

BOOKSELLER & STATIONER

and
Canadian Newsdealer

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

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

PUBLICATION OFFICE: TORONTO, AUGUST, 1909



A Severe Test

was made a few days ago by the stationery department of one of Toronto's largest banks of several of the most prominent brands of writing inks. A few lines of writing were made of the separate inks under test on a sheet of good bond paper. This sheet was then fastened to a board and placed on the roof where it was exposed to the severe elements for 10 days over a week of rain, sunshine, wind and intense heat. Upon careful, impartial investigation at the end of this period it was found that

UNDERWOOD'S INKS

stood the test better than any of the others. In some the lines had blurred, showing that in the course of time they would smear so as to become illegible; in others the ink had turned brown, an almost certain indication that the ink would fade out in time. Underwood's ink alone retained its clear, sharp lines, never blurring in the slightest degree. This proves conclusively what we have always claimed, that Underwood's inks are absolutely permanent. That bank won't use any other inks but Underwood's now. This test can be verified in every essential. If you want further particulars we would be glad to send them upon request.

JOHN UNDERWOOD & Co

90 Richmond St. East

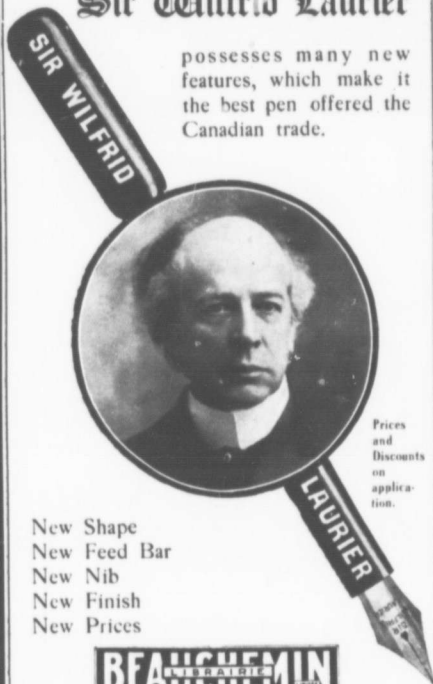
NEW YORK TORONTO LONDON, ENG.

Underwood's Inks last as long as the paper.

THE NEW MODEL

Sir Wilfrid Laurier

possesses many new features, which make it the best pen offered the Canadian trade.



Prices and Discounts on application.

- New Shape
- New Feed Bar
- New Nib
- New Finish
- New Prices

BEAUCHEMIN

79 St. James St. & St. Gabriel St.

MONTREAL

Wholesale Books and Stationery

Established in 1842



Two Popular Selling Lines In the Latest Artistic Stationery

WISTARIA LINEN is named after the charming little Wistaria flower, and the flower is reproduced in natural colors on each box and tablet cover. The series is most daintily designed and boxed. Will please your particular customers and is especially suited to the holiday trade. Our best workmanship throughout.

ORIENTAL LINEN is made up with an Oriental design in stronger colors and in one of the most striking designs we have put on any line of stationery. The stock is our highest grade of white crash-finish paper, and is made in Regent and Boudoir sizes, and in three sizes of tablets.

Both these series are exceptionally well adapted for window displays. They are made up in

Writing Papers
Note Papers
Envelopes
Papeteries and
Tablets in each line

SAMPLES ON APPLICATION

Warwick Bros. & Rutter, Limited

Manufacturing Stationers

Toronto, Canada



Your Imprint On An S & B Pen

is positive proof that you are protected against any possible loss resulting from unsalableness or defective workmanship. The fact that the largest jewellery and stationery houses in Canada and the United States are our best customers, and have been for years, is the most accurate evidence obtainable in favor of the selling qualities of S & B Fountain Pens. Every pen we sell is guaranteed unconditionally. Every piece of material



and workmanship that is put into the manufacture of S & B Pens is



of the very highest grade. Solid 14-k. gold is used in the nibs, which have iridium points. Iridium is the most durable and at the same time the most expensive material which can be used in making fountain pens. For extreme durability, reliability and handsome appearance the S & B Pen has no rival. It is well worth of your imprint.

If you want a stylograph pen, you will find the Gravity Stylo is a perfect stylo. Its construction is very simple. It has no air tubes nor springs. It writes like a pencil and does not scratch. No shaking required—just write. Gives perfect satisfaction in every respect.

SEND FOR CATALOGUE.

SANFORD & BENNETT CO.



Manufacturers of Fountain, Stylographic and Gold Pens for foreign and domestic trade
 Patentes of the "Autopen" (Self Filler), the "Gravity Stylo Pen" and the "Commercial Fountain Pen."
 JEWELERS' COURT, 51-53 MAIDEN LANE. NEW YORK



“
W
O
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”

We Don't Advertise

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

NONE BUT THE GOOD KINDS

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

“WORLD” “HOLLYWOOD”
 or
 “RELIANCE”

Send for samples and see the qualities.

THE ALBEMARLE PAPER MANUFACTURING CO.

Makers of Blotting Paper Only

RICHMOND

VIRGINIA

B
L
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G

Stationery Trade Announcement

OUR SPECIALTIES
WHERE WE EXCEL

Account Books
Memorandum Books
Loose Leaf Books, Binders, Etc.
Writing and Book Papers
Stationery, Office Supplies
Leather Goods, Ladies' Bags, Etc.
Office and Pocket Diaries
Bookbinders' Material
Printers' Supplies
Wood Base Inkstands
Ophir Lead Pencils and all makes
Esterbrook Steel Pens
O.K. Paper Fasteners
Hunt's Art Goods
David's Celebrated Ink
Fountain and Stylo Pens

Every Department fully stocked
with Up-to-date, Reliable Goods

BROWN BROS., Limited

Wholesale and Manufacturing Stationers
51-53 Wellington St. West - Toronto

Lonsdale & Bartholomew

Limited

Bradford and Accrington, England

Publishers of

"Art Series" Christmas Cards and Permanent
Carbon Pictures

We have recently opened an office at 30 St. James St., Montreal.
We intend to introduce in Canada this highly pro-
fitable line, and travellers will cover the
Dominion shortly.

*Sample Albums Free, showing cards, printed
complete, in exact state as delivered to customer.*

Lonsdale & Bartholomew, Limited
300 ST. JAMES STREET, MONTREAL

We supply Advertising Matter for Window Display

DAVID'S CELEBRATED INK

Unsurpassed for
Quality and Value

Electro-Chemical

BLUE BLACK FOUNTAIN PEN CARMINE

Manufactured by
Thaddeus Davids Co.
New York. Established 1825

BROWN BROS.

Limited

Canadian Agents, Toronto





How to Get TRADE Into Your Store

Experience in all lines of merchandising proves that attractive show windows are the strongest kind of factors in getting trade into the store.

Pictured on this page are three views showing the possibilities of

Dennison Goods

in attracting trade. We have prepared a series of such views as suggestions to the trade. A set will be mailed postpaid to any stationer on request.

They show not only the general attractiveness and desirability of Dennison Goods as profit makers, but also their ability to help sales in *other* lines.

Hundreds of dealers visit our stores regularly for suggestions and assistance. We invite *you* to visit Dennison whenever you can—as often as you can. You will *gain* by it and we shall take pleasure in affording every assistance in our power to boost *your* business. Co-operation with Dennison is the road to success.

Visit us—Write us.

Dennison Manufacturing Company
The Tag Makers

BOSTON,
26 Franklin St.

PHILADELPHIA,
1007 Chestnut St.

NEW YORK,
15 John St.
15 W. 27th St.

CHICAGO,
25 Randolph St.

ST. LOUIS,
413 North 4th St.

TORONTO,
523 Traders Bank Bldg.

100% Profit

Sounds interesting, doesn't it?

Yet there are many booksellers who are doing better than that on their wall paper department.

Do you doubt it?

Then ask Stauntons Limited to explain their proposition for

STAUNTON 1910 WALL PAPERS

When a firm of the size and standing of Stauntons Limited makes the above statement it is worthy of the closest investigation.

Suppose we send you our traveller with his complete list of samples. This year's range of patterns is the largest and most exclusive ever offered in Canada—bright, snappy styles that sell on sight.

Don't delay—you may forget. Send us a card to-day, and get in line for a good trade and a big profit next Spring.

Our Special Bulletin No. 2 will be out shortly. Shall we send you one?

Stauntons Limited
933 Yonge Street
Toronto

Important to Canadian Stationers

GOOD PROFITS
NO RISK
NO OUTLAY

Private Christmas Cards

J. WOOD & CO., Christmas Card Manufacturers, 95 Kirkgate, Bradford, Yorkshire, England, are issuing to the trade a sample book of exquisite Private Christmas Cards (costing about \$4 each to produce), with prices printed in dollars and cents, containing about 90 cards at prices from 75 cents \$2.50 per dozen complete. These sample books are offered to the trade **entirely free of charge and carriage paid** on application.

Orders received from same will be supplied complete with customers' names and addresses printed on the inserts, and delivered with envelopes neatly boxed and **postage paid**.

Stationers should apply at once for sample book, which will be forwarded immediately on receipt of application.

TERMS FOR ORDERS
CASH WITH ORDER

50% discount off prices quoted in sample books, which will leave the stationer a clear 33 $\frac{1}{3}$ % profit after paying duty.

Send at once. There is no time to waste.

IT DOES NOT REQUIRE
ANY



**OF THE
IMAGINATION**

to foresee what a great demand there will be for our Popular New Edition of the Dominion of Canada Map, when the schools are once more full swing into the season's work.

There's a Reason for This

We have thoroughly and persistently placed its merits before teachers and school boards throughout the country, by circular, catalogue and press advertisements. We know by results, so far, that all this has done its work well, and has made a good impression. The final success is yet to come and you can get the business if you are prepared for it.

FINALLY



A SUGGESTION

Varsity Stylos make excellent premiums to offer for the purchasing of school supplies. They will appeal to the scholars as useful and practical. They are just the thing to inspire them to flock to your store. **Price, \$3.60 per dozen.**

TRY TO GRASP THE SITUATION


THE COPP, CLARK CO., Limited
Toronto, - Canada

BLACK BOARDS	SCHOOL MAPS	SCRIBBLERS	EXERCISES	NOTE BOOKS	BLANK DRAWING BOOKS	SCHOOL SLATES	LOCK BOXES	CRAYONS	PEN HOLDERS	FOOLSCAP
<h1 style="margin: 0;">This is School Opening Time</h1> <p style="margin: 0;">You know what that means. You'll have to be ready to meet the demand about to commence with a good stock of School Supplies. If you haven't ordered yet be sure and see our lines. We can offer you the very best assortment of School Goods at close prices. Our speciality is short notice orders. If there is anything you have forgotten to stock, don't hesitate to send. No order too large for us to handle, and none too small to receive our very best consideration. To have us attend to your wants is just as good as if you came yourself. Order now and be ready for the rush.</p> <p style="margin: 0;">CLARK BROS. & CO., Limited WINNIPEG, MANITOBA</p>										
MUCILAGE	GLUE	PENCILS	DICTIONARIES	PAINTS	SCHOOL INKS	SCHOOL BAGS				

Every Man with a Fountain Pen

NEEDS THE

Kymos Clip




The only clip that gives entire satisfaction

Steel, 5 cents

German Silver, 10 cents

Rolled Gold, 25 cents



Show Cards for counter display, 1 doz. to 3 doz. clips on card, according to style of clip. Sells on sight

Discount to the Trade on application.

