appears on each sheet; in letter size there are four different views. These appear alternately. A view and the imprint of the dealer appear on the cover.

• • •

In the Copp, Clark Co.'s collection of private Christmas greeting cards there are sixteen distinctive Canadian designs and over 150 general designs. Sample books of cards are supplied to dealers. Those taking orders are advised to send in two or three alternate choices so that there may be no danger of disappointing customers, because of a shortage of particular lines.

• • •

A number of new tally cards are now in stock with Warwick Bros. & Rutter, Limited. An attractive series is composed of Gibson heads, cut out in outline by hand. There is an amusing set of comic silhouettes. Motorists will approve of the deckle-edge automobile cards. The wish-bone series are extra long and narrow. A popular card is the black cat, to be used in securing partners.

• • •

A novelty seen in the showroom of Warwick Bros. & Rutter was a fountain penholder of solid glass. Three openings admit of the pens being held in an upright position, while a fourth may be used for pins.

• • •

Demands for fountain pen caps are so frequent that a dealer needs a supply of extra ones always on hand. Warwick Bros. & Rutter supply a dozen extra caps, with safety clip attached, in a display box. These can be retailed at 25c. each.

• • •

A recent addition to the stock of Warwick Bros. & Rutter, Limited, is a 12-inch steel pocket rule, which folds into four-inch lengths and is carried in a leather case. It sells retail at 25c.

A very pretty assortment of tally cards is stocked this season by Buntin, Gillies & Co., Limited, Hamilton, and they report a good sale. A novelty is their special line for whist and euchre parties, with the rules printed on the back.

• • •

The top floor of The Copp, Clark Co.'s warehouse on Front street, Toronto, presents a busy scene these days. The import department, under the superintendence of Mr. W. G. Nord, are getting out the firm's import orders of Christmas cards, calendars, Christmas post cards, etc. The staff has been increased and work is continued day and night.

• • •

The Copp, Clark Co. have now in stock a complete series of mathematical instruments, ranging in price from \$1.00 to \$15.00 at retail. Their stock of protractors is also complete.

• • •

What should prove a valuable aid to Christmas retailing is a nine-foot canvas sign, bearing a picture of Santa Claus and the inscription, "Headquarters for Holiday Goods." The sign is lithographed in colors, which are guaranteed not to run and may be had from The Copp, Clark Co. for \$2.00.

• • •

Dealers should not forget that it is handy to have a stock of assorted envelopes for use with their Christmas cards. The Copp, Clark Co. put up 500 envelopes in nine useful sizes in a box, selling at \$1.50.

• • •

No Christmas ornament is so attractive or so serviceable as a tissue paper bell. The Copp, Clark Co. have a large stock of these bells in varying sizes. No. 48 is a small size, selling at 40c. a dozen; No. 81 sells at 75c.; No. 94, at 80c.; No. 104, at \$1.20; No. 114, at \$1.50, the price increasing with the size. They also show them three on a string, green and red, at \$1.75 a dozen, and red, white and blue at \$2.25 a dozen.

• • •

Stanford's map of North America, showing the new provinces of Alberta and Saskatchewan, is now ready, a supply being available at The Copp, Clark Co.'s warehouse. The trade should lose no time in canvassing the

WE KNOW

that the line of papers with "Hurd's Name on the Box" if once put in stock by an up-to-date dealer will be sure to remain there. It is the best that is made, in quality, in style, in manufacture. These are the papers that appeal to the users of good things and it is to this class that it pays best to cater, for they are not only the largest consumers, but are willing to pay well for good goods. If you do not now handle our papers, let us send you samples or have our salesman call.

Crane's Linen Lawn and Hurd's Holland Linen fancy boxes covered with same stock as contents are particularly acceptable as Christmas presents. We have a large assortment.

GEO. B. HURD & CO.

Fine Paper Manufacturers

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



school boards in their neighborhoods for orders for this most necessary map.

...


Solidhead thumb tacks have proven their worth and are the recourse of artists, housekeepers and others whenever paper has to be attached to wood, etc. The newest tacks are of steel, one dozen in a small, round box. These boxes are packed in a counter display stand and sell at 10c each. The brass tacks are shown on a small, square piece of wood, selling at 15c. a dozen.

Several new and handsome designs in paper weights are shown by Warwick Bros. & Rutter to retail from 25c. up to 75c. Other articles, which will prove valuable for Christmas presents, are pearl writing sets, neatly boxed, containing paper knives and envelope openers, pens and pencils. These sets run from 15c. to \$3 at retail.

...

The Copp, Clark Co. have in stock a large supply of garlands for Christmas decorations.

VENUS PENCILS. THE BEST THE WORLD PRODUCES
 17 DEGREES—SOFTEST TO HARDEST MADE
 SAMPLES AND PARTICULARS ON REQUEST.
 LONDON, ENG. **AMERICAN LEAD PENCIL COMPANY, NEW YORK**



Cash Register Paper for All Kinds of Registers

Mail us your orders
 Only first class Stock used

PRICES AND QUALITY GUARANTEED

Write for
 Catalogue
 and Price List

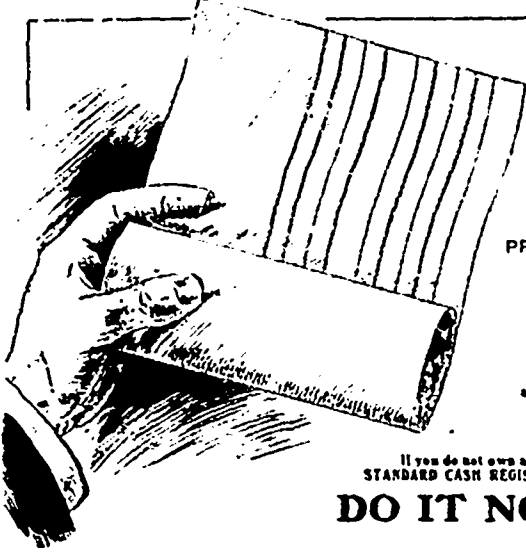
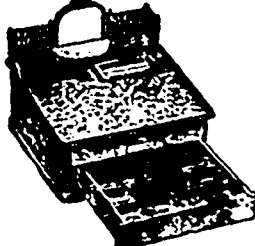
If you do not own a
 STANDARD CASH REGISTER
DO IT NOW

WE HAVE THEM IN OPERATION TWELVE YEARS WITHOUT REPAIRS.

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

Price like this cut - \$10.00
 No. 1, same mechanism,
 plain top 25.00

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

C. Brandauer & Co.'s - Limited



CIRCULAR POINTED PENS

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

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

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

**MONTHLY REPORTS
FROM TRADE CENTRES**

MONTREAL.

Fall Trade Opened Well and Continues Good—Increase in Sale of Post Cards—Fountain Pens Selling.

Office of BOOKSELLER AND STATIONER,
272 McGill Street, Montreal,
October, 8, 1936

EVERYBODY is busy at present and Fall trade is in full swing. Since the opening of the schools there has been any amount of trade passing, beginning with school books and other requirements and gradually branching off with the falling off in demand into regular Fall supplies. All the dealers approached reported having had an excellent season for school books and other necessities required by school children.

Good sales of fountain pens are reported. Since the opening of the different colleges, in September, there has been a steady demand for all makes. The better pens have been in more request than formerly, which is a noticeable feature of the trade this year.

Although the pictorial post card business has not been really slack during the Summer, there has been a very marked increase in the amount of business turned over within the past month as compared to previous like periods. People returning from their holidays sending "vengeance cards," as one merchant called them, and the return of the school children with their pocket money is probably responsible for the better trade.

New book arrivals have been large, as is usual during the Fall season, and fiction occupies a place on the most conspicuous tables in bookstores. Most of the new books have been favored with good sale, although some do not seem to meet with the fancy of the people.

"Lady Evelyn" and "Doc Gordon," two of the seventy-five cent series of cloth bound books recently introduced, are among the new fiction. They have been selling fairly well. Booksellers say that, owing to the fact that these books are published in the Sunday papers and elsewhere in serial form, before publication, the great majority of the people have read the story by the time the book is stocked by the merchant, and consequently sales are not as satisfactory as they otherwise would be.

A. T. Chapman, St. Catherine street west, has now one of the finest uptown bookstores. During the Summer he has been engaged in making alterations which have had the result of giving him very much more floor space. The work is nearly completed and already the store presents a fine appearance.

F. E. Phelan has been giving a great deal of attention to the upbuilding of his picture post card business with satisfactory results. His post card department is

among the best in town. Mr. Phelan has placed a table with pens, ink and blotting paper at the disposal of his customers, a favor much appreciated, and one which attracts trade.

Several Montrealers intend to go to New York the end of this month to take in the Business Show to be held in that city.

D. J. Young, of D. J. Young & Co., the Calgary (Alberta) booksellers, was in Montreal recently.

There are rumors around the trade in Montreal about an amalgamation which it is supposed will take place shortly. E. M. Renouf, Limited, and the Cambridge Corporation, are the two firms whose names are mentioned. E. M. Renouf, Limited, is the uptown retail book and stationery store, where is also carried on a growing publishing business. The Cambridge Corporation does a large business in books, and has offices on St. James street. Further gossip is to the effect that the two concerns, when united, will erect a large building on St. Catherine street, in which will be carried on their business. It is said that the capitalization of the new company will approximate \$200,000.

When seen by a representative of Bookseller and Stationer, neither Mr. Renouf, of E. M. Renouf, nor Mr. Ross, the manager of the Cambridge Corporation, would confirm or deny the rumors which are afloat. Both said it was still too early to say anything definite.

It is possible, and even probable, that something will be done one way or the other within the next month, and meantime the rumors will continue on their rounds.

J. J. G.

WINNIPEG.

The School Trade Good but Unprofitable—News Company Still in the Air—Books that Sell.

Office of BOOKSELLER AND STATIONER,
Room 511 Union Bank Building,
Winnipeg, October 5, 1936.