Consolidated Safety Pin Co.

Department 1, Bloomfield, N.J.

VICTOR INKSTANDS

"Just enough ink to ink the pen"

<p>Small Cut Shows Our No. 25</p> <p>Retail Price 75c.</p>		<p>Large Cut Shows Our No. 35</p> <p>Retail Price \$1.25</p>
--	--	--


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

LIBERAL TRADE DISCOUNT
Sold by all Canadian Wholesalers

C. H. Numan Dept. —

154 BROADWAY NEW YORK, U.S.A.



PEERLESS PAPERS &  MARK CARBON RIBBONS

Made of the very best raw materials, PEERLESS Carbon Papers and Ribbons are uniform, lasting and clean. They have unsurpassed manufacturing qualities giving copies that are clear and sharp in bright, true and permanent colors. For unvarying uniformity of quality, permanency and intensity of colors and non-smudging tendencies, the "PEERLESS" Brand of Carbon Papers and Ribbons are just what the name implies — unequalled. Satisfaction in every box and attractive inducements to the dealer are what we offer. Let us send you samples and prices. We sell dealers only.

Peerless Carbon and Ribbon Mfg. Co., Ltd.
Factory, 176-178 Richmond Street West, Toronto

Canadian Authors and Publishers

Authors and publishers desiring complete sets of reviews and notices of their books appearing in the Canadian newspaper press, can be supplied promptly and satisfactorily by us, at reasonable rates. Write for full particulars.

The Canadian Press Clipping Bureau
232 McGill St., MONTREAL 10 Front St. East, TORONTO

Gage's Papeteries

The Standard of Value



WE MAKE in our factory a complete range of PAPERIES from the smallest Juvenile size to our large HOLIDAY GIFT BOXES, which are works of art.

- ¶ We put up special assortments of PAPERIES at any price and to suit any class of trade.
- ¶ Our values are without doubt the best in the market.
- ¶ The celebrated HOLLAND LINEN line of correspondence stationery is made by us.

W. J. Gage & Co., Limited

82-94 Spadina Ave.

Toronto, Ont.

PAPER MILLS AT ST. CATHARINES, ONTARIO

National ^{BLANK} BOOKS



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

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

National Blank Book Co.
HOLYOKE MASSACHUSETTS

“Wellington”

Photo Specialties

Plates. Papers. Films.

should be stocked as a side line by all stationers. The demand is already there. No technical knowledge necessary.

Mail us a Card for Particulars and Booklets

(WELLINGTON & WARD) WARD & Co.

13 St. John Street, Montreal

Import Agents

Mr. Bookseller

Do You Want a Live Agency

Physical Culture literature is increasing with unprecedented strides. A positive indication that the public is becoming more and more interested in health-building literature.

We are, therefore, desirous of securing a representative in your territory for our publications, and believe that it would be to your advantage to write us for terms and territory.

Physical Culture books constitute the world's leading literature in the field of diet, exercise, bathing, and general health building. **Bernarr MacLadden**, the editor of Physical Culture, and author of most of the works published by this company, is beyond doubt the leading authority on physical culture in America.

The popular price of \$1.00 which obtains in the case of nearly all our books places them within the reach of all.

Write us for full particulars to-day before someone else gets ahead of you.

PHYSICAL CULTURE PUB. CO.

Book Department Inc.

Flatiron Building  NEW YORK, N.Y.

Mr. Dealer

Do you know it pays to handle Physical Culture? Then to give it a good display? Your customers will some day thank you for having given them a chance to become acquainted with this publication, the only magazine of its kind.

Edited by **Bernarr MacLadden**, beyond doubt the leading authority on Physical Culture in America.

Its beautiful covers and general make-up make it attractive for display purposes. You will, therefore, make no mistake in giving this publication a fair trial. Remember Physical Culture is fully returnable within 60 days from your News Co.

Be sure to call your customer's attention to the supplement in each issue containing a series of exercises "How to Develop a Powerful Physique" by **Bernarr MacLadden**.

If you have any difficulty in securing a supply from your News Co. we would consider it a favor to have you write us, when we would endeavour to adjust your complaint.

Physical Culture Publishing Co.

Circulation Department Inc.

Flatiron Bldg. New York, N.Y.

BOOKSELLER AND STATIONER

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

PENCILS



Unequalled for
Purity, Smoothness
Durability or Grading

A. W. Faber, Newark, New Jersey, U.S.A.

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

Manufactory
Established 1761



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

A.W. FABER.

ESTABLISHED 1761.

RUBBER WORKS

ELASTIC BANDS ERASIVE RUBBER



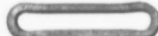
HOUSES
STEIN, GERMANY
NEWARK, N. J.
LONDON
PARIS
BERLIN

41 - 47 DICKERSON STREET AND 68 - 88 HECKER STREET

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



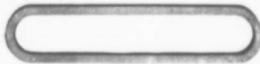
51



20



7080



50 X



5



83



7085

IMPORTANT

Dear Mr. Stationer,

Please take note that the renowned Waverley Pen—the Boon and Blessing—can now be obtained as a Fountain Pen, with massive 14-ct. gold Waverley nib, iridium pointed. Trade prices and illustrated lists sent on application, per return mail.

Faithfully yours,

Waverley Works, MACHIVEN & CAMERON, Limited
Edinburgh

SPENCERIAN STEEL PENS.

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

THE BEST

Works: BIRMINGHAM, ENGLAND

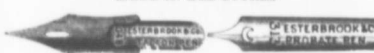
Imported by all the leading stationers in Canada.

Proprietors: Spencerian Pen Co., New York

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES



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

CANADIAN AGENTS:
THE BROWN BROS., LIMITED
TORONTO.

Telegraph Codes

A B C Code, 5th Edition, English	87-00
A B C Code, 5th Edition, Spanish	8-00
A B C Code, 4th Edition	8-00
A I Code	7-50
Morse & Neal Code	5-00
Bedford-McNeill Code	6-00

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

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

WESTERN ASSURANCE COMPANY.

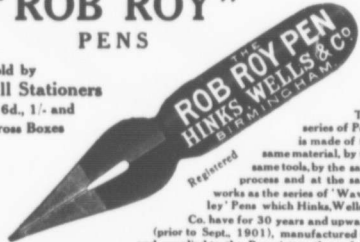
Incorporated 1851
FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

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

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

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

HINKS, WELLS & CO., BIRMINGHAM, ENGLAND

HAVE YOU TRIED THIS ONE ?

JOHN HEATH'S PENS

Supplied by leading Wholesale Houses in Toronto and Montreal.

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

0378 TELEPHONE PEN. Reg. in Canada

The TELEPHONE PEN

REG. IN CANADA

British America Assurance Company

A. D. 1833
FIRE & MARINE
Head Office, Toronto

BOARD OF DIRECTORS
Hon. Gen. A. Cox, President W. R. Brock, Vice President
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D. B. Hanna, Augustus Myers, John Hoskin, K.C., L.L.D.
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Sir Henry M. Pellatt, E. R. Wood.

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

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

Subscribers' Free Advertising Service

WITH the intention of assisting those of our subscribers who either because of want of time or lack of knowledge cannot attend properly to their advertising, BOOKSELLER AND STATIONER is willing to undertake this service for them.

As previously pointed out, many retailers require help in the preparation of their advertising copy if it is to achieve the right results. How to make the retailer's copy increase in "pulling" power is our object.

By a close, thoughtful analysis of those qualities which make for good advertising, and applying the successful methods discovered to their own work our advertising men are enabled to produce copy containing the most effective ideas. Influential and persuasive, it helps to create new trade.

A thorough knowledge of the practical resources of the printing offices enables us to obtain results not possible to one who does not understand typography.

For those services there is no charge. The only condition is that you must be a paid-up subscriber. Write us giving a complete description of your requirements.

William G. Bolgate

Manager Copy Department.

BOOKSELLER AND STATIONER
10 Front St. East TORONTO, CANADA

E. MORRIS & CO.

WHOLESALE
STATIONERY
SCHOOL SUPPLIES
POSTCARDS

Why ^{can we} Sell at Eastern Prices?

Because we import direct by Water
from the keenest manufacturing centres on the Globe.

VANCOUVER, B.C.

HIGGINS' TAURINE MUCILAGE



THE demand for a clean, tenacious and pure mucilage, secure against the corrosive influences affecting the average product in this line, induced us to put upon the market Higgins' Taurine Mucilage. It avoids the defects of the cheap and nasty dextrine and the dear and dirty gum mucilages. It is stronger, catches quicker and dries more rapidly than any other mucilage, and is perfectly clear, clean, non-corrosive, non-sedimentary and pleasant to sight and scent.

It is put up in both bottles and safety shipping cans, and will be found not only convenient for use, but entirely satisfactory so far as its working qualities are concerned. It will please your trade.

HIGGINS' AMERICAN DRAWING INKS
BLACKS AND COLORS
The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers
NEW YORK CHICAGO LONDON
Main Office and Factory, BROOKLYN, N.Y., U.S.A.



Fancy Leather Goods

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

Send for Illustrated Catalogue





C. F. Rumpff & Sons
PHILADELPHIA, PA., U.S.A.

Established 1850

New York Salesrooms

685-685 Broadway

Auto. Laminated Graft

CRAYONS

The "Standard" for quality, quantity, variety, economy, and satisfaction. Can be had only of

The Standard Crayon Mfg. Co.
Danvers, Mass.



A Modern Device

The Acme No. 2 Binder

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

Ask your jobbing house about it.

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



Acme Staple Company, Limited
112 North Ninth St. Camden, N.J., U.S.A.

ART SUPPLIES

Winsor & Newton's Oil Colors
" " Water Colors
" " Canvas
" " Papers
" " Brushes
" " Boxes

All kinds of goods for artists. Crayons, Oils, Mediums, Enamels, Studios, &c.

SEND FOR CATALOGUE

A. Ramsay & Son Co.,
MONTREAL

Agents for WINSOR & NEWTON, London

The Patent "Interleaf" Post-Card Album

The most perfect album ever published. Requires only to be seen to be appreciated. Best British Manufacture. Holds either 6 upright or oblong Cards all on one page. No Corners of Cards protrude on either side of leaf but are perfectly protected. Published in five different Bindings, to hold 300, 400 and 500 Cards respectively, and retailing from 6s. to 12s. each, specially suited for use on Shop Counters for exhibiting Picture Post Cards.

Full particulars and terms, etc., post free on application.

Inspection invited. Sample Album will be forwarded on receipt of 4s carriage extra. Published exclusively by

The Patent "Interleaf" Album Co., Limited
13, New Street, Covent Garden, London, W.C., England
Tel. Birchhoff, London. Code: 5th Edn. A.B.C.
MAY BE HAD OF ALL WHOLESALE AND EXPORTERS

Representative Wanted for Canada

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

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

Victor Gramophones



Exclusive Records

We will issue shortly seven records of the morning service as used in the Church of England.

Four records from the play "An Englishman's Home."

Six records by Canada's famous soprano, Madame Pauline Donalda.

These records are being made *exclusively* for the Canadian market on this continent. There will be a great demand for them, so get in early.

Send for descriptive circulars and dealers' discounts.

Berliner Gram-o-phone Company
MONTREAL Limited

POCKET MAPS

At this time of year many people are travelling and the demand for Maps and Guides is good. The margin of profit is also good.

WE CAN QUOTE YOU—
RAND & McNALLY POCKET MAPS 25c. at per doz. \$ 1.80
ONTARIO

QUEBEC
MARITIME PROV.
MANITOBA
WESTERN CANADA
BR. COLUMBIA
CANADA
ANY STATE IN THE UNION
UNITED STATES COMPLETE

Handy Guides, with Map and full information of principal American Cities retailing at 25c.

Road Map of Western Ontario, 25c. Per doz. \$2.40

Road Map of Eastern Ontario, 25c. Per doz. \$1.80

Road Map of Eastern Ontario, 25c. Per doz. \$1.80

SEND YOUR ORDER NOW FOR WHATEVER ASSORTMENT YOU CAN USE.

The **Geo. M. Hendry Co., Ltd.**
Wholesale Educational Supplies and Maps.
20 Temperance St. Toronto

Earn a Prize of \$25, \$15 or \$10

in addition to regular commissions that are away in advance of any offered by other publishers by getting subscribers for

Busy Man's Magazine

This prize offer is open to booksellers, stationers and newsdealers only.

Three prizes of \$25.00, \$15.00 and \$10.00 respectively will be awarded to the three dealers who send in the three greatest number of new paid-in-advance yearly subscribers to Busy Man's Magazine between July 1st, 1909, and January 1st, 1910.

These prizes are in addition to the regular commission, which is a very liberal one indeed.

Busy Man's Magazine, a strictly Canadian publication at \$2.00 per year, is the best magazine value ever offered.

Here is your opportunity to make some really easy money—you, who are meeting magazine readers every day. A little outside canvassing helps some, too.

Get in line for this money by writing us at once for full particulars

BUSY MAN'S MAGAZINE
10 FRONT STREET EAST, - - - TORONTO



Holly Box Covering

AND WRAPPING PAPERS

The finest line of Paper for Box Covering and Package Wrapping on the market.

Put up in sheets or rolls, also in Envelopes.

Paris Holly Ribbon Crepe, Tri-Color and Plain Ribbon Crepe—The Best Ever.

Paris Plain and Decorated Crepe Paper, Paper Napkins, Plant and Crepe Toilet Papers.

The TUTTLE PRESS Co. Manufacturers

Appleton, Wis.

Standard Commercial Works

Matt's Interest Tables

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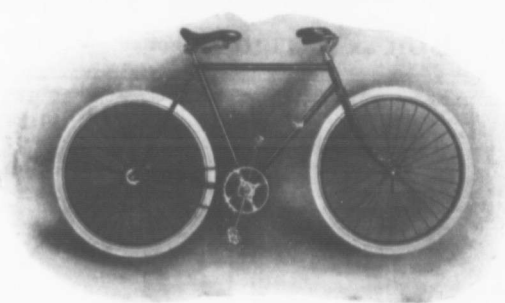
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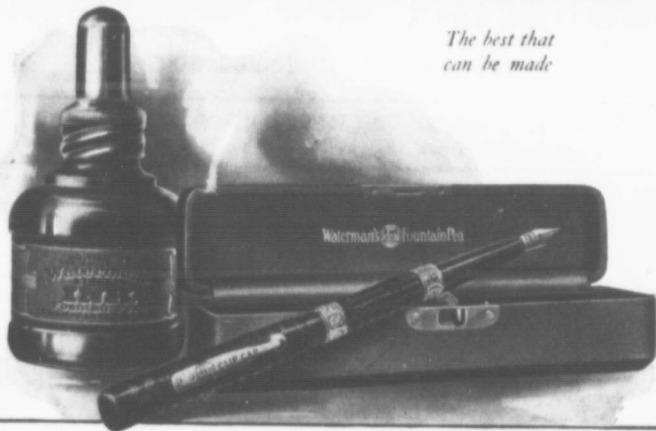
TORONTO, CANADA, AUGUST, 1969

No. 8

Contents for This Month

Editorial Comment	<i>The Editor</i>	19
Personal Impressions of the Toledo Convention		21
Macmillan Co. to Build		22
Chapple's New Store		22
Tourists in Montreal	<i>Ed. Michael</i>	22
Vacation Time Being Enjoyed by the Trade		23
Manitoba Merchants Watching School Book Con- tract		25
Reader Enquiry Brings Batch of Eaton Advertising		26
Stratton to Sell Out		27
Too Much Average Man		27
Calgary's Youngest Bookseller		28
Activities at the Capital	<i>G. E. M. Hunter</i>	29
Raphael Tuck Gains in Canada		29
The Music Department	<i>Ed. Michael</i>	30
Fort William Activities		30
What Manufacturers and Jobbers Offer		31
Personal Items		33
The McClurg Fall List		33
Claims a Title		35
Arthur Stringer and His Views	<i>G. B. V. B.</i>	38
Canadian Authors and Their Work		41
Copyrights for July		42
Activities Among Canadian Publishing Houses		43
Some Miscellaneous Books		44
Interesting Volume of Poems		45
Canadian Monthly List of Books for July		46
Best Selling Books for July		48
Fall Fiction Announcement List		49

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Vol. XXV

TORONTO, CANADA, AUGUST, 1909.

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EDITORIAL COMMENT

Dealers who have been writing to the Eaton Company for information about the Ontario Readers, have received prompt replies, enclosing circulars telling about the merits of Eaton's groceries and other merchandise. Truly this is the irony of fate! It is rubbing it in with a vengeance. If our friends the grocers and drygoodsmen couldn't see any reason for supporting the booksellers in their fight against a great injustice before, they are having their eyes opened now.

In some towns the trade are arranging to sell the Ontario Readers at an advance of one cent per copy. The 4 cent reader will go at 5 cents, the 9 cent reader at 10 cents and so on. This is a step which should be carefully weighed, and should not be taken hurriedly. We still maintain that for all the money there is in the business, it is a wiser policy to meet the Eaton prices. Even one cent is a consideration with some people. We all know of women who will pay ten cents to go to town to buy a bargain which will save five cents. There are people who will send a mail order for the books to save a few coppers, even if the postage and the price of the money order exceed the saving. What merchants want to guard against is the starting of the mail-order habit in communities where it hasn't yet got a foot hold.

This is the great vacation month and no matter where one goes in town or city, places of business are deserted by either the proprietor or one or more of his help. As an evidence of prosperity, the holidays which are being taken by members of the book and stationery trade, may be considered as conclusive. We don't hear of many motor trips being taken, but all the same trade are not too poor to have a few fast launches among them. Summer cottages are owned by not a few booksellers and those who don't possess such a luxury are usually to be found taking things easy at the first-rate summer hotels. If our statistician were not away on his own vacation, we might get him to figure out approximately how much the trade expend on this summer holiday business. It would be no small amount.

The big stationers' convention at Toledo has come and gone. It set us thinking what a fine thing it would be if we only had as strong and aggressive an organization in Canada, comparatively speaking. Why can't we? There are no insuperable reasons. If we could only get a few enthusiastic workers together, the thing would be bound to go. As it is, we are working on the principle of letting the other fellow do the work and when everybody acts on that principle, the inevitable result follows,—nothing is done. If we could only take a car-load of Canadian stationers over to an American convention to have their horizon enlarged, they would come back with a new and burning zeal for association work.

Preparations for our Silver Jubilee Number to be issued next month are going on apace. It is no unimportant event in the life of a trade newspaper to attain to the quarter-century mark, because trade journalism speaking general is a very modern development. In point of years ours is really the oldest independent trade newspaper in Canada. We can assure our readers that the celebration number will contain much interesting matter. We have already gathered together a great deal of instructive material and illustrations, and any dealer who fails to derive some benefit from reading the number is a hopeless case.

Publishers have just about completed their fall lists of fiction, juveniles and gift books. Without exaggeration, the fall offering will be of a high order. Some houses have reduced the number of their books, while others have larger lists than usual. There is to be a Connor book this fall and a Parker book. R. E. Knowles will have a new Canadian story, and other Canadian writers will be active. High-class fiction from De Morgan, Arnold Bennett and Marian Crawford will raise the standard of the general list. With widespread and careful advertising, the bookseller should make a good thing out of his fall fiction.

What is the effect of the sale of cheap reprints of copyright books? Is it going to injure the sale of the new copyrights? This is a question which the bookseller should consider carefully. There are arguments

BOOKSELLER AND STATIONER

for and against it. In one way there is no doubt that some people will be led to wait for the appearance of the reprint rather than buy the first edition. Others will purchase reprints altogether, without paying any attention to the higher-priced books, because they see that they can buy two or three times as many volumes for the same price. But on the other hand the appearance of the cheap reprint is bound to increase the number of novel readers. People who had never read a new \$1.50 or \$1.25 novel, will purchase a 50 cent reprint and will cultivate a taste for reading. They will find that some of the best books are not to be had in cheap form and will accordingly be led to purchase them at regular prices. And then again human nature must be reckoned with. Most people want to read the latest books and be right up to date. To do so they must purchase the new books. Reprints to them are so much obsolete trash. Booksellers ought to study the field carefully and exercise some judgment in placing the reprints on sale. To our mind the duller seasons, between the appearance of the spring and fall books, is the right time to bring along the reprints.

Our last month's editorial on aggressiveness in selling private greeting cards has been well received and we believe it has accomplished some good. That there is good money in the business is shown by the increasing number of agents canvassing the public this season. These agents are busy already. They are visiting business men in their homes in the evening and calling on the ladies in the forenoon and afternoon. If the results of their canvass are so satisfactory, it follows that the bookseller is letting slip a good thing when he fails to keep up in the race. He has advantages which the traveling agent has not. The latter can only call once or twice. When he leaves a town he is done with it. The stationer is right on the spot and can fight the matter to a finish. Moreover he can show a greater variety of samples and can guarantee satisfaction, which the agent oftentimes cannot do. It is time to "get busy."