SEPTEMBER school openings were given particular attention by the Winnipeg book stores, the sales being well advertised by window displays and in the daily papers. It is unfortunate that these sales are invariably accompanied by big reductions in price. While the Winnipeg stores do a big trade in school books and school supplies, there can be very little profit in it at the prevailing prices. While department store competition is in part responsible for this state of affairs, it must not be forgotten that conditions were much the same before the opening of the largest department store a year ago.

Tourist trade has been found very profitable this Summer, all the local stores reporting a big turnover in picture post cards and souvenirs of various kinds. The picture post card department is evidently one of the most profitable in the Winnipeg stores.

Reports from Toronto indicate that it is the intention of the Toronto News Co. to open a branch in Winnipeg in the course of a few weeks, but nothing new has been heard on the subject in Winnipeg. The trade are anxious to see the branch opened, as complaints are

BOOKSELLER AND STATIONER

as numerous as ever as to the character of the service given the Western trade

Among the new books which are selling well in Winnipeg might be mentioned "The Incubator Paby," by Ellis Parker Butler, the author of "Pigs is Pigs." "The Invasion of 1910," by Le Queux, is being prominently displayed in local stores.

F. R. M.

LONDON, ENGLAND.

About our British Publishers' Number — Inadequacy of Canadian Insolvency Laws — New Books of Interest to Canadians.

Office of BOOKSELLER AND STATIONER,
43 Fleet St., E.C.4,
London, September 25, 1916.

THIS October number of *Bookseller and Stationer* has been devoted more particularly to British trade with Canada than previous issues. For this reason it merits more careful scrutiny, not by importers alone, but by all those, even the smallest retailers, who are anxious to see more Old Country manufactures and productions established on the Canadian market. The number of British advertisements in this paper will grow just in proportion as the possibilities of the Canadian market become better known. Taken altogether, English manufacturers and English publishers have not yet grasped even a fairly accurate idea of the buying capacity of the Dominion.

To Canadian booksellers, in particular, this October number should appeal, because amongst its advertisement pages will be found the announcements of several British publishers of the first standing in their own country. Some of them have become well known amongst dealers in Canada; others are only now beginning to feel their way. It is, perhaps, to be regretted that publishers here in England have not yet realized how desirable it is that they should bring out their colonial Autumn lists earlier than they do. In very few cases are these Autumn lists ready in time for insertion in the Special August Number of *Bookseller*. Possibly this difficulty will be overcome in course of time. In the meanwhile, the October issue must serve as the British Publishers' Number.

It has been said above that British publishers do not yet realize the buying capacity of Canadians. It must not be inferred that the same indifference exists to-day as eight or ten years ago. On the contrary, of latter years there has been a very satisfactory awakening on the part of British publishers in the exploitation of the Canadian market. There was a time when a publisher would practically throw in the Canadian rights when selling the American, in much the same way as an Old Country baker, when selling a loaf of bread, throws in an extra slice to make sure that the buyer is getting his money's worth. That has all passed now, and every year sees English literature sold in larger volume throughout the Dominion. Indeed, the number of works, some of them exhaustive and costly, on Canada itself grows apace.

But there is still much to be done; much progress to be made; many hindrances removed. To mention but a solitary difficulty that hampers many a would-be exporter from Britain, there are the Canadian insolvency

laws, which require amendment. It would be no difficult task to point to half a dozen British houses of repute who have had cause to complain of heavy losses arising from this trouble. Fortunately, the constantly increasing number of Canadian agents and representatives who annually find their way across the Atlantic is doing much to dispel the doubts of those who have hesitated, and to throw a clearer light upon the true state of affairs in Canada. Then, again, those British firms which despatch their travelers to the Dominion soon get to understand how large a volume of business can be done, and their very efforts prove an incentive to their competitors for export trade.

T. Fisher Unwin has added several new publications to his Colonial Library. These books are so varied in their topics that they appear to cater to almost every imaginable taste in literature. To mention but a few, there are "The Woman Thou Gavest," by Lady Troubridge, a novel, which first appeared in serial form in the *Daily Mail*; "The Great Court Scandal," by Wm. le Queux; "Humsey," by Keble Howard; "Saba MacDonald," by Rita; "The Red Burgee," by Morley Roberts; "Men of Crag," by the late Mr. Guy Boothby; "Success in Life," by Emil Reich, whose philosophical discourse, to society folk have created a stir in London; "New Chronicles of Don Q.," by Hesketh Pritchard. Fisher Unwin is also the publisher of "Canada Today," by J. A. Hobson, M.A. The author made a special trip through Canada in order to gather the necessary matter. The book is only 3s. 6d net.

Another work which should appeal particularly to Canadians is "The Canadian War of 1812," by C. P. Lucas, C.B., published by Henry Frowde, Oxford University Press, who has an office in Toronto. This work, 8vo. cloth, with eight maps, sells at \$4.15. It is compiled from matter in the Colonial Office Library. Henry Frowde has also added ten new volumes to "The World's Classics."

Williams & Norgate, of Henrietta street, London, have a very extensive line of theological and philosophical works by the best known authorities. While the demand for this class of books is naturally limited, there is a steady demand, to which dealers should endeavor to cater. This firm is also endeavoring to interest Canadians more widely in "The Hibbert Journal," which is a quarterly wherein religious controversy is discussed.

Sir I. Pitman & Sons, London, are pushing a range of books that should appeal to business men the world over. "Office Organization and Management," by L. R. Dicksee and H. E. Blain, is a work of 325 pages in demy 8vo., costing 5s. net. "The World's Commercial Products," by W. G. Freeman and S. E. Chandler, with contributions by other prominent specialists, is an illustrated description of the economic plants of the world, and their commercial uses. This will appear in 12 fortnightly parts of 32 pages each, and the cost in England is 7d per copy. "Pitman's Office Desk Book," 230 pages, at 2s. net, is invaluable to clerks who are engaged in all kinds of office work. "Pitman's Business Man's Guide," by J. A. Slater, 476 pages, at 3s. 6d net, is a similar work for the use of merchant, banker, broker or trader.

BOOKSELLER AND STATIONER

Amongst Hutchinson's new 6s. novels is "A Vain Thing," by Guy Thorne, whose work "When It Was Dark," created such a stir. The story is unlike his former productions, for it presents a great Oxford athlete, who makes sport his whole aim in life. Of course there is a moral intended. It reminds one of the hackneyed phrase that "Waterloo was won on the playing fields of Eton."

• • •

Here in England the picture post card continues to boom along satisfactorily. New designs for Fall and Winter trade are more varied in range than ever before. It is evident that the publishers have spared no pains to effect originality. The Rapid Photo Co. have added several new cards to their gallery, including photographs of actresses, and new animal studies, with humorous

titles, such as "Neck on Nothing" for the giraffe, "Who's Up a Pole" for the bear, etc. They have also an artistic "Chamberlain Celebration" card, bearing the legend "England's Greatest Statesman." Miller & Lang's "Original Picture" series bears designs of natives of the Dominion, and are adorned with the Maple Leaf, or some appropriate coat-of-arms. In the next issue of Bookseller it may be possible to say something more about the post card sample books for the coming season.

"I see," said Mrs. Oldcastle, "that Andrew Carnegie has offered \$300,000 for a Rubens."

"Alas he?" replied her hostess. "My goodness, it seems to me that's an awful price. Why, the Billingsons only paid \$20,000 for their Mercedes, and the lamps are all gold-plated, too."



Canadian Office:
37 Melinda St.,
TORONTO

All the Leading Stationers in Canada

are now selling the line of stationery bearing this trade mark. ARE YOU ONE? If not, write for samples and prices of our ream goods, staple and Christmas papeteries, wedding stock, cards, envelopes and tablets.

Eaton-Hurlbut Paper Co.
Pittsfield, Mass.



INCREASE YOUR CHRISTMAS PROFITS

BY SELLING OUR

Postal Calendars

All ready for mailing. These goods are made to retail at 10c. and 15c., with a handsome profit.

"ASK OUR TRAVELLERS FOR THEM."

We have all the necessary small things for Fall trade, such as

BRASS CORNERS, 3 sizes PHOTO MAILERS, 20 sizes MOUNTING BOARDS, All Shades
PASSE PARTOUT REQUIREMENTS PHOTO PASTE IN TUBES AND JARS
NEW LINES OF PLAYING CARDS
NEW LINES OF FOUNTAIN PENS
NEW LINES OF POCKET PENCILS

Many new lines to help out an increased sale this season.

WRITE US AND WE WILL ARRANGE FOR ONE OF OUR REPRESENTATIVES TO CALL ON YOU.

McFarlane, Son & Hodgson, MONTREAL Manufacturing and Importing Stationers

THE COTILLION MASK.

Both old and young will find ample amusement in the cotillion masks, sold in twenty-three designs by the New York News Co. The illustration shows how the mask is adjusted. They can be sold at ten cents each and to introduce them the News Co. will forward a sample set,



Cotillion Mask.

containing one each of the 23 designs on receipt of \$1.75, and mention of Bookseller and Stationer.

AGENTS REQUIRED.

GEORGE WRIGHT & CO., Bayer St., London, E.C., England, a firm doing a large export trade in commercial and scholastic supplies, require reliable representatives in the chief Canadian towns to handle their specialties.

One of their lines, which should sell well in Canada, is a burglar-proof cash box. Apart from its excellent finish, it has a double spring lock and is manufactured on the safe plan. It has a great advantage over the ordinary cash box in that it is fitted with an extra hammered steel safety bottom. This bottom is so contrived that, when the cash box is removed from the safe it can be firmly attached to the owner's desk, where it can remain without risk of theft all day if need be, and only returned to the safe at night time. The price is well within the reach of every business man.

Wright's patent adjustable copying press is intended

many other files on the market. They are exceedingly simple, and any piece of correspondence may be turned up instantly upon demand. These files have the advantage of being cheap, though good, and good terms are allowed the trade.