School opening time is almost here,—one of the busiest weeks in the year for the bookseller. One last question is apropos. Have you arranged your campaign yet? Allow us to emphasize the necessity for having your selling plan cut and dried. The window trim, the premium offer, the newspaper advertisement and the store decoration should all be ready for launching at the right moment. If in previous years you have run this business on the hit and miss principle, turn over a new leaf this year and go after the trade systematically. We believe it will be greatly to your advantage.

Toronto's National Exhibition this year opens on August 30 and lasts for the following two weeks. It is hoped that the trade outside the city will take advantage of the cheap rates and will visit the exhibition. It is a liberal education, to see the various exhibits and to mix with the people, and the visit will broaden the outlook for all those who attend from smaller places. The whole-

sale houses will also appreciate calls from members of the trade.

Another development in the Canadian publishing business, which may be taken as a sign of prosperity, is the announcement that the Macmillan Co. of Canada are about to erect a fine old-fashioned building on Bond Street in Toronto, where their offices and warehouses will in future be located. The Macmillan Co. are among the late arrivals in Canada, but they have been very successful, and they will strengthen their position by having a building of their own, designed to give a genuine bookish atmosphere to the place. Construction is to be hurried forward and the building will probably be ready for occupancy next February.

We hear this month of several removals from old to new stores on the part of Canadian booksellers, in each case the change meaning increased accommodation and better location. Under these circumstances a change is a good thing. Perhaps it wouldn't be amiss for one and all of our readers to take stock of their stores and see if they, too, would not benefit by a move. In some towns the centre of traffic may have shifted, carrying the people away from the book store. In such a case it is better to follow the crowd than attempt to fight for a living in the old location. It is good business policy to get to the centre of things and no sentimental reasons should have weight when it comes to forsaking an old store. The public like novelty and they will come to see John Smith's new store, when they forget all about his old one.

Give clerks their holidays. It will pay to do this, even on the principle that it pays to take care of a machine. Holidays certainly tend to improve the efficiency of a clerk. The better the health the better the efficiency of the average man, and holidays tend to improve the health. Every clerk is perhaps not worth being given a holiday, but clerks that are not worth being given a holiday are not worth keeping in the store. A well spent holiday makes a healthier, brighter, and more efficient all round man behind the counter. If you have not already tried this do it now.

To cut prices in order to get the business is a sign of weakness. He who has to resort to this method is incapable of building up a business on businesslike and up-to-date methods. It is one thing to reduce the price of an article which has been so long in stock so as to cut off the profits, but it is another thing to take a staple line of goods and deliberately cut the price in order to try and attract customers to the store or warehouse. Enterprise is at the root of every successful business. To employ methods which disorganize trade can scarcely be termed enterprising. Foolishness is rather a better term. Knowledge of business, good live, selling methods, courteous treatment of customers, and judicious advertising are much better business-getting factors than cutting prices. The one builds up business, the other undermines it.

Personal Impressions of the Toledo Convention of Stationers

Some Random Notes from a Visitor's Diary—Items about Men who were There — The Way the Association is Managed — The Souvenirs.

The rotunda of a convention hotel during the hours between sessions is an extremely interesting place for the onlooker, and as the writer looked about the spacious lounge of the Hotel Seecor, Toledo, Ohio, on the morning of July 20, he saw gathered together in little groups, a cosmopolitan crowd of the stationers of America. They were a very creditable-looking aggregation, mostly men of middle-age, well-dressed, almost all smoking cigars, the majority wearing the red badge of a delegate, some with the blue badge of a visitor.

Toledo itself is a prosperous-looking city of some 200,000 inhabitants, situated at the westerly extremity of Lake Erie. Its leading hostelry, the Hotel Seecor, a handsome new ten-story building, was the home of the convention. Thither were gathered together nearly 300 delegates from all over the United States, representing the manufacturers, jobbers and retailers of stationery. Many of those present were traveling salesmen, but there seemed to be very little effort made to do business, except in the cultivation of the ground by social attentions.

"Charlie" Warwick Was There.

A friend of former conventions, Harry Jackson, of the Spencian Pen Co., New York, who was there with his brother, Arthur P. Jackson, of the Hawkes-Jackson Co., gave me the pleasing information that there was another Canadian present—described as a fat man of jovial disposition. Further investigation disclosed the fact that it was "Charlie" Warwick, of Toronto, but, alas! he had taken his departure earlier in the day, being merely a chance visitor in the city. That left me the only Canuck present.

But not quite! A. H. McQuilkin, who is the editor of the de luxe stationery trade paper of the U. S., the Inland Stationer (and incidentally editor of the Inland Printer) is also a Canadian by birth and proud of it. And I was glad to meet Mr. Tupper, one of the owners of Office Appliances, a genuine Bluenose from near Kentville, N.S.

Business sessions of the convention were held in the ballroom on the ninth floor of the hotel, reached by elevator (of course). Here on the platform, President Gerry, of New York, a popular chairman, and Secretary Rogers, of the same city, conducted the meeting, while the delegates sat on little gilded chairs—pretty, but uncomfortable. Owing to the heat, many a stout stationer removed his coat and hung it over the back of his chair, while so intolerable did the prospect of an evening-dress banquet become, that our good friend from Chicago, Fletcher B. Gibbs, got a motion put through that would penalize any member for appearing at the dinner in anything more formal than a negligee shirt.

Fletcher B. Gibbs, a Strong Man.

That same Chicagoan, Mr. Gibbs, is a tower of strength to the association. One doesn't need to be long present to grasp the fact that he is the man who leads it safely over the rough spots and smooths out the little kinks that always develop even in the best-managed organizations. He has a kindly word for Canada and the friends he made over here last fall and would willingly assist the trade here in developing association work.

As in all associations, there are a few outstanding figures in the national body. For instance, there is C.

H. Mann, of Philadelphia, a past president and a front-row delegate, who is the acme of precision, speaking frequently, though briefly, and an adept at presenting votes of thanks. There is Samuel Ward, of Boston, a splendid type of the upright business man, whose influence on the morals of the convention has not been unnoticed. There is Charles E. Falconer, of Baltimore, a very pleasant gentleman, who went home happy because he has secured the 1910 convention for his city. There is Charles E. Stevens, of Chicago, facetiously dubbed prime minister to Gibbs, because of his friendly services to that gentleman, a lively little man, with the right word in the right place. And so the list of loyal members might be continued.

Very Loyal Members.

This loyalty is a great asset. Apparently with these men, once a member always a member, is a guiding principle. The loyalty that brings a George M. Courts annually from Texas, and a W. H. Kistler from Denver, a D. S. Sperry from St. Paul, and a W. J. Kennedy from St. Louis, is no small thing.

There is a deal of formality about the proceedings, and rightly so. President Gerry introduces speakers with all their dignity heaped upon them. Everybody speaks well and tersely. The constitution is rigidly adhered to. Most of the important work is done in committee and committee's recommendations are practically always adopted.

Outside the door of the convention hall, a long table groans under the weight of sample copies of the trade journals. Such a lot of them! It must surely be a perplexity to the American advertiser to know which to use. I believe there were at least eight papers represented, in addition to the Canadian trade paper. One of them Geyer's Stationer, gets out a daily edition during the convention, giving a verbatim report of the proceedings.

Have you got your souvenirs? This was a common question on Thursday afternoon. The souvenir-giving habit has developed to such an alarming extent, that a resolution disapproving of the giving of all such articles, was passed at this year's meeting. However, it reminded one of a Christmas festival up in Room 921, when packages containing the gifts of the various manufacturers were handed out to the visitors. And some of them were really admirable—notepaper from Eaton, Crane & Pike; a pencil assortment from Eberhard Faber; playing cards from U. S. Playing Card Co., etc.

The Conklin Pen Co., a local concern, did the honors on Wednesday evening, when they chartered the Str. Greyhound, and took everybody out for a sail on Lake Erie. The Toledo stationers entertained on Friday with an all-day trip to Put-in-Bay. Thus the social side of the convention was by no means neglected, and no doubt formed the most attractive part of the gathering to many.

Business Done.

And what of the practical side of the convention? What is it accomplishing? Probably the 1909 convention will go down to fame, as the first to formulate a definite policy of action. A catalogue commission or committee has been formed, and an appropriation of a thousand dollars has been voted for its support. This committee will work out a set of uniform prices at which staple

stationery articles should be sold to produce a fair profit. That this will be a decided boon to the trade goes without saying. Many a stationer doesn't know what price he should put on an article. One neighbor may have one price and another another price. Which is the right one? The work of the committee will bring about a uniformity that will guarantee to all a fair return.

Another forward step this year has been a provision for a permanent salaried secretary, a much-needed reform. The fees have been raised from five to ten dollars to meet this extra expense.

At least two admirable addresses were delivered before the convention, which were full of excellent pointers. It will be the privilege of The Bookseller and Stationer to reproduce both of these when opportunity offers. The two papers were prepared by prominent men in the trade, who had evidently spent much time in their preparation, revealing methods by which they had achieved success.

Personalities.

William C. Bardenheuer, of Boorum & Pease Co., New York, a genuine good-fellow, was a popular appointee to the new board of control.

W. E. Smith—what would a convention be without him?—jollied the girls, spun yarns for the men, and crowned his achievements by chartering a special train home. He is still an enthusiast on Waterman's Ideal pens.

Uncle George Olney—the same old sport—looking better than he ever did, beamed good nature all round. Another uncle—Uncle Sam Cooper—was the living representative of the national figure.

F. B. Towne, general manager of the National Blank Book Co., Holyoke, took an active part in some of the open discussions, contributing some useful ideas to the meeting.

F. D. Seymour, editor of the Pen Prophet, the Waterman Pen Co.'s house organ, collected considerable useful information for his little sheet.

P. O. Nicolai was the representative present of the Eaton, Crane & Pike Co., Pittsfield. This company seem to possess the faculty of employing a very genial lot of young men.

Baltimore in October, 1910! The Toledo entertainers were very kind, but the heat went against them and an October convention will be an improvement.

J. S. A. Wittke, of the J. G. Shaw Blank Book Co., New York, took a keen interest in the proceedings at the business sessions.

A. W. Faber was represented by Henry Fera, Jr., New York.

L. A. Hawkes, of C. Howard Hunt Pen Co., was a popular member of the New York contingent. Mr. Hawkes is starting a warm campaign for Hunt pens in Canada.

Souvenirs.

The Byron Weston Co., Dalton, Mass., presented delegates their return home with a neat little black leather case, containing handy memo sheets. By drawing out a cord the sheets can be extracted from the case. At the convention they gave each person a blotting stone with aluminum top.

United States Playing Card Co., of Cincinnati, prepared a dainty box containing two packs of playing cards, tied with red ribbon and lettered in gold.

The Eaton, Crane & Pike Company made up special presentation boxes of their pressed vellum notepaper.

Chicago Shipping & Receipt Book Co. presented an aluminum loose sheet holder.

The Southworth Company, Holyoke, gave a little red leather memorandum book.

W. C. Horn, Bro. & Co., New York, got up an attractive leather post card album, capable of holding quite a number of cards.

A library assortment of pens, pencils, rubbers, etc., in the form of a book was an interesting present from Eberhard Faber.

The Stationers' Club of Toledo gave each delegate a pretty booklet containing detachable view cards of the city.

MACMILLAN CO. TO BUILD.

Toronto, August 5.—The Macmillan Co. of Canada will immediately commence the construction of a fine new four storey building at No. 70 Bond St., Toronto. The building will be of gray stone and brick and architecturally will be old country style. The offices of the company will take up the front portion of the main floor, while the rear portion and the basement will be utilized for stock rooms. The upper floors will be let. To the north 26 feet will be reserved for a lawn, so that the surroundings will be very pleasant. Mr. Wise, manager of the company, expects that the building will be ready for occupancy about February 1.

CHAPPLE'S NEW STORE.

Galt, August 1.—Chapple's book stock was moved within the past few days to the handsome new premises just fitted up, one door west of the old stand. The new store, lately occupied by Deans & Walker, is admirably suited to the purpose and will give Mr. Chapple the additional room which the expansion of his business has made necessary. Ample store room is provided on the second floor and the salesroom below is of a sufficient size to meet all requirements.

TOURISTS IN MONTREAL.

Montreal, August 5.—During the past month there was quite a demand for guide books, souvenir books and light fiction among the large St. Catherine Street bookstores. Tourist trade has just started in some quarters while in others nothing as yet has developed. Many merchants are under the impression that the traveling public are holding back till late in the month and by then, it is confidently expected that they will arrive in numbers for the "Back to Montreal" period.

In current fiction, "The White Sister," by F. Marion Crawford, continued the best seller during the past month and also up to the present writing. "The Inner Shrine," published by Musson, is a very close second. Other good selling books at present are "Marriage a la Mode," by Mrs. Humphrey Ward; "The Three Keys," by F. Ormond; "Man in Lower Ten," by Mary K. Rinehart; "Set in Silver," by C. N. and A. M. Williamson, and "Katrine," by Elinor M. Lane.

The by now famous Parker Pastime Picture puzzles are having steady sales with most book stores. Some puzzles include 250 pieces and quite often it passes away quite an enjoyable evening before the picture is solved. The picture when brought to light generally proves very attractive.

G. R. Sparks, of A. C. McClung & Co., Chicago, was in town early in the month.

John Putnam, of G. P. Putnam's Sons of New York, called on the trade early in the month.

C. J. Musson, of the Musson Book Co., Toronto, spent a few days on business in Montreal about the middle of last month.

Vacation Time Is Being Enjoyed by the Canadian Trade

Where and How Booksellers, Stationers and Travellers are Spending their Holidays — Everybody having a Good Time — Business Cares Forgotten for a Season.

This is vacation time. For a few weeks the Canadian trade, or such of them as can get away from business, are enjoying life at the summer resorts. It is Bookseller and Stationer's hope that everybody will have a good time and will return reinvigorated in mind and body. It has been impossible to get information about everybody, but we have gathered together a few



MUSSON AND THE MUSTANG

C. J. Musson says aeroplaning isn't in it with motor boating.

items about some of the people in the trade. We would like to include everyone and it is not from any intention to slight our friends that a great many are not mentioned.

Frank Wise, manager of the Macmillan Co. of Canada, expects to put in a short holiday in the Georgian Bay district this month.

Henry Button, manager of Cassell & Co., contemplates a visit to Western Canada.

J. G. Cloke of Cloke & Son, Hamilton, accompanied by Mrs. Cloke and daughters, are spending the summer in the west and will take in the Seattle Exhibition before returning.

A. E. Benham, Parkhill, accompanied his wife and family to Montreal, spending a week there. Mrs. Benham and family sailed on August 6 for Scotland on board the steamer Virginian.

W. T. Allen, Bowmanville, finds business too good to permit of his leaving on a vacation. He has to work nights to keep up with it.

W. Turner and Mrs. Turner, Markdale, spent the summer at their cottage on an island near Point aux Baril.

H. M. Patterson, Stratford, put in a very pleasant two weeks enjoying lake breezes at Port Dover.

H. Baldwin, Sunderland, has recently purchased a cottage on the shore of Lake Simcoe near Beaverton and is living there for the month of August.

R. S. Porter, of Lindsay, and Mrs. Porter, spent a month's vacation very pleasantly at the summer home of their son, H. S. Porter of Montreal, among the Laurentian Mountains, sixty miles north of Montreal. The cottage known as Cottage Content, faces a pretty lake.

J. Doersam of Waterloo, had to spend his vacation at home this year on account of ill-health.

J. W. McLaren, of Watford, was in camp at Hillsboro on Lake Huron for five weeks.

W. B. Hart, Perth, spent his vacation at his summer residence on the Rideau River.

The traveling staff of the Copp, Clark Co. scattered this summer in all directions, John Swift going to his farm on the Credit, J. S. Plaskett to his island in Lake Joseph, Dudley Thomas to a gay society resort on Lake Rosseau, Paul Trebiloock to fish at Buckhorn and Harold Copp to delight the ladies at Penetang.

John M. Young, manager of Copp, Clark Co.'s factory in company with W. J. Anderson of Nerlich & Co., and some friends went on a canoe trip to Lake Temagami.

I. L. Hobden, eastern traveler for Musson Book Co., is one of the few who are taking a day or two off now and then, making excursions to Hamilton and other near-by resorts.

William Copp, manager of the book department of the Copp Clark Co. is getting enough relaxation as skip of a lawn bowling team at the Queen City Club, to do him for a vacation this year.

H. L. Thompson, president and A. W. Thomas, secretary of the Copp, Clark Co., have quartered their



THE BLAZED TRAIL

"Tom" Allen as he smashes down another sturdy oak. "Me and Gladstone are the only ones who could ever do it."

families for the summer at Jackson's Point and pay them week-end visits.

Arthur Reed of the Copp, Clark Co., is an enthusiastic supporter of Hanlan's Point as a summer resort

BOOKSELLER AND STATIONER

and lives there as long as possible each year. Up to date he has only seen one mosquito.

Asked as to how and where he was spending his holidays, W. C. Bell of the Musson Book Co., replied that he was enjoying himself working at the office.



YE LAWN BOWLER

Aubrey O. Harat has visions of winning the Goodell Trophy.

J. H. Charles, secretary-treasurer of the Musson Book Co., lives during the summer on a small farm near Bronte on the shores of Lake Ontario.



A MIGHTY DRIVER

"Sepimus" B. Gundy indulging in the royal game at the Lambton Golf and Country Club.

L. A. Gemmel, of the traveling staff of the Musson Book Co., put in a fortnight at Mustang Villa on Sparrow Lake.

Dr. Briggs, the Book Steward, catches the 5.30 train every night and rides out to Lorne Park, where he lives with his son during the summer.

E. S. Caswell, of the Methodist Book Room, Toronto, went into partnership with his brother, Rev. W. B. Caswell, and sailed off in the "Jolly Rover" launch for the wilds of Georgian Bay, away from troublesome authors and impossible manuscripts.

Bob Kennedy, of the Methodist Book Room, Toronto, is reported to have gone lady-killing at Sparrow Lake. W. J. Brady, of the same company, was also at the lake with his family.

E. S. Walker, manager of the wholesale department of the Book Room, Toronto, summers with his family at Clarkson's on the lake shore west of the city. He is having a fine time this year navigating his new launch the "Cheechaco."

C. J. Musson, president of the Musson Book Co., is one of the pioneers of Sparrow Lake, which bids fair to become a great centre for publishers and their travelers in summer. He has a cottage there which he calls Mustang Villa, while his launch is known as the Mus-



SEEIN' LUNNON

J. F. Ellis gazing at Cleopatra's Needle. "By love, but Cleo, must have been a big lady. I'd hate to have to carry them in stock!"

tang. As a bucker, this launch beats its animal name-sake all hollow, as Mr. Musson has already discovered.

F. S. Ewens of the Methodist Book Room, Toronto, goes to Sparrow Lake for his two weeks on the 14th inst.

C. A. Irwin, of the Macmillan Co., Toronto, put in a fortnight at Jackson's Point in July and enjoyed the plentiful rainfall immensely.

Bert Durham, manager of the retail department, Methodist Book Room, Toronto, spent his vacation at Sans Souci, Georgian Bay.

(Continued on page 30.)

Manitoba Merchants Are Watching School Book Contract

Definite Steps Towards Reorganization of Retail Merchants' Association - Members from Ontario Address Meeting in Reference to Mail-Order Houses Getting Contract for Supplying the School Books—A Live Subject in Manitoba Premier Petitioned.

Winnipeg, Aug. 3.—At a meeting of retail merchants on July 27, definite steps were taken to organize a retail merchants' association of Western Canada.

B. W. Zieman, Preston, Ont., president of the R. M. A., and M. Moyer, of Toronto, the treasurer, were present.

Mr. Zieman stated that the reason he was present was to urge upon the retail merchants of Winnipeg and Manitoba, particularly to join in with the merchants of Ontario and Quebec in forming a Dominion Association. In outlining the great necessity of a general association, he said that there were questions which come up in various local centres, which are of importance to the merchants of the Dominion as a whole, and which were not thoroughly investigated on account of the lack of prestige in a small organization.

School Book Contract.

He then referred to the school book question in Manitoba as one which needed the co-operative support of all merchants in Canada, irrespective of their line of trade. The Government of Ontario had given the contract to furnish school books to a firm which had tendered for the same at what has been considered less than cost, but they were making up the loss by advantageous advertising. This company, which had been carrying on a departmental and mail order business for years, much to the detriment of the retail trade of Canada, were by this contract given increased impetus to dominate the wholesale and retail business of the Dominion. The fact that this company intended to give a 20 per cent. discount to every individual purchaser for cash was an outrage upon the retail bookstore trade of Ontario, where these books could be purchased only at the same price. The speaker then surprised the members present by stating that tenders for the supply of school books in Manitoba were to open on August 2, and that it behoved the retailers of Western Canada to petition the Government not to award the contract to any corporation which would use the privilege solely to develop a stronger mail-order business, depriving the retail bookseller of a legitimate profit, and encouraging customers from every part of the province to purchase every article required in the home through the mails.

Warning to Western Merchants.