With the game of "Sky" G. Wright & Co., have scored a great success in England, and with a view to extending their foreign trade, they have gotten out a special set for export. As will be seen from the illustration, "Sky" is a game of sequence, and may be played by five, six, seven or eight persons. While it is not difficult to understand, it is very fascinating, and has the advantage of being much quieter than many similar games.

George Wright & Co. have for a long time made a specialty of school supplies, and their very large range of goods of this class include a number of time-saving and money-saving patents. They are one of the largest manufacturers of rules, of all shapes and sizes. Their "All Round Rule," patented, which is fitted with two movable arms, is indispensable for model drawing, geometrical work, etc., and their "Requisite" free-arm easel, easily attachable to a child's desk, has the advantage of being self-fixing and collapsible. Another "Requisite" series is the extensive list of calisthenic apparatus, made by Wright & Co.

The above are but a few of a very extensive range of office and school supplies. If any good Canadian house is open to take up Wright & Co.'s agency, they may see two of their catalogues, for further information in the offices of Bookseller & Stationer, Toronto, or obtain copies of same from Wright & Co. direct.

PROGRESSIVE PAPER COMPANY.

GREAT advances have been made during the past year in the business of F. A. Horle & Co., of Cardinal House, St. John's Lane, E.C., London. This firm have been known for many years for their fine qualities of ivory and enamel boards, envelopes, etc., but they have lately opened up a paper department, the products of which, with perhaps the exception of their M. G. Satin Cap, which they are doing at 1s. 10d per ream, are mostly



THE EXCITING GAME OF SKY.—George Wright & Co.

mainly as a portable press, but its simplicity and effectiveness warrant its use in many commercial offices. It is strongly made in polished mahogany and bound by best steel bands.

The "Forward" and "Leader" letter files (protected) have been made with a view to compete with the

of English manufacture. Both in their cardboard and envelope departments, F. A. Horle & Co. have gone to the fore. In both they are offering some remarkably good lines at low prices. Whenever readers of Bookseller and Stationer are in England, they are invited to call at Horle's show room.

INK

Do you want to sell an ink absolutely satisfactory—guaranteed,

**WILL NOT CORRODE
WILL NOT THICKEN
SUPERIOR TO IMPORTED**

Then let us quote you prices. **THEY CAN'T BE BEAT.**

WRITING, COPYING, CRIMSON, Etc.

CANADIAN INK CO.
37 WELLINGTON STREET
MONTREAL



We supply artistic monthly Bulletins to keep you
in touch with your patrons.

The Bulletin gives you a list of our

NEW RECORDS

for the month, always interesting information
for the people.

Any of our distributing offices will be pleased to
supply you with Bulletins and trade discount
sheets regularly.

DISTRIBUTORS FOR CANADA.

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

Write your nearest distributor.

The Berliner Gram-o-phone Co. of Canada
MONTREAL Limited

**JOHN HEATH'S
PENS**

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

PROFIT without RISK PRIVATE GREETING CARDS

Artistic, Novel, Refined



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

SAMPLE BOOKS ready for delivery on October 15th.

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

ADDRESS :

RAPHAEL TUCK & SONS COMPANY, Ltd.

St. Antoine Street, MONTREAL

LONDON

PARIS

BERLIN

NEW YORK

HALLOW'EEN SELLERS

FALSE FACES

Full line assortment, all sizes, colors, etc., \$1.00 per gross up.

MASKS

Both cotton and silk in colors.

XMAS LINES

Dolls, toys, china, etc., are now to hand and for filling in your stock for the holiday trade these new lines, at the prices we are quoting, will be appreciated by all fancy goods dealers.

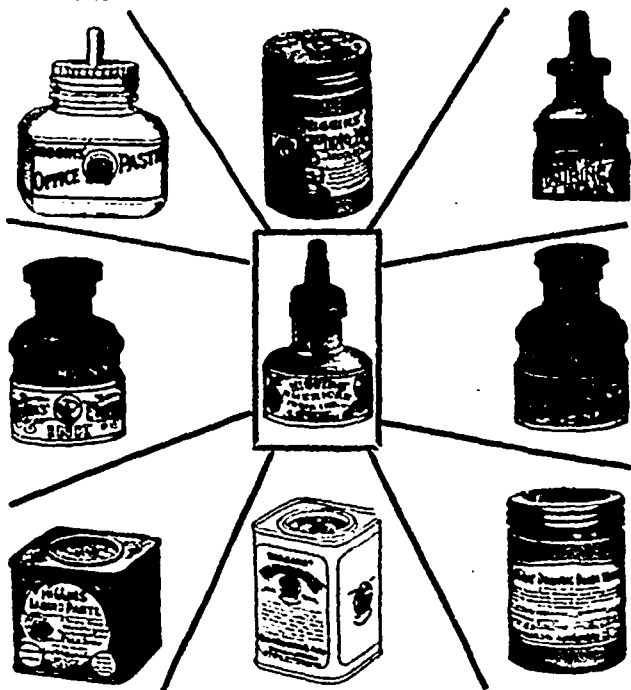
The SUTCLIFFE-EDMISON CO., Limited

SUCCESSORS TO

THE KELK-SUTCLIFFE CO.

70 YORK ST., next to Crompton Corset Co.

HIGGINS' INKS AND ADHESIVES

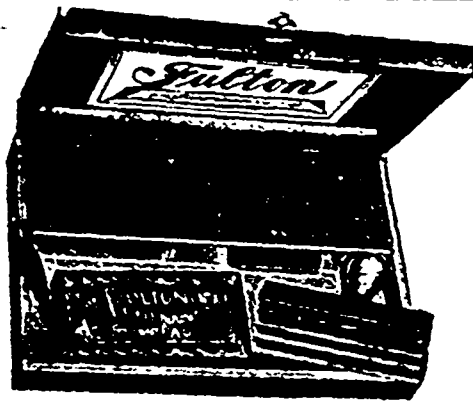


The Higgins' Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed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

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

Originators and Manufacturers Inks and Adhesives

MAIN OFFICE, 271 Ninth St. | **BROOKLYN, N.Y., U.S.A.**
FACTORY, 240, 244 Eighth St.



Fulton Specialties



ought to be on the shelf of every stationer, as there is a ready demand for them, and they are sold in all parts of the world. They are profitable to handle and are used in every office or store, whether large or small, to great advantage.



- The Fulton Business and Office Printing Outfits
- The Fulton Movable Rubber Type
- The Fulton Sign and Price Markers
- The Fulton Self-Inking Stamp Pads (Patented)
- The Fulton Self-Inking, Non-Blurring Pads
- The Fulton Self-Inking, Quick Drying Pads
- The Fulton Daters and Numberers
- The Fulton Juvenile Printer's and Toy Sets

Send for Catalogues and Discount Sheet


Fulton Rubber Type, Ink & Pad Co.

128-142 Fulton St., Elizabeth, N.J., U.S.A.



"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 tool, by the same process and at the same Works as the series of "Waverley" Pens which Hinks, Wells & Co. have for 50 years and upwards (prior to Sept., 1901) manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

The Ledgerette Bill File



A small, loose-leaf ledger for petty and transient accounts. Indexed, easy, simple.
Ledgerette, with 500 statements "in blank," retails at \$2.00; costs dealer \$12.00 per dozen. Sample prepaid, \$1.25. Write

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

THE WAVERLEY
SERIES OF PENS

Imported by all the Leading Stationers

They come as a Boon and a Blessing to Men.
The Pickwick, the Owl and the Waverley Pen.

Dealers make money in stocking the "Boons and Blessings." They are popular Pens throughout Canada. They are advertised and they are asked for. They are irreproachable in quality and give satisfaction to customers. They are asked for again and again.

We make pens to suit every hand—turned-up, turned-down, indented, oblique, square and round points.

Sample Cards and Trade Price Lists sent by return mail.

MacNiven & Cameron, Limited
Waverley Works, EDINBURGH

THE MORDEN METALS
FOR
LOOSE-LEAF BOOKS, FILES & BINDERS
ARE MORE POPULAR THAN EVER.

OUR NEW PRICE LIST
On FLUSH METALS, Mounted with MORDEN Wide-Opening Rings, as given below, shows MARKED REDUCTIONS.

Length of Strip	Sizes of Rings (Inside Dia.)			Length of Strip	Sizes of Rings (Inside Dia.)		
	1 1/2" & 1 in.	1 1/4" & 1 in.	1 1/2" & 1 in.		1 1/2" & 1 in.	1 1/4" & 1 in.	1 1/2" & 1 in.
8 in. & Under	Per 100—\$26	40	34	11	Per 100—\$38	240	254
12 "	" 320	34	32	1 1/8	" 41	48	52

These prices apply to both stock and special sizes.
WRITE FOR DISCOUNTS.
Our 1-in. and 1 1/2-in. Rings for College Note-Books. Just the thing!

THE MORDEN MFG. CORPORATION, Waterbury, Conn., U.S.A.

TRADE MARK  **C. F. Rumpp & Sons** Established 1850

MANUFACTURERS OF

FINE LEATHER GOODS

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

PHILADELPHIA, U.S.A.

New York Salesroom: - - - 683 and 885 Broadway



Bridge Whist Sets



Collar Rolls

CLARK BROS. & CO., LIMITED
WINNIPEG

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

Most Complete Stock in Canada for Booksellers and Printers

CLARK BROS. & CO., LIMITED
WHOLESALE STATIONERS,
WINNIPEG, MAN.

THE RAPID PHOTO PRINTING CO.'S Real Photograph Postcards

BROWN GLOSSY. Price 2d. each

Xmas
Postcards
Greetings
Flowers

Floral
Greeting
Postcards

Birthday
Postcards



Celebrities
Children
Animals
with
humorous
titles

"Cameo"
Postcards
Price 3d.
each, or
hand painted,
price 4d.
each.

RETURNED
Oct 12 1906

Down

Oct 12 1906

Price 22

up.

Hand Painted Postcards, Price 3d. each

All the popular colors stocked, including our leading line

"CHINTZ"

Thousands of designs to select from.