Mr. Moyer followed Mr. Zieman and at once introduced the question of school books. He said, that as a member of the Retail Merchants' Association of Ontario, he came to warn the merchants of Western Canada against the encroachment of such concerns as the large mail-order houses. The T. Eaton Co. had tendered for the school books of Ontario at a lower figure than they cost them, their only object being to educate the people to the system of ordering by mail, and for this purpose their name would be imprinted on every book. Every wholesale house in Canada should become alarmed at the possibility of additional contracts being awarded to this company since the maintenance and development of the retail business meant the maintenance and development of the wholesale business. That the Government should give the contract to a concern which kills the businesses of those men who make the Government an outrage.

Mr. Moyer said that the Government could not be expected to know the wishes of the people, but that the

people should approach the Government. For, it would seem, that the members of parliament would not take such an action if they clearly understood the situation. As an instance of what the Retail Merchants' Association could do, Mr. Moyer cited the instance of the co-operative society bill, which was introduced in the House of Commons and allowed to pass on the grounds that the people were supporting such a bill.

Premier Petitioned.

The following petition is being circulated among, and signed by merchants throughout the province:—

To the Hon. R. P. Roblin, premier, and members of the Executive for the Province of Manitoba:

Your petitioners humbly show: That the retail business all over the province is convenient and essential to the welfare of the people of Manitoba.

That the retail business is a necessary and legitimate branch of trade.

That during a considerable portion of the year a large section of the people depend on the retail merchants for their support, furnishing them with necessary supplies of every description, frequently on much needed terms of credit, inseparable from the conditions of a new country.

That the departmental store is a development of an unnatural exuberance on the retail business.

That unless this development is stopped, controlled or regulated it will ruin the legitimate retail trade and destroy the business fabric on which the people so largely depend.

That departmental stores pay no taxes outside of the municipality in which they are located.

That the Dominion Government's postal system affords facilities altogether too favorable to the building up of departmental stores.

That a Government contract to supply school books to the children of Manitoba, if given to a departmental store, would be a discrimination in its favor, and against the legitimate retail business; vicious in principle, and destructive to the established channels of trade.

That such a contract would place advertising material and books bearing the imprint of the departmental store in every home in the province where children attend the public schools, and would be an immensely valuable franchise to the departmental store, and correspondingly injurious to the local retail merchants in every branch of business.

That, if for lack of legitimate profit in handling school books, the retail trade throughout the country are forced to give up handling them, and the pupils are unable to procure their books locally, it will upset the whole educational programme at the commencement of the school term.

That the retail trade pays a large share of the taxes of every municipality, and are entitled to protection against unfair competition.

That the influence of the retail trade is substantial and far reaching.

That the retail trade looks to the Government of Manitoba to do it justice, and refuse to consider tenders from departmental stores in awarding the contract for the supply of books for the schools of the province.

And your petitioners will ever pray.

Reader Enquiry Brings Batch of Eaton Advertising

Mail Order Directions and "Money Saver" Tip Sent to Man Who Asks for Information with Reference to the New Books—Strong Indication that the Contract will be Used as Advertising Lever.

What may be regarded as a preliminary though none the less significant evidence of the use which the T. Eaton Co. intend making of the school reader contract, recently awarded them by the Ontario Government, has been brought to the attention of Bookseller and Stationer by an enquirer for information concerning the new books. Accompanying the reply which he received was a batch of Eaton mail-order literature, samples of which are here reproduced.

An Advertising Lever.

No more forceful confirmation of Bookseller and

Stationer, the Government can stipulate that the imprint of the Education Department be placed upon the books instead of that of the T. Eaton Co. The Education Department also has power to take over the distribution of the books. By requiring the observance of these clauses in the contract, the Department would greatly modify an evil foreseen by country retailers, and one which is already taking actual form, judging from the manner in which the enquirer's letter was treated.

<p>Delivery Guarantee 2. EXTRA with each order over \$500 guarantees safe delivery of your goods if they are to be sent by mail. We will deduct 2c from your remittance for above purpose unless otherwise instructed.</p>	<p>ORDER FORM THE T. EATON CO. LIMITED TORONTO CANADA</p>	<p>Our Terms are CASH WITH ORDER Remit by Express Money Order, Postal Order or Bank Drafts. Do not send Cash without registering. It is not safe.</p>
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SHIPPING INSTRUCTIONS

NAME _____ (Use Initials and prefix Mr., Mrs. or Miss) _____ DATE _____ 190__

Street Address _____

Post Office _____ Box No. _____

County _____ Province _____

Ship my order to _____ by _____ (Write Mail, Express or Freight)

State exact amount of money enclosed \$ _____

Do not write anything in this space

Shall we ship by Freight instead of Express if cheaper? **ANSWER** _____
If you consent us to ship free delivery orders by Express we will pay only the amount of freight charges.

How far is it to your nearest Railway Station? **ANSWER** _____

If any of the goods ordered are temporarily out of Stock may we send other goods? **ANSWER** _____

THIS ORDER IS TAKEN FROM CATALOGUE NO. _____

When writing about or RETURNING GOODS be sure to RETURN THE BILL

OUR LIBERAL GUARANTEE—If goods are not satisfactory, tell us the reason why and return them within ten days; we will pay transportation charges both ways and exchange or refund the money. Read paragraph "Exchanging Goods" in General Catalogue Instructions.

ARTICLE NUMBER	PAGE NO.	Quantity	DESCRIPTION OF GOODS <small>(Under each article in a separate line)</small>	COLOR	SIZE	PRICE EACH	DOLLARS	CENTS
If any amount is due us from last order please enclose with this order								
Allowance enclosed for Postage on this Order, or Express or Freight Charges if to be Prepaid								

Eaton Mail Order Instructions enclosed with reply to School Book Enquiry.

Stationer's contention that the contract will be employed as an advertising lever for the huge departmental store could have come to light at the present time. It is striking proof that those who let the contract, though properly impelled by the consideration of cheap readers for the schools, entirely overlooked the possibility of unjust application of advantages of enormous value when placed in the hands of such a concern at the T. Eaton Co. Hon. Dr. Pyne, Minister of Education, cannot fail to recognize, in the face of this evidence that it would be only reasonable to the hundreds of retailers throughout the country to take such steps as may be necessary

School Book Monopoly.

A very considerable number of those newspapers in which the new contract has been commented upon hold that steps should be taken whereby the sale of school books will not become a monopoly. The Hamilton Herald, for example, states, that "it is not only unjust to the retail trade of the province, but also to the general public, to give any one retail firm the power to concentrate the sale of school books in its own hands by making the sale of them by other dealers unprofitable. Evidently that is what may be done under the contract. The Eaton Company has the legal right to refuse to sell books to re-

tail dealers at any but the retail price. Probably it will take advantage of this right. The result will be that retail dealers will be obliged, for the convenience of the public, to sell school readers at a loss, or the people of Ontario will be obliged to buy their readers from the Eaton Company only. Such a condition would entail a great deal of inconvenience. The contract should have stipulated that the contracting firm must sell the readers to the retail trade at a reasonable discount. The objection to the school books being used to advertise the retail business of the Eaton Company is also a sound one. No advertising matter ought to be allowed within the cover of these school books."

Patronizing Home Merchants.

Every country newspaper in the province has, from time to time, exhorted its readers to patronize home merchants—the men who pave the streets, who contribute to the maintenance of schools, churches and charitable institutions and who help out the local newspaper by advertising. Yet there are newspapers who see no injustice in this contract, who have not noticed how it will undoubtedly endanger the business of country merchants, and who claim, like the Ridgeway Dominion, which presumably voices the opinion of Phil. Bowyer, M.P.P., for

WHAT ARE FANCY GOODS?

The term fancy goods means a good deal to many of the important merchants throughout Canada, but in the mind of many the term is more or less enshrouded in uncertainty. In so far as the bookseller and stationer has failed to give time, space and attention to this line has he missed yearly a very fine opportunity of "keeping the people coming."

The importance of the trade in Toronto is amply manifest from the fact that some of the largest warehouses in Toronto are devoted to these lines. Probably the largest items in fancy goods are dolls, toys, presentation and toilet articles, gift china, druggists' sundries and tobaccoists' requisites.

The dealer to-day who is anxious to impress his customers and prospective adherents with his progressiveness and desire to satisfy cannot afford to pass by the subject of fancy goods without that serious and thorough-going attention that he would apply to more staple lines. The fact is to-day generally recognized that the merchant who satisfies the demand for holiday goods has the best chance to get the attention of the public at all seasons.

How to Go About It.

Make up your mind first to give the goods ample space for display. Staple lines which people ask for anyway may well be put out of sight, if necessary, for the two months between October 20th and Christmas. Decide all this before you buy and bear in mind that to get business you must have the goods and to sell them you must show them.

Start with dolls. This popular holiday line is now to be had in such fine assortments and in such taste and beauty that it forms an attraction all fall second to none. Toys are things which should be selected in large variety. Have the assortment and get all the new things and all the popular old staple lines, even if you take smaller quantities of each number.

Science no sooner unfolds a new principle than it is almost simultaneously put into something practical for the children, with its appearance in apparatus for industrial uses. Hence such things as airships, automatic railway signal systems, motors and all manner of useful and scientific appliances for the healthful amusement and certain edification of the juvenile world.

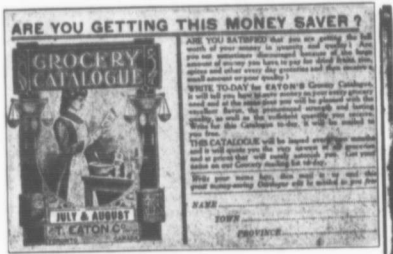
Presentation fancy goods are to be had in a host of new and popular-priced lines. Fancy jewels, pin trays and boxes, inks, frames, seissor and manicure sets, pencil sets, nut crackers, leather folios, dressing cases, and toilet sets are a few important lines under this head.

Buy Your Goods Fair Time.

During the Canadian National Exhibition, held between August 30th and September 11, is a sensible and profitable time to buy holiday goods. Wholesalers in Toronto are, at that time, amply prepared in every way to take care of visiting buyers. Stocks are by this time all in and samples well arranged. Besides, every merchant should make it a point to visit the source of supplies as often as possible as many short clearing lines are presented to house buyers that never see the road.

Considering all the facts, therefore, fancy goods, as above exposed, play an important part in the year's business programme. See that you are equipped with the line.

While The Bookseller and Stationer celebrates its 25th anniversary this year, its British contemporary, the *Mining Journal* of London, celebrates its 75th anniversary as a weekly technical paper. We reciprocate the good wishes expressed by the *Journal*.



An Eaton "Money Saver" tip sent to the man who enquired about school books.

West Kent, that the contract is not an advertising coup pulled off by the T. Eaton Co., whereby another means of access to the homes of the people in smaller towns and cities is obtained, thus extending the mail-order business, and cutting in upon the trade of the local mercantile houses.