Samples and Catalogue sent post
free on receipt of Trade Card

WHOLESALE AND EXPORT—

The Rapid Photo Printing Co., Ltd.

WORKS—
Hampton Hill
Middlesex

4 AND 5 BRIDGEWATER SQUARE,
BARBICAN,
LONDON, E.C.

Agents for Canada - The Illustrated Postcard Co., Room 471 Temple Buildings, 185 St. James St.
MONTREAL


PICTURE POST CARDS


THE LATEST OFFERINGS.

IN order to meet the requirements of the Christmas and New Year trade, Warwick Bros. & Rutter have imported some extremely attractive holiday cards in novel effects. In all there are 92 different styles of card.

Christmas bells, holly, Christmas trees, depictions of Santa Claus, etc., are the favorite subjects, and the treatment is almost as varied as the number of cards. First there is a series of holly and bells, embossed and hand-tinselled in gold and silver. Then there is a series of holly and bells in colors, with or without tinsel, the whole superimposed on a gold background. Next is a set of Santa Claus and Christmas tree cards, with or without the tinsel effect, all embossed in colors. A series of twenty-four subjects, all typical Christmas pictures, have as their particular feature tinselled ice and snow effects. Five unique cards present Santa Claus in the embossed air-brush treatment, and in the same style are a number of 1907 cards in various tints.



Warwick Bros. & Rutter have also just put into stock some exquisite card creations in hand-colored silver bromide effects. There are 172 different subjects, mainly feminine and child studies. The coloring is very delicate and the cards are among the prettiest shown this season. They are made in Vienna.

ADAPTED TO CANADA.

BRITISH post card houses and fine art publishers continue to show increased interest in the Canadian market. H. Vertigern & Co., Guildhall Chambers, London, Eng., have several lines of cards adapted to the requirements of the Canadian trade. These are all of a very good standard of workmanship, and the designs are characterized by considerable originality. Their "Child Studies" are varied and much more natural than the general run of cards of this class. They are produced in real photo effect, and the prices are well within the reach

of all. Another set, which has sold remarkably well in the Old Country, is the "Fisherman" series No. 5024. This is an amusing colored card, representing an angler under various conditions and set off with four lines of verse at the foot. Vertigern & Co. also handle the



"Oronotype" card. These are glossy surfaced cards in real photo effect, and hand-colored. In humorous cards, as well as flowers and fruit studies, they have a large selection.

Catalogue may be had upon request, if Bookseller and Stationer is mentioned.

POST CARD ALBUMS.

A HANDSOME catalogue and price list of post card albums has been issued by the Berlin Bookbindery, Wubben & Co., Berlin, Germany. Half-tone illustrations of each of the large range of albums are shown, giving an accurate reproduction of their artistic em-



bellishments. Three examples of the albums made by this firm are shown herewith. It would be worth while for every dealer in post cards and albums to send for this useful catalogue.

VALENTINE'S HOLIDAY LINES.

EVERYTHING is Christmas just now around the warehouses of Valentine & Son, Montreal. They are daily receiving and distributing to their hundreds of customers throughout Canada immense orders of picture post cards, Christmas booklets, etc. These include a series of beautiful studies, whilst the greetings are handsomely embossed in gold on each card in texts suitable to the season.

Another new, and what promises to be a popular seller, is the giant post card. This card is 7 x 9 inches, and quite heavy, though it passes easily through the mails with a two cent stamp. On each is a beautiful chromo, representing some famous places and scenes in the Old Country, including English cathedrals and other views.

Another interesting series illustrates the gathering of Canada's famous harvest in the Great Northwest, and still another depicts the busy fur traders of Northern Canada gathering and marketing their harvest. Their advertisement on another page of this issue enumerates a great variety of other lines which are of interest to the picture post card handler.

SEVERAL SELECT LINES.

FOR variety, both in subject and in treatment, Delittle, Fenwick & Co.'s post cards are attracting attention. A very artistic series is that of "Fishing Smacks at Sea," being actual photographic reproductions in green. Each card is an art gem. Another new and beautiful series is "Nature's Blooms," showing richly colored groups of flowers on a gold background.

"Rural Landscapes," "Rural Life" and "Country Cottages," are charming reproductions of water color sketches in out-of-the-way corners of England. Well chosen quotations add to the effect of these poetic sketches.

The series of "Hunting Costumes," arranged as panels on green background, designed by A. Greenbank, is exceptionally attractive, as is also the "Shepherdless" series in somewhat similar form. The interiors of historic London churches form the subjects of a richly colored set drawn by A. C. Payne.

Recent colored views of seaside resorts have also been added and the color work on all these cards, which is done entirely in Delittle, Fenwick & Co.'s own works, is most beautifully executed. Other lines of comic cards include a very humorous set of historical episodes and glimpses of domestic humor. The seaside "humor-escues" can only be fully appreciated by those who have experienced holiday life in the popular seaside resorts of England.

BRITISH BAS-RELIEF CARDS.

WHATEVER may be the general opinion as to the stability of the ordinary post card business, there can be little doubt that a steady and considerable volume of business will always pass in such lines as have the great merit of originality on their side. It will be these cards that wholesale and retail post card dealers will hasten to stock, for the public hanker after originality.

Alliance Limited, 115 Newgate street, London, Eng., are sole proprietors of patents for Taber bas-relief cards. To this class of work they give their sole atten-

COLOURED VIEW POST CARDS

from your own Photographs.

FIRST-CLASS WORK

LOW PRICES

CLEAN, SMART DETAIL

DELICATE COLOURS

We produce best quality coloured view cards in Defco-chrome, Three-colour, Moonlight Style, etc., for many publishers, English and Colonial.

Will gladly quote you for any quantities—thousands or millions.

Special prices for full sheets (33 or 48 subjects). Write us your requirements, sending references, and we will quote and send samples.

HAVE YOU SEEN OUR ARTISTIC AND HUMOROUS SUBJECT CARDS?

If not, we will forward Full Price List and Best Terms for Quantities.

DELITTLE, FENWICK & CO.,

Dept. C.B.S.,

YORK, ENGLAND

Awarded First Class Diploma—the highest award given—at the
Printing, Stationery and Allied Trades' Exhibition, London, 1906

Millar & Lang, Ltd.

ART PUBLISHERS

Glasgow, Scotland

and at

49 Queen Victoria Street, London, E.C.

Publishers of the Popular

"National" Series

of

Pictorial Postcards

Xmas and New Year Cards

BLANKS FOR

Private Xmas Cards

Etc., Etc.



We **SPECIALIZE** in reproducing Pictorial
Postcards from Customers' own Photographs
in our **Patent Gold Medal Color Process**

Best Workmanship — Moderate Prices
Quick Deliveries Orders executed in four weeks'
time from receipt of photographs.

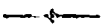
We are the largest publishers of Pictorial Postcards in Great
Britain—Samples and prices on application

tion, and are consequently able to turn out work of exceptional merit.

Bas-relief effect is very charming. It adds greatly to the lifelike and natural appearance of the subject to which it is adapted, and gives to the cards that touch of uniqueness which goes far to attracting buyers. With perfect photographic and hand-color work, Alliance Limited are able to turn out cards that would do credit to any drawingroom.

Although their productions include a whole host of prominent society men and women, and local views without number, the card of which they are particularly proud is one of His Majesty King Edward VII. For this they were granted a special sitting, and naturally they expect it to prove a good seller in Canada.

It might be mentioned just here that Alliance Limited are able to put any subject, whether it be a person or a view, into bas-relief in any size, either in the ordinary photographic effect or hand-colored. All particulars of their bas-relief cards may be had from Warwick Bros. & Rutter, Limited, Toronto, on mentioning Book seller and Stationer.



NOTES.

The Copp, Clark Co. have arranged packages of art greeting Christmas post cards, each package containing one hundred different cards, and selling at \$1.50 a package.

The United States Post Office Department has at last issued an order allowing writing on the front side of picture post cards. This applies to cards entering as well as those leaving United States territory.

A new edition of the popular Canadian political cartoon post cards has been ordered by the Copp, Clark Co.,

Toronto. The first edition, which was a large one, was completely cleared out during the Summer months.

A popular series of cards is the Crinoline Girls, on sale with the Copp, Clark Co. These quaint old-fashioned children are shown in seven different poses, one for each day of the week. They are attractively colored and are said to be selling in large quantities.

Raphael, Tuck & Sons will shortly publish a very beautiful patriotic post card, the design of Arthur Tubbs, Winnipeg. It represents the British army and navy flags, defended by a British sailor and a lion, and will doubtless be very popular with collectors.

In regard to the reference made in the August issue of Bookseller and Stationer to the Rapid Photo Printing Co.'s exhibit at the Stationery and Allied Trades Exhibition, held in London, England, it was stated in error that the works of this house are situated at West Drayton. Of course the works from which this firm turns out its varied productions are at Hampton Hill, Middlesex, where considerable plant is erected.

Amongst post card publishers H. Lindley & Co., of Nottingham, England, are pushing ahead with many new designs of silverettes and colored comies. In the former series, many current events are quickly turned to account, and records are quickly offered to the public. The colotype department of this house is giving a good account of itself, and takes pride in quick deliveries of special ordered cards from 12s. the thousand and upwards. Song post cards, illustrated by verse or chorus, and transparent cards, are published; also cards of famous cricketers, football players. In addition to these lines, Lindley & Co. have a range of chromos, sheet almanacs, and tear-off calendars, which are deservedly receiving a good deal of attention at present.

XMAS POST CARDS

We have just opened the first shipment of an entire **NEW** series of Christmas Post Cards. The designs include Holly, Mistletoe, Bells, Santa Claus, and Juvenile styles reproduced with embossed Snow, Ice, Tinselled and Gold effects and are the most exquisite range of Christmas Post Cards we have ever shown.

WRITE FOR SAMPLES NOW.

WARWICK BROS. & RUTTER, Limited
 Publishers of Post Cards **TORONTO**

H. LINDLEY & CO.

NOTTINGHAM, ENGLAND

are issuing Special Designs of

POSTCARDS SILVERETTE IN COLOUR COLLOTYPE

We specialize in up-to-date designs, and in reproducing the latest events of public interest.

LOCAL VIEWS

We print from customers' own photographs. Finest work guaranteed quickly and cheaply, from 12s. a 1,000.

COLORED COMICS

Innumerable designs. New numbers being constantly added. This is a strong series, and designs suitable

FOR THE COLONIAL MARKET

will shortly be added to our collection.

CALENDARS

of attractive design and varied range—well worth seeing—including a good range of patriotic designs.

WRITE FOR PARTICULARS

PICTURE POSTAL ALBUMS

THE VERY THING FOR COLLECTORS OF POST CARDS

JUST ARRIVED—A large and choice collection of beautiful Albums, containing from 100 to 1000 spaces for Picture Post Cards.

PRICES

Albums for 200 cards, each,	\$0.25	\$0.75	\$1.00
" " 300 " "	.50	.75	1.00
" " 500 " "	.75	1.00	2.00

WE HAVE EVERYTHING IN PICTURE POSTALS AT ROCK BOTTOM PRICES.

The Illustrated Post Card Co.

185 St. James Street
MONTREAL

UP-TO-DATE
PRETTY
SALEABLE
TRADE ONLY SUPPLIED

ALWAYS

SOMETHING NEW DAILY!

Colour Printers to the Trade.

1 GUILDHALL CHAMBERS, BASINGHALL
STREET, LONDON, E.C.

H. VERTIGEN & CO.

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

Beautiful
Elegant
Artistic

DON'T READ THIS

SPECIAL FOR CANADA



1000 High-Grade
Comic Post Cards
50 Leather Cards
1 Octagon Metal
Display Stand

FOR

\$7.00

The Cards in this Assortment are of great quality and ready sellers. The entire proposition sells for \$30.00, and you will have the Display Stand left. The Stand is made entirely of Metal, holds 1500 Cards and is 30 inches high

We make this proposition to introduce our goods in Canada, and offer you the best post card proposition that was ever made.

National Post Card Co., Medi
Bldg. Chicago, Ill.

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN
Black and White
Our Colored Cards
STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

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

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.



Telegram Address
KUNSTMARKEIT,
DRESDEN

ONLY FOR WHOLESALE DEALERS
AND POST CARD PUBLISHERS
MARKERT & SOHN

Graphic Art Works
DRESDEN - A. Wintergartenstr. 7A

MANUFACTURE
PICTURE POST CARDS
OF ALL PRODUCTIONS

AS A SPECIALTY WE MAKE:

**COLLOTYPE, COLOURED COLLOTYPE,
DOUBLE TONE GLAZED and
AUTOTYPE POST CARDS, ALBUMS**

Ask for samples and quotations

Naval and Military Post Cards

Nothing sells better than the cards illustrating the
Famous British Battleships
and the
Leading British Regiments

The photos from which these cards are made were
approved by naval and military authorities.

We publish also a number of other lines.
Army Life, Comics, Famous Pictures, &c.
\$5.00 to \$8.50 per 1,000. Write for particulars.

GALE & POLDEN, London and Aldershot

SMITH, BRIGGS & CO., 21 Richmond St. W., Toronto

Picture

Made to order only
according to instructions
supplied.

Specialties:
Modern Halotype
styles.
plain and coloured.

Post

Very fine
make. First
class Goods
only.

Well known for efficiency and
high-class workmanship.

Cards

Otto Leder

Meissen 19 Saxony

Picture Post Card Manufacturer.
WHOLESALE EXPORT

THE PRIDE OF THE HOMELAND

Note Name

Ferd.
Anthony
Herle & Co.,

The



Series

Note Address

Cardinal House
St. John's Lane, E.C.
London, Eng.

REG. TRADE MARK

OF

**Pictorial Postcards, Postcard Albums,
Writing Papers, Wrappings, Ivory Boards,
Enamel Boards, Visiting Cards,
Envelopes, Etc.**

Write for Samples. You cannot do without.

W. NEUMANN & CO.,

Wasserthorstrasse 42,
Berlin, S. 42

High-class Collotype Printers

SPECIALTY: **Collotype Postcards** TO ORDER

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

**Glossy Collotype Cards
Photochrom Collotype Cards**

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

CHEAPEST PRICES.

WHOLESALE AND EXPORT ONLY

The Busy Man's Magazine

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

\$2.00 per Year

The MacLean Publishing Co., Limited

Montreal Toronto Winnipeg

The most popular points are

ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333

Business, 048, 14, 130.

Broad Points, 312, 313, 314.

Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:

THE BROWN BROS., LIMITED
TORONTO.

Post Card Albums

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

The following is an especially good selling line.

Albums for 100 Cards, \$2.00 per doz.	Net
" 200 "	3.50 " "
" 300 "	5.25 " "
" 500 "	9.00 " "

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

Prices for more expensive albums on application.

Write for our Catalogue of Souvenir Postal Cards

Montreal Import Co.

P.O.B. 66.

17 St. John St. MONTREAL

PERFECT PICTURE POST CARDS MACFARLANE'S

EXTENSIVE RANGE OF THE MOST POPULAR LINES

TROILENE POST CARDS

Made from Original Oils. Three sets, 10 Cards in set: Primitive Transportation in the West, Indians, Ranching. Best selling line we have shown this season. \$15.00 per 1,000.

ALL-CANADA POST CARDS

A strong line. Beautifully Colored. Covers all Canada. In Cabinet. \$11.00 per 1,000; 2,000, \$21.00.

FANCY POST CARDS

Fancy Cards are no longer an uncertainty; they are sellers, and we have them in great variety. Floral Tinselled (decided favorites), about fifty subjects. \$17.00, \$18.00, \$19.00 per 1,000.

LEATHER POST CARDS

Bigger demand every day. Our lines are unexcelled. Correct size for cushion covers. Stamped, \$3.75; with name of town, \$1.00; burned, \$5.00; burned and colored, \$5.50.

THESE ARE ALL BIG SELLERS

Birthday and Greeting Cards. \$8.00 to \$15.00 per 1,000.
Baby Farm and Love Series. \$10.00 to \$12.00 per 1,000.
Beautiful Figure, Landscape, Floral and Fancy. \$12.00 to \$15.00
Metalized and Cloth. \$25.00 per 1,000.
Hand Painted Floral. \$31.00 per 1,000.
American Comics, \$5.00; Jordan Comics, \$12.00 per 1,000.
Poster Comics and Fancy. \$12.00 per 1,000.
Bamforth Glossy, \$3.00 per 100; Ray Glossy, \$2.00 per 100.
Actresses, in many varieties of subjects. \$3.00 per 100 up.

CONTRACT POST CARDS

This is the time to do it. Send your photos now. We can furnish you Colored Cards at \$10 per M., or Black and White at \$8 per M. European manufacture.

POST CARD ALBUMS

From \$2.00 per dozen to \$31.00 per dozen. These Albums are from the best makers.

Racks for Post Cards

At \$3.50 we have the best value in the market. It holds 2,000 cards and displays 72. At \$8.00 we have a Rack that holds 4,000 cards and displays 140. It's a beauty.

Send for our Catalogue.

W.G. MacFarlane, Canada's Greatest Post Card House **Toronto**

60-62 FRONT STREET WEST

BOOKSELLER AND STATIONER

PREPARING FOR THE SHOW.

THE Fifth National Business Show, which opens on the twenty seventh of this month, at Madison Square Garden, New York, will be the greatest commercial exposition ever held in that or any other city. In its scope, which has become international; in its number of exhibits, which is so great that it has been found necessary to enlarge the space area of the immense Garden to accommodate exhibitors, and in the wonderful enthusiasm displayed by manufacturers, dealers and business firms generally, it is absolutely unsurpassed. Every available space has already been allotted, and still the applications come in daily to the offices of Messrs. Cochrane & Payne, the managers.

Stationers and all interested in the allied trades have made so strenuous an effort to "grab" the show,

Everything that looks toward the comfort, amusement, education, general information and pleasure of both exhibitors and visitors has already been arranged down to the most minute detail by the managers, and there is no reason why the Fifth National Business Show should not go down in business world history as the greatest and most satisfactory and wonderful of all shows of its kind.

NEW CANADIAN INK.

THE Canadian Ink Co., with headquarters at 37 Wellington street, Montreal, is the name of a young Canadian concern which, during an existence of a little over six months, has built up a very encouraging trade. The firm is putting on the market, under the name of the Imperial Brand, a remarkably

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Oct 11, 36
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Vol. 4, 56
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adell



SELLING FORCE OF THE L. E. WATERMAN COMPANY OF CANADA LIMITED, INCLUDING REPRESENTATIVES OF THE NEW YORK COMPANY.

Front Row—W. E. Smith, E. B. Clark, L. E. Waterman, J. B. Tukey, I. M. Keys. Back Row—F. S. Waterman, E. J. Kastner, J. N. Madley, M. O'Connell, T. C. Keys, W. J. Chaplin, H. H. Hebb, C. W. McDermott, W. H. Kernan, C. A. Crist.

as the expression goes, that the prospect is that the stationery exhibits as a whole will attract more attention and be more attractive in appearance than any other exhibits.

There will be many conventions and meetings held during the week of the Fifth National Business Show, the most important of which will probably be that of the New York Boost Club of Stationers, on Wednesday, October 31st and the National Association of Manufacturers, the largest organization of its kind in the world. The post card exhibits and the exhibits of the dealers in office furniture—in which stationers are taking this year a greater interest than ever—will add to the interest in the general exhibits of the stationers.

Lectures by the most prominent men and women in all lines of manufacture and trade will be delivered nightly in the beautiful concert hall of the Garden, on subjects calculated to prove both interesting and educational.

good writing fluid guaranteed not to corrode nor thicken. The ink is manufactured from a valuable formula secured by the firm and of which they have exclusive use. They have already been able to introduce the ink among a number of large corporations, including the Canadian Pacific Railway, and prominent banks and insurance offices. The ink is also put up in small bottles for domestic use, and stationers handling same have the guarantee of satisfied customers, whilst the fact of it being made in Canada allows of its selling at a price which defies competition.