To those who have not sized up these phases of the matter, Bookseller and Stationer presents this latest proof. Every enquiry, every order, will undoubtedly bring a bunch of Eaton advertising literature. No person is interested in Dr. Pyne's free information to the effect that so-called electric corporations are responsible for the opposition to the contract. This line of talk is rendered somewhat nonsensical when ranged alongside the serious weakness of the contract, and the absolute freedom from political consideration with which the matter has so far been considered. Bookseller and Stationer is entirely ignorant of any such feeling. It feels that it has taken a stand well within its province as a trade newspaper, and that the injustice of the proposition made its duty in the matter imperative. Bookseller and Stationer advocates no course that would detract from the public benefit to which the Department of Education so commendably pledged itself in this matter. At the same time, it strongly disapproves of any action by which a public contract might be employed to the serious disadvantage of a large section of the mercantile community.



CALGARY'S YOUNGEST BOOKSELLER
A. E. Pearson has had a Successful Career — Does
a Good Business in Post Cards and Wall Paper.

Among the young men of Ontario who have gone west and succeeded in the book and stationery trade is A. E. Pearson, who is the youngest proprietor in that line of business in the thriving Alberta city of Calgary which now boasts of a population of 30,000. Mr. Pearson not only has unbounded faith in his city but in the calling in which he is engaged. He began his career by delivering papers for C. L. Nelles, of Guelph, and, so steady was his advancement, that in a comparatively short time he became manager of the store. He remained with Mr. Nelles eight years and then set out for the prairie province of Manitoba. He spent four years with E. J. Christie, of Brandon, when he went to Vancouver. He was engaged with the Thomson Stationery Company and Clarke & Stuart on the coast. He was later manager for Linton Brothers, of Calgary.

Three years ago he embarked in business for himself. He has built up a large trade by specializing in certain lines and devoting attention to every department of the store. His stock is well kept, admirably arranged and representative in every respect. Mr. Pearson devotes particular attention to wall paper, picture post cards and technical books. He considers wall paper one of the most profitable and attractive portions of his stock and the range of patterns that he carries is not surpassed by any

in the west. If correctly managed and properly handled, he believes there is no reason why wall paper should not yield a handsome margin on the investment. In picture post cards he has over three hundred views of Calgary and vicinity as well as many scenes which are distinctly western, portraying the life of the settler, the rancher, the cowboy, the Mounted Police and the Indian in every phase of progress and daily pursuit. Mr. Pearson has also views of every important city in the world. He does not find the demand for picture cards of the better kind diminishing, and so satisfactory has been his experience that he has disposed of as many as one hundred thousand cards in three months. The views are all neatly and artistically arranged and form a striking feature of the interior decoration of his establishment.

Another line, which Mr. Pearson is pushing, is technical books, his motto being that he has a work on anything you want to know. Recently he made a display of technical books with the result that he sold \$200 worth in one week. He keeps a staff of five. He looks after office supplies and has many accounts in that line both in and out of the city. His stock, which represents about \$18,000, comprises, besides the regular lines, toys, games, sporting goods, fancy goods, musical supplies, china and fancy ware, drawing materials and souvenirs. The different goods are well arranged, method and system being evidenced on all sides. Mr. Pearson is an enthusiast and imparts his energy and aggressive spirit in all branches of his progressive store. He is a firm advocate of effective window dressing.

ACTIVITIES AT THE CAPITAL—BUSINESS Moving Slowly—Big Order for Public Library—Best Sellers for July—School Book Question Shelved.

Ottawa, Aug. 10.—Business moves slowly along this hot weather and there is a good demand for souvenir postal cards by the tourists visiting the city. At the present date the I.O.O.F. are in convention and the book-stores are experiencing an especially brisk demand for postals.

According to the new directory there are about twenty book and stationery stores in the capital. Ottawans should experience little difficulty in procuring reading matter.

The Eaton school book question seems to have been given up as a useless and hopeless task, as far as the Ottawa booksellers are concerned. A few of the books will be carried by some of them, but others are of opinion that it would be a good move not to handle them at all.

J. B. Fotheringham has gone on a fishing expedition up the Gatineau district and some good stories of the funny folk may be expected on his return.

At the last meeting of the Library Board approval was given for a list of nearly 2,000 new books to be ordered this fall. In connection with the public library some discussion has been caused owing to the books being sent to England for binding, instead of being given to local or Canadian firms. Mr. Burpee states that the books are sent to England because there are no Canadian firms that do as satisfactory library binding as the English binders, Chivers. The works of fiction and children's books are all bound by this firm and the binding gives excellent service. Besides the quality of binding being better, the prices are also lower than those obtainable in Canada.

The new books on the tables are, "Spies of the Kaiser," by Le Queux; "The Bride of the Mistletoe," by James Lane Allen; "The Veil," by E. S. Stevens; "Antonio," by Ernest Oldmeadow; "Sebastian," by Danby, and "A Certain Rich Man," by William Allen White.

The best sellers reported are, "The White Sister," Crawford; "Marriage a la Mode," Ward; "Septimus," Locke; "Trail of the Lonesome Pine," Fox; "The Chip-pendales," Grant.

TUCK & SONS' GAIN IN CANADA.

The eighth annual ordinary meeting of Raphael Tuck & Sons, Limited, was held in London on July 8th, with Adolph Tuck, chairman of the company, presiding.

In the course of his address, the chairman pointed out that owing to the poor state of trade in Great Britain during 1908, when there were decreases of many millions in both exports and imports, the company had been compelled to reduce their dividend from six to five per cent.

Gains in the Colonies.

"One satisfactory feature however shown in the detailed results of our accounts," said Mr. Tuck, "is the circumstance that, although one or two departments have held their own, the falling off in turnover and profits is fairly distributed over the other departments of the business, thus affording conclusive proof that there is no inherent weakness or decay in any individual department, but that it is the poor state of trade in general, leading to decreased buying powers on the part of the public, which is in the main responsible. Another reassuring fea-

ture I have to record is that it is practically the home trade alone which is responsible for our setback. With the single exception of South Africa, which, despite its gold mine boom, makes but slow recovery from the trade stagnation since the war, our overseas trade has actually shown an advance during the past year, while our trade in European countries also shows an increase, the one exception being France, the setback there, however, being more than made up by the advance in our German trade."

4,000 New Designs.

"I am glad to be able to assert without fear of challenge that at no time in the history of the firm have Tuck's Christmas and New Year cards occupied a higher plane than they do at the present moment, and this in every part of the world. If the opinion of the trade and the entire trade press, without exception, counts for anything, the magnificent collection of upwards of 4,000 designs we have placed upon the market this year exhibits a far greater than the ordinary year's advance over every one of its predecessors. This splendid collection is appro-



A. E. PEARSON
Bookseller and Stationer, Calgary.

riately ushered in in six bulky sample books under the title "Ring in the New," the keynote being the adaptation of real metal bells with bell-ropes dangling ready to ring a peal, in place of the ordinary ribbon, these being attached to seasonable cards specially designed for this highly realistic series. The ingenious device, protected by registration, with patents duly applied for, gives these bell cards an ideal Christmasy appearance, and is meeting with a splendid reception by the trade. Our Royal collection of cards this year contains an entirely new series after the originals which we again had the honor of painting for the various royal houses who granted us their gracious permission to reproduce their Royal Christmas cards last year, this unique honor being again accorded us this year, and also for the first time by Their Imperial Majesties, the Emperor and Empress of Russia and Their Majesties the King and Queen of Italy."

Mr. Tuck then dealt with the other departments and concluded with an exposition of the company's finances.

The adoption of the report was seconded by Sir Arthur Conan Doyle, the author, who is a director of the company.

THE MUSIC DEPARTMENT.

The sale of sheet music quieted down a little during the month of July, as the public were more or less on their vacations and the theatres were closed. However, starting with the second week of the month the principal theatres will be running in full swing again and then the sale of popular songs will once more reach its former level.

"Renick" has two good songs in "Dublin Daisies" by Percy Wenrich and "Honey on our Honeymoon" by Jerome and Schwartz. Three other good instrumental pieces published by this firm are "Love Watches" by Geo. Botsford, "Love's Serenade" by Neil Moret and "Lily Eyes" by Charlotte Blake.

Charles L. Johnston has a good number in "Fairly Kisses." The piece is published by Chas. L. Johnston, Kansas City, N.D.

"Shapiro" has three pleasing numbers in "Save all Your Kisses for Me," by Billy Guston; "Then We'll Waltz, Waltz, Waltz," by Wm. A. Murehison; and "Rip Van Winkle was a Lucky Man, but Adam had Him beat a Mile," by Barris and Smith. In instrumentals, "Oh you Devil," by F. T. Dabney; and "The Boulevard Glide," by M. Gideon should sell well when they get started.

GOOD PROSPECTS HERE.

Winchester, August 5.—Vacation time is about through in this section of the country. Schools open in rural districts very early and we are about prepared for a brisk trade at an early date in school supplies. A few days more of this beautiful weather will ensure abundant crops and the almost certain results will be a brisk demand for books and stationery.

FORT WILLIAM ACTIVITIES.

Fort William, Aug. 4.—Booksellers and stationers in Fort William are not as busy as usual just now. A great many people are on their holidays and business is somewhat quiet. Generally speaking, though, the trade is fairly good.

There has been a big sale of all reading matter lately and especially paper-covered books. There is also a big sale of well bound books and recent copyrights.

The Post-card trade is good and local views, as usual, are the big sellers. Souvenirs are also selling well.

George Stewart, representing Henry Frowde, was in town last week, closing orders for the new English Church Hymnals. We believe he received large orders in Fort William.

Marion Keith passed through here the other day for the West on her honeymoon.

VACATION TIME BEING ENJOYED BY THE TRADE.

(Concluded from page 24.)

W. J. Gage, president of W. J. Gage & Company, Toronto, left on August 5 for a three month's trip to Australia and Japan. While away, he will in his capacity of vice-president of the Toronto Board of Trade represent that body at the convention of Chambers of Commerce of the Empire at Sydney.

George Spence, vice-president of W. J. Gage & Co., Toronto, is spending the summer at his cottage at Port Carling, Lake Muskoka.

H. H. McKague, northern Ontario traveler for W. J. Gage & Co., spent his vacation in the Muskoka district.

W. E. Buck, eastern Ontario man for W. J. Gage & Co., goes for his holiday to Stoney Lake.

George Moore, Parry Sound, spent his vacation with his wife and family camping on Wenonah Island, Georgian Bay, near Parry Sound. He had an enjoyable time and caught some fine fish.

O. Garnet Smith, of R. O. Smith & Co., Orillia, spent a week's vacation on an island near Parry Sound.

R. O. Smith, of R. O. Smith & Co., Orillia, spent a week at the summer home of James Ryrrie, of Toronto, near Oakville and another week at Orchard Point Inn on Lake Simcoe.

F. A. Symons, representative in the maritime provinces of W. J. Gage & Co., came to Toronto to enjoy his holiday.

John F. Sifton, London, spent his usual two week's holidays at Bayfield, Ontario, and had a very pleasant time. He found the bass fishing not quite as good this year as last. It was hard work getting the limit of ten a day, when last year he could catch that many in a couple of hours. The largest fish caught weighed 44 pounds.