Salesmen of Waterman's Ideal Fountain Pen, as shown in the illustration published on this page, represent the L. E. Waterman Company of Canada, including members of the New York sales force. The photograph was taken at the recent meeting of the American stationers in New York.

RETURNED
Nov/26/02
to Cut BookCut Book No. 57Page No. 77

ALL IN A NAME.

"WE would like to have you look over our new wall papers," writes the merchant in his ad. The public sees it and takes the usual mild interest. Perhaps it suggests a purchase along the ordinary line, but does it do any more? The chances are strongly against.

Would the effect be different if the word "decorations" was substituted for "papers?" Try it in your ad, and carry out the idea in your store. Dwell upon the exquisite decorative qualities of your papers, and see what new interest you can arouse. Introduce the artistic spirit into your salesmanship as much as possible, and you'll get results.

LOOK AT BETTER SAMPLES FIRST.

IT may not have occurred to you, but it is a fact, nevertheless, that the greater number of dealers go about the selection of their wall papers in a way that militates against the finest results. They start in on the cheap papers, and after intently studying them, are really in no condition to intelligently pick from the better grades. The eye is tired and color combinations do not appeal as they would if the buyer were fresh. The consequence is that lines are often stocked that should have been passed over, and others entirely suitable are missed. Try buying your better grade papers first. They are the ones on which you should naturally exercise most care; the cheaper papers will sell themselves generally, and at any rate, you had better give the others precedence in examining.

A LINE OFTEN NEGLECTED.

IN the majority of smaller general stores throughout the country there is great need of improvement in the mode of handling wall paper. Too often the department is stocked without mature thought, and the display of attractive lines and the cultivation of appropriate policy in salesmanship are neglected. If the papers are simply piled up on the shelves with no attractive feature visible but the common little sample cards, how can the best results be secured? Couple this condition with the offices of a clerk who will automatically and without appreciative enthusiasm pull down and show the different papers, and put them back again without saying anything stronger or more impressive than "Now, here's a pretty thing," or "How does that suit you?"

It is seldom a difficult undertaking to put new life into the wall paper department. After the stock is in classify it according to the different uses for which you will recommend it, and then infuse the proper spirit into the clerk in charge. Do not be backward about making displays and changing them often. You need not attempt any elaborate arrangement in these; what you want primarily is to have the most effective colors and patterns in your line taken from the shelves, and placed so that they can get a chance to attract.

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Wall Papers

gives any house a preference in your estimation, then we deserve your orders. Our lines this season are the most attractive we have offered. Take a good look at them, when our salesman calls. It's hurry up time for orders now.

Stauntons
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PERSONAL MENTION.

Mr. Henry B. Rorke, traveler for the Copeland Chaterson Co., Limited, has been moved from Montreal to Hamilton.

Mr. A. H. Stratton, the Peterboro bookseller, is home from his trip to Europe. He reports having had an enjoyable time.

Bookseller and Stationer's office had a pleasant call last month from Mr. D. J. Young, of Calgary. Mr. Young reports business in the west to be booming.

Osborne Bros., booksellers and stationers, Calgary, have removed from their former location in the Herald block to 109 Eighth avenue west, opposite the Ashdown Hardware Co.'s store.

Mr. Leamon, of Dicks & Co., St. Johns, Nfld., has returned home from an extensive trip through the wholesale centres of Canada and the United States, where he made extensive purchases.

Mr. Clayton C. Weese, who has been covering Eastern Ontario in the interests of the Rival Fountain Pen Co., of New York, has joined the traveling staff of Buntin, Gillies & Co., Limited, Hamilton, and will represent his new firm in the same territory.

The Rev W. S. Crockett, not the author of "The Scket Minister," but of those charming descriptive books "The Scott Country," and "Highlands and Islands of Scotland," published in this country by the Macmillan Co., of Toronto, is to spend the Autumn in Canada where he will deliver a number of lectures.

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

Hughes' Supplementary Interest Tables.
Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ½ per cent. to 3¼ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables), interest for one thousand days can be obtained at any rate from ½ per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ½ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ½ per cent. rates. By CHARLES M. C. HUGHES. Price, \$2.00.

Hughes' Interest Tables.
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Hughes' Savings Bank Interest Tables.
At 2½, 3 or 3½ per cent. (each on separate card), on the basis of one month, being 1.12 part of a year; by CHARLES M. C. HUGHES. Price, \$1.00.

Buchan's Sterling Exchange Tables.
Converting sterling into Canadian currency, and vice versa, advancing by 25s and 16ths, with other useful tables; by EWING BUCHAN. Second edition. Price, \$1.00.

Buchan's Sterling Equivalents and Exchange Tables.

Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, or having any number of days to run, etc., etc.; by EWING BUCHAN. Price, \$1.00

Buchan's Par of Exchange (Canadian).
Giving sterling into dollars and cents and vice versa, from £1 upwards, also sterling equivalents, Canada into New York and vice versa, by EWING BUCHAN. Price (in sheets, each, 20¢, mounted (on boards), each, 35¢

The Importers' Guide.
A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE from 20 to 100 shillings per piece of 46 yards, by R. CAMPBELL and J. W. LITTLE. Cloth 75¢, leather, \$1.00

The Canadian Customs Tariff.
Revised to date, containing lists of water-louping ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian customs Act, Sterling Exchange France, German, Russian, at Canadian Customs values, also a table of the values of francs in English money, Harbor dues, etc. etc. (caps 80) cloth. Price, 50¢

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**THE BOOKSELLER AND
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SCRIBNER PICTURES SELLING.

SCRIBNER pictures, especially the favorite child study, "Nobody Loves Me," are selling well, according to the report of the Canadian agents, The Copp, Clark Co. The publishers claim that over 7,000 of "Nobody Loves Me" have already been disposed of.

During the Fall months the football picture should



have a ready sale. It is a very life-like drawing. The two come juveniles "Stung" and "23. Skidoo, Skidee" are sure sellers. All the best pictures in the Scribner list are kept in stock in Toronto by The Copp, Clark Co.

DUTTON'S CALENDARS.

IN E. P. Dutton's 1906 list of calendars and wall cards there are to be found several hundred different numbers, ranging in price from 10c. each to \$2.50 each. The work throughout is of a uniform standard of excellence and the cheap calendar possesses a quality and distinction just as much as the more expensive one.

At \$1.50 two outstanding numbers are "A Calendar of Sonnets" and "Thoughts from Master Minds." The former has six leaves, the latter four. Both are exquisite examples of the artist's skill.

At \$1.25 there is "The Simple Life" calendar with



twelve leaves and cover, each with a beautiful conventional design. "The Four Seasons" is typical of the \$1 series. It depicts four female figures in rich colors and is a highly ornamental number. At \$1. also, is the amusing "Don't" calendar. Another choice dollar calen-

dar is "Life's Duties," giving illuminated quotations from celebrated writers.

The sixty-cent line is mainly composed of novelties. Thus the "Christmas Bell," when opened, represents a bell covered with holly. The "Little Darkies" is cut in the form of a timbrel. The "Year's Greetings" shows a turkey and the "Lily" depicts that pretty flower.

"The Sands of Time" is a booklet calendar and "The Silver Lining" a choice picture calendar, both of which are listed at 50c.

All these calendars from 50c. up are boxed. The 15c. and 25c. calendars are enclosed in envelopes to fit.

The series of block calendars ranges in price from 20c. to 50c., and includes "Shakespeare," "Tennyson," "Henry Drummond," "Phillips Brooks," "Longfellow" and others.

Wall cards in cardboard cases are included. These are priced at 15, 35 and 50c., and may also be obtained in passe-partout.

THE MORDEN METALS.

IN this number readers of Bookseller and Stationer are introduced to the Morden Mfg. Corporation, of Waterbury, Conn., manufacturers of the Morden metals for loose-leaf books, files and binders. The demand for metal sets of special lengths and sizes has been



MORDEN METALS.

so great that they have greatly improved their facilities for the manufacture of these goods, and having thus specially equipped themselves for this class of work, have decided to give their customers the benefit of new prices. One special feature of this change is prominently brought to notice by charging the same price for special as for stock sizes in flush metal sets.

Besides the goods listed they are causing much favorable comment by the construction of practical rings for students and college note books. These are made in 1 inch and 1 3/8 inch sizes, inside diameter. They have besides eight other sizes of rings ranging in size from 1 1/4 inch to 2 inches, also six sizes of oblong or arch rings, the largest being 6 inches high. Their 1-1 inch rings, recently added to their line, when mounted on their flush metals for binders, makes the most practical thin book manufactured. This concern has many other valuable devices which will be advertised from time to time in the pages of the Bookseller and Stationer. They offer liberal discounts to the trade.

The Century has been running some very choice covers of late. The harvest scene which graces the cover of the October number is a very soft treatment of a timely subject.

A winding up order has been granted to Johnston's, Limited, Toronto, dealers in talking machines. N. I. Martin is the provisional liquidator.

SHOW CARD WRITING

BY CRAFTSMAN.

(Continued from September Number.)

If an error be made in spelling and the card is white, take a steel ink eraser and carefully scrape off the lettering, removing a little at a time and keeping above the surface of the card. When all the color is removed, rub smooth with a very fine piece of sandpaper,

If a card has a glazed surface, waterproof, like black or maroon, it is only necessary to wet the lettering and wipe it off with a damp rag. This may occupy some time if the paint is dry, but the surface of the card will be ready to receive the correction. If an alteration is to be

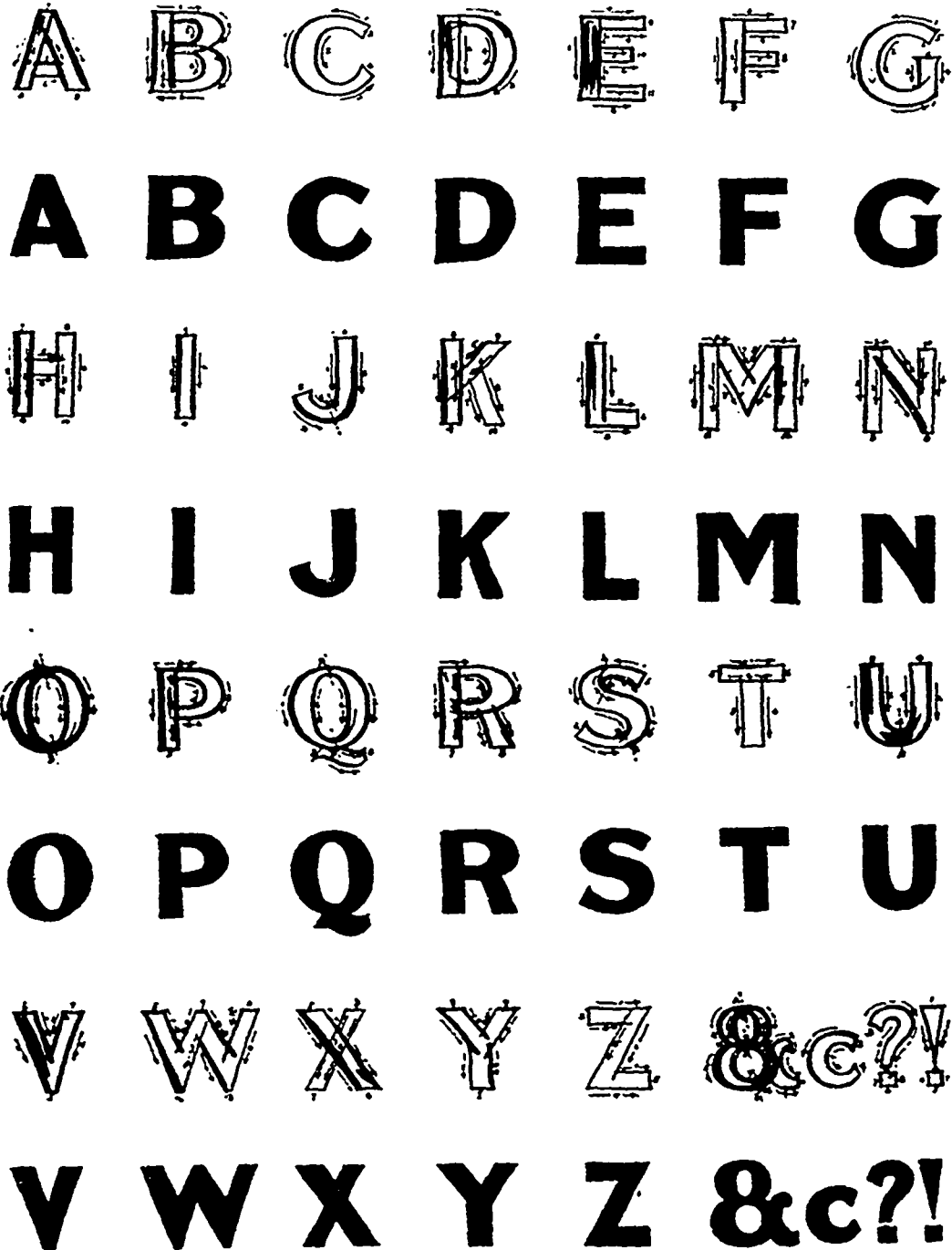


ILLUSTRATION No. 1.

then burnish the spot with your thumb nail and write the word correctly.

If the error is made on a tinted card, such as green, heliotrope, etc., the surface that has been erased must first be painted over with water-color to match it as closely as possible, then re-letter.

made on a black card with a dull surface, the lettering should be carefully scraped off and the card painted black when scraped, and re-lettered when thoroughly dry.

It must be remembered that corrections on cards are more easily noticed than when made on paper, and should therefore be avoided as much as possible.

For removing pencil marks and soiled spots dip your sponge rubber into powdered pumice stone, using a slight quantity and considerable pressure while rubbing, except when gliding over the lettering. A rag, camel hair brush or feather duster should then be used to free the card from dust.

Block Letter "Capitals.

Block letters should always be carefully outlined, so that after they are filled in the edges will be as nearly even as possible. We have purposely refrained from making any corrections of imperfections in these designs, and the engravings show every stroke of the artist's brush without allowing the engraver to embellish any part of the work. Wherever there are coarse black lines the artist repeated his strokes. The blotches in the centre of letters, like A, B, D, E, L, U and V, were made to free the brush from surplus paint. The finished filled-in letters underneath those outlined offer an opportunity for comparison, which will prove valuable to the student.

With a soft pencil first outline the letters, not making the marks too heavy. Make the lines according to the arrows and numbers. Leave the same 1½ inch space between each letter on all sides. This will give you an opportunity to clearly see the comparative difference in their widths, and in this manner you will gradually know how wide to make them without taking any measurements.

The untrained eye is very apt to be deceived. Look at the letter A in this alphabet. Would you have known, without measuring, that its widest part is wider than any portion of the letter R? Certainly not! We have sometimes disputed the necessity of making the centre line of the H and the bottom of the L as long as is the present custom with nine out of ten card-writers. Must we therefore adhere to old set rules?

Proportion.

As a matter of fact, only a few letters in the alphabet are proportioned exactly alike, and it is difficult to give a definite size for each. We can group them, however, so that the learner may approximate their relative sizes without being troubled with too many measurements. For show-card work, which should always be done quickly, we merely rule lines for the height of the letters. The letter I being the narrowest in width, we can gauge the others approximately, using one inch as a basis of measurement. Comparative width of capitals: I, 1 inch, L, 2 inches, J; 2½ inches, E, F, H, L, N, P, S, T, U, V, Z; 2½ inches, A, B, C, D, G, K, O, Q, R, X, Y; 3 inches, M; 3½ inches, W. Comparative width of lower base (small) letters: ¼ inch, i, l; ½ inch, j, r, s; ¾ inch, f, t; ¾ inch, a, b, c, d, e, g, h, k, n, o, p, q, u, v, x, y; ¾ inch, w; 1 inch, m.

After you have written and filled in the first alphabet, repeat the same work without any copy. Then correct your errors. In this way you will soon learn the exact shape of each letter and its proportions. You should practice each alphabet in this manner.*

You should now try to write words, ruling only two lines for the height of the letters. Try the word "cashier." Indicate the word in faint single stroke lead pencil marks, being sure to space the letters properly according to their widths, and then letter them with your brush. Examine some good card work in the magazines; the examples will guide you in the assembling of letters. Now try two or three words on a line. Try words with both capital and lower case letters.

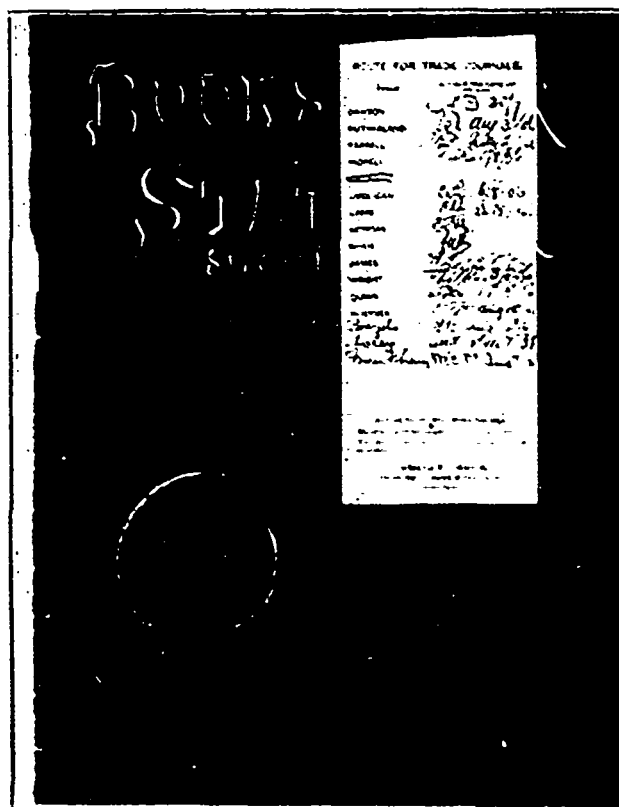
Now we are ready to write a card.

*Illustrations of the lower case (small letter) alphabet and of the numerals will be given in next issue

DEALERS' DEVICES

A Montreal Merchant's Scheme.

ON previous occasions Bookseller and Stationer has referred to the advantages to be derived by merchants from circulating trade journals among their clerks and office staffs. It remains, however, for Charles F. Dawson, the Montreal bookseller and stationer, to demonstrate a practical system, by which this purpose can be accomplished with facility. The illustration shows, better than words can describe it, the general scheme. A printed slip bearing the names of the various persons entitled to read the journal, and with spaces for jotting down initials and date, is prepared and pasted



Reader's Slip in Use

on the cover of the journal as soon as it is received. When Mr. Dawson finishes with the paper, he initials it, dates it and passes it on to the next person in order, who follows the same course. By this means everybody sees the paper.

Systematic Labelling.

William Tyrrell & Co., Toronto, have recently completed a systematic labelling of all their book shelves. A metal device fits over the shelf and into it can be inserted a printed slip bearing the classification of the books on the shelf. Thus a customer looking over the stock of books in search of a work of biography, need only look at the shelves labelled "Biography," and is thus saved the trouble of examining the books on all the shelves. The classification has been made very complete and the neat labels add rather than detract from the appearance of the shelves.



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NEW CANADIAN COPYRIGHTS

Registered at Ottawa during September, 1906.

The Nature Study Course. By Sidney Silcox, B.A., D.Paed., and O. J. Stevenson, M.A., D.Paed. Book Morang & Co., Limited, Toronto.

As You Like it. Shakespeare. Edited with notes by J. F. Van Every, B.A. Book. Morang & Co., Limited, Toronto.

Memorial Card. Card. George Brown, Toronto.

Annapolis Basin. Photo No. 3. Ralph N. Harris, Bear River, Nova Scotia.

D. A. R. Bluenose. Photo No. 4. Ralph N. Harris, Bear River, Nova Scotia.

B. R. Bridge. Photo No. 6. Ralph N. Harris, Bear River, Nova Scotia.

New First Latin Reader. By John Henderson, M.A., and R. A. Little, B.A. Book. The Copp, Clark Co., Limited, Toronto.

I'm Going Right Back to Chicago. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

Two Little Sailor Boys. Song. Words by Edward Madden. Music by Dolly Jardon. Jerome H. Remick & Co., New York.

Sally. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

Toronto from the top of the Traders Bank Building. Photo. Wm. T. Freeland, Toronto.

Comptabilite Agricole et Domestique. Pan. Prof. O. E. Dallaire. Livre. La Compagnie J. A. Langlais & Fils, Quebec.

Nelson, British Columbia. Photo. Allan M. C. Lean, Nelson, British Columbia.

Tennyson—Select Poems. Literature, 1907. Edited with Introduction and Notes, by W. J. Alexander, Ph.D. Book. The Copp, Clark Co., Limited, Toronto.

Elevations Poetiques. Volume I. Par l'Abbe F. X. Burque. L'Abbe F. X. Burque, Quebec.

A Scheme for Qualitative Analysis, Part I. Inorganic. Chart. Julian Leo Kendall, Morden, Manitoba.

Viamede Stony Lake. Photo. Robert M. Roy, Peterborough.

Ontario Digest, 1901-1905. Volume V. Compiled by Edwin Bell, LL.B. The Law Society of Upper Canada, Toronto.

Keep On Praying. Male Quartette. Words by F. W. Vandersloot. Music by Mabel F. Gohl. Arranged by Lee Olean Smith. Vandersloot Music Publishing Co., Williamsport, Pennsylvania.

I'm Wise. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

Breath of the Rose. Waltz. By Nellie M. Stoves. Jerome H. Remick & Co., New York.

Poems of Alfred Tennyson. Edited with Introduction and Notes, by Frederick Henry Sykes, M.A., Ph.D. W. J. Gage & Co., Limited, Toronto.

Montreal Hunt Map of the Island of Montreal and District. Map. Chas. S. J. Phillips, Montreal.

Shakespeare's Julius Caesar. Edited with Notes. By F. C. Colbeck, B.A. Morang & Co., Limited, Toronto.

The Lover's Walk. Woodrowe, Lake Huron, Sarnia. Photo. J. S. Thom, Sarnia.

The Coming of Spring, Mouth of St. Clair. Photo. J. S. Thom, Sarnia.

Six Months in Europe and the Orient. By James Carter. Book. James Carter, St. Johns, Newfoundland.

Greenwood-Phoenix. Photo. Duncan C. Meltae, Greenwood, British Columbia.

Prisoners. By Mary Cholmondeley. Book. The Copp, Clark Co., Limited, Toronto.

Canadian Criminal Cases. Volume X. Annotated. Edited by W. J. Tremear. R. R. Cromarty, Toronto.

Anybody But You. Song. Words and Music by Jean C. Havez. Lew Dockstader, New York.

Com Now! Skiddoo! Skiddoo! Skiddoo! March and Two-Step. Words and Music by Frederic Zeigen. Metropolitan Publishing Co., Detroit, Michigan.

Floor Plans of an Apartment House. No. 1. No. 2. Merrill's Finance Co., Vancouver, British Columbia.

The Public School Arithmetic and Mensuration. Revised edition. Canada Publishing Co., Limited, Toronto.

Down in the Everglade. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

Course of Primary Geography. By Maria Anna Charron. Book. Maria Anna Charron, Ottawa.

Black River Schute. Photo. M. E. O'Gorman, Pembroke, Ont.

Black River Falls. Photo. M. E. O'Gorman, Pembroke, Ont.

Steamer as seen from Petewawa. Photo. M. E. O'Gorman, Pembroke, Ont.

The Wondrous Cross. Sacred Song. Words by Isaac Watts. Music by John Adamson. Whaley, Royce & Co., Limited, Toronto.

The Last West. By Anson A. Gard. Book. Anson A. Gard, Ottawa.

Jane Cable. By George Barr McCutcheon. Illustrations in color by Harrison Fisher. Book. William Briggs, Toronto.

Grammaire Elementaire. Par E. Robert, C.S.V. Livre. Cleres de Saint-Viateur, Saint-Louis, Mile End, Montreal.

Nouvelle Grammaire Complete. Par E. Robert, C.S.V. Livre. Cleres de Saint-Viateur, Saint-Louis, Mile End, Montreal.

First, Second and Third Class History. Published in "The Canadian Teacher" and "School and Home," both of Toronto, Ont. Temporary copyright. Emily P. Weaver, Toronto.

Pembroke from Allumette Island. Photo. M. E. O'Gorman, Pembroke.

The Toronto Civic Song. Song. Words by W. H.

BOOKSELLER AND STATIONER

Adieu. Music by J. Agar Stokes. William Harry Adams, Norwood, Ont. Taking a Wise Step. Book. Henry W. Tisdall, Toronto.

Figure Reading: or, Rapidity in the Simple Rules. By P. McIntosh. Book. P. McIntosh, Toronto.

A Typical Canadian Winter Scene. Post card. Alfred W. Bell, Montreal.

Manuel de Droit Commercial. Par Mathieu A. Bernad. Deuxieme Edition. Entierement revisee et corrigee par J. F. St. Cyr, avocat, Wilfrid John Wilson et T.ophile Leduc, Montreal.

Baby Blue. Song. Words by S. N. Walton. Music by John B. Lowry. Jerome H. Rennek & Co., N.Y.

In the Van of the Builders. By Price-Brown. Eric Bell. Illustrated by F. H. Bridgen. O.S.A. Book. Price-Brown, Toronto.

The New Cook Book. By the Ladies of Toronto and other Cities and Towns. Edited by Grace E. Demson. The Best Publishing Co., Toronto.

Maple Land, a Song of Canada. Song. Words by Victor Lauriston. Music by George Hahn. Victor Lauriston, Chatham.

The Songs of the Gods. Poem. Published in "The Canadian Graphic." Toronto, Ont. Temporary copyright. Captain Robert C. Cokerill, Toronto.

Bear River, Nova Scotia. Photo No. 31. Panorama of Digby, Nova Scotia, from Town Lodge. Photo No. 30.

Digby, Nova Scotia. Photo No. 32. Panorama of Annapolis Basin, from Smith's Cove. Photo No. 33. Panorama of Digby, Nova Scotia, from the Hill Top. Photo No. 34. Digby, Nova Scotia. Photo No. 35. Digby, Nova Scotia. Photo No. 36. Battery Point, Digby, Nova Scotia. Photo No. 37. Ralph N. Harris, Bear River, Nova Scotia.

Interim Copyrights.

Mary Ryan and Her Son Patrick. Sketch. The Globe Printing Co. of Toronto, Toronto.

Real Estate. Book. Malcolm E. Davis, Calgary, Alberta.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

BELLEVILLE.

1. "The Jungle," by Upton Sinclair. McLeod.
2. "St. Cuthbert's," by R. E. Knowles. Revell.
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**THE
IDLE MOMENT**

A TRAVELING salesman arrived at home about three in the morning to discover that his wife had given birth to triplets. He was delighted almost beyond control of himself.

"My," he said, "I must go right in and wake up Dooley!" Dooley was his next door neighbor and a dog fancier. He pulled Dooley out of bed, got him to hurry on his clothes, brought him in about half awake, and stood him before the triplets.

"Aren't they dandies?" he asked.

Dooley gazed at them in a semi-awakened state and, still rubbing the sleep from his eyes, replied:

"Yes; they're all right. I think if I were you I would keep that one in the middle."

•••

"George," said his wife, "I want you to discharge that office boy of yours. Six times when I tried to call you up by 'phone to-day he told me you were out and



HEREDITY AGAIN!

Nurse: He gets on beautiful sir. He takes after you sir, he does. He's got your eyes exact, and he do take to his bottle so. —Windsor.

then snapped me off before I could ask where you had gone or when you would be back."

Yet he went next day and gave the office boy a raise of \$3 a week. Such are the ways of men.

•••

Quite near a second-hand book shop on the west side is a saloon.

They bear no relation to each other beyond contiguity.

The other evening the proprietor of the book shop stood in his doorway looking across toward the saloon. Business appeared to be good there. In the book shop was never a customer. The book man sighed.

"Look on that picture, then on this," he said to a friend standing with him. "Here one may commune with the greatest of the world in thought and action, while over there"—and he shook his head sadly.

"It's merely the difference between literature and liquorature," responded the friend.

Then they crossed over to cheer up a bit.

Customer—I would like a copy of the Christmas number of Pushup's Magazine.

Newsdealer—I am sorry, sir; but the Christmas number was sold out some months ago; but the Easter number is just in.

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Advertisements under this heading, 2c. a word first insertion; 1c. a word each subsequent insertion.

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

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

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

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If you have any remains of books, or odd lines, on your shelves clear them out; an ad. in **BOOKSELLER AND STATIONER** condensed column will assist.

BOOKSELLERS AND STATIONERS who need assistance should use these columns; **BOOKSELLER AND STATIONER** is read by all the bright clerks in the trade.

If you want to sell your business advertise it in **BOOKSELLER AND STATIONER**. It reaches those to whom you want to appeal.

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 Copp, Clark Co., Toronto.
 Crosby Lockwood & Co., London, Eng.
 Frowde, Henry, Toronto.
 Gale & Polden, Ltd., London and Aldershot, Eng.
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 Warwick Bros. & Rutter, Toronto.
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 Copp, Clark Co., Toronto.
 Dennison Mfg. Co., New York.
 Higgins, Chas. M., & Co., Brooklyn.

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Berliner Gramophone Co., Montreal.

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 Carter's Ink Co., Montreal.
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 Payson's.

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