A. O. Hurst, Canadian representative of Charles Goodall & Sons Co., spends every spare moment of his time on the bowling green. He is one of the crack skips of the Canada Lawn Bowling Club of Toronto, defenders of the Goodall Trophy.

W. J. Slater, Church Book Room, Toronto, takes a day or so off whenever opportunity offers. He went for Civic Holiday to the Y.M.C.A. camp at Couchiching, Lake Simcoe.

William Tyrrell of Tyrrell & Co., Toronto, summered this year in the Lake of Bays district.

John A. Hart, Winnipeg, spent a month with his father in Perth, Ontario.

E. B. Schell, Alliston, an enthusiastic sportsman, spends his vacation near Bala in the Muskoka District, where he has a fine cottage.

A. H. Jarvis, Ottawa, took the most novel vacation of all and got a thorough rest at the Rest Cottage Sanatorium in Toronto.

Thomas Allen of McLeod & Allen, Toronto, has bought an estate on the banks of the Credit River, Toronto, where he has put up a bungalow. He spent his vacation in cutting down trees to improve the view.

Gordon Watts, of the traveling staff of W. J. Gage & Co., Toronto, put in his vacation days at Sparrow Lake.

M. G. Hay and Mrs. Hay, St. Thomas are doing the grand tour of Europe. Latest advices received from Cork, Ireland, tell of an enjoyable time.

F. C. Cubitt, Peterboro, is spending a few days in the Muskoka district.

R. A. J. Little, St. Thomas, spent his holidays bass fishing at Long Point with excellent results.

N. A. Sinclair, of Warwick Bros. & Rutter, Toronto, spent his vacation at Buckhorn in the Kawartha Lakes District.

A. F. Rutter, of Warwick Bros. & Rutter, Toronto, is the proud possessor of a fine country residence on Scarborough Heights, from whence he enjoys the scenery.

What Manufacturers and Jobbers Offer

More About School Lines—Loose Leaf Note Books—Interesting Thermometer Case—New Adjustable Clip—Wicker Goods for the Holiday Trade.

New Blackboard Crayons.

Blackboard crayons which teachers will be delighted with and find economical, are the "Copp, Clark Semi-Dustless," made both in plain white and yellow enamel. Their durability makes them cheaper than the common crayon. They will not scratch nor glaze the board and being semi-dustless save the throats of pupils and teachers from injury. They do not soil the hands and clothing. They make a firm, clean mark. Their shape and size are such as to make them perfectly efficient for rapid and skilful work, and in teaching penmanship and drawing



will shade from heavy to hair lines perfectly. These crayons are made according to a formula originated by expert teachers and crayon manufacturers with a view to producing a moderate priced crayon that will give superior results. They are now in use in New York, Chicago and other important American centres, and have only to be known to become appreciated, because of exclusive features embodied in their manufacture that are not found in an ordinary crayon. They are made in three grades: "Hard," "Medium," "Soft."

Wicker Goods.

Fancy scrap baskets, wall racks, paper holders and magazine stands, made in various shapes and finishes, are included in a line of wicker goods being shown for the holiday trade by Buntin, Gillies & Co. These are always in demand during the summer season. A descriptive circular showing the different lines will be sent on request.



New Catalogue.

W. J. Gage & Co. have just issued their second new catalogue this season, which has just been sent out to the trade. This is catalogue No. 3 of stationery sundries and is right up to date with all that is latest and best of this class of stationers' goods. If you have not received your copy, a post-card will bring it.

CRAYOGRAPH CRAYONS.

Since their introduction on the Canadian market a few months ago the Crayograph Crayons, made by the American Crayon Co. have taken hold splendidly. The trade have come to realize that here is something new and good, with qualities that put them in a class apart. Their novelty coupled with their superior quality render them saleable everywhere and at school opening time they should be in every dealer's hands.

Rubber Sponges.

The Brown Brothers Limited have just added to their stock lines a specially made round rubber sponge for use in sponge cups. The rubber sponge is meeting with much favor now for this particular use, as it is much more sanitary than the ordinary article, and practically indestructible.

Spencerian Pen Case.

Buntin, Gillies & Co., Limited, are now selling Spencerian pens in glass-top display case, which contains the following assortment: 1 gross No. 1, extra fine; $\frac{1}{4}$ gross No. 2, fine; $\frac{1}{4}$ gross No. 3, medium fine; $\frac{1}{2}$ gross No. 38, stiff and smooth; $\frac{1}{2}$ gross No. 39, medium stub; $\frac{1}{2}$ gross No. 40, medium fine. The pens are sold at the regular price, no charge being made for the case, which not only displays the pens to advantage, but also keeps them clean and free from dust.



Pen Circulars Ready.

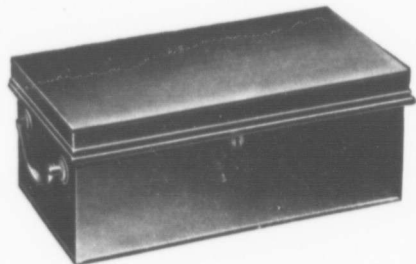
The Copp, Clark Co. are issuing two attractive pen circulars. One describes their line of four varieties of stylographic pens: The Varsity, The Busy Man's, The Plack Baby, The C.C.C. Pocket Stylo. The other brings out in a most comprehensive way the exclusive features of the National Fountain Pens. Both should prove sure and satisfactory sellers of the articles they describe. Copies of both are being mailed to the trade, but should any one be accidentally overlooked a card to the firm will immediately bring one.

Scotch Plaid Notepaper.

The C. pp. Clark Co. are bringing out something exceptional in the form of a Scotch Plaid line of papeterie, note and envelopes, and tablets. The tablets will be produced in three sizes, viz: large octavo, large quarto, and salisbury with fly leaf. The papeterie boxes are to be worked in an attractive design composed of Scotch Thistle, Lion of Scotland, and Tartan effects. The paper and envelopes have a linen finish with the Scotch plaid shown in watermarked outline.

Deed Boxes.

The Brown Brothers Limited are showing a very strong line of English sheet steel deed boxes. These come in seven sizes, and well finished, and have strong lever locks fitted with flat keys.



New Loose Leaf Note Books.

W. J. Gage & Co. have just brought out and patented three more lines of students' loose leaf note books. The Twin Ring is made in two 4to sizes, supplied with 100 sheet fillers, ruled faint and margin on both sides. The mechanism is two rings which open at the same time with a slight pull on either and are closed by a pressure on either. The Twin Ring books are bound in extra quality black cloth and can be retailed at prices which will make them popular with students and scholars.

The same firm have in addition to the Centric and Twin Ring series of loose leaf note books also just brought out two other new note books of a different style, the Science note book and Composition note book. These are made in the Secure-Tie series. This new patented binding device will hold equally securely either a few or many loose leaf sheets. The fillers of the Science note books are made of good paper, ruled accurately in five millimetre squares with red margin all round, and also contain heavy colored sheets, having printed on them the titles of the different subjects. These colored sheets can be inserted any where desired. This book also includes printed sheets of instructions in botany, entomology and other subjects in the science course.

The Composition note book, which is also made in the Secure-Tie binding, is oblong in form, and will hold few or many sheets as desired. The fillers are ruled specially for composition purposes, and the book contains printed sheets of instructions and suggestions. The Science and Composition note books are both bound in strong grey canvas and are very durable. The prices are very reasonable, and they will have no doubt a large sale, as they are required for subjects to which much attention is now given in the schools.

"Lewpen" Thermometer Case.

The new "Lewpen" Thermometer Case is designed as a special convenience for doctors and nurses, everyone of whom finds constant use for a clinical thermometer. The case is of the proper size; made from the best and strongest Para rubber, vulcanized and highly polished. The cap screws on to the holder, and attached to the cap is the famous Clip-Cap, which holds the case securely in the pocket, or to the belt or waist, always ready for use. The case being made of hard rubber cannot be crushed or dented. Being perfectly smooth and free from corrugations, which are used in metal cases, to stiffen them, it is perfectly clean as its smooth surface tends to keep polished and clean by friction. It is not subject to oxidation, hence it does not discolor. It is not affected by acids which are prevalent in the sick-room. The Clip-Cap also prevents the case from rolling off of a table or any slanting surface. In the words of G. F. Payne, Dean of the Atlanta College of Pharmacy, "It is certainly the most excellent case for the purpose."

The L. E. Waterman Co., the makers, put them up in cartons of one dozen. The retail price is \$1.00 each.



Mercantile Adjustable Clip.

L. E. Waterman Co. have recently brought out a new style adjustable clip, as illustrated, for fountain pens and pencils. There is a large and increasing demand, in all sections, for a clip of this kind, which can be fully satisfied with this new style. The Mercantile Adjustable Clip is made from spring metal, in two sizes—No. 1 for pencils and taper cap pens; No. 4 for various sizes of cone cap pens. The great advantage of this clip over any other adjustable device of the kind is the pear-shaped gripper, which, being pointed (pear-shape), permits the clip to slip over the edge of the pocket in the easiest manner, then takes a firm hold and allows of removal only by just the correct amount of pull that should be necessary. Price \$7.20 per gross, less 40 per cent. trade discount. Each three dozen, mounted on an attractively printed and embossed easel display card, as illustrated. This clip has added to the practicability of the constant use of the fountain pen, and made the superior qualities of the high-priced pencils more attractive since they can now be used without fear of loss, which has heretofore given cheap pencils the preference. We suggest that each dealer, upon displaying this card, will find a ready and constant sale for the clip.



EQUAL TO IT.

"All the latest popular novels!" sang out the train boy. Then, holding out a copy of "The Guest of Queensway" to a prosperous looking passenger, he urged: "Buy Booth Tarkington's latest work, sir?"

The man looked annoyed.

"No! I am Booth Tarkington himself."

"Then buy a copy of 'Three Weeks,'" persisted the boy. "You ain't Elinor Glyn, too, are you?"—Everybody's Magazine.

PERSONAL ITEMS.

G. R. Sparks, representing A. C. McClurg & Co., Chicago, was quartered at the King Edward Hotel, Toronto, for some time last month.

The book and stationery business of J. J. Mackay & Co., New Westminster, B.C., has been purchased by Todhunter & Burr. T. Todhunter, the senior member of the firm, was formerly in Portage la Prairie, Man. W. Burr, the junior partner, was connected with the business previously.

H. W. B. Douglas, president of the Douglas Co., Edmonton, was in Toronto recently for a few days. He called on The Bookseller and Stationer and reported that business was showing steady improvement in the west. His firm are about to move their printing plant into new and larger premises.

The value of their exhibit at the National Exhibition last year was so apparent, that Cassell & Co. have arranged for double the space this year. The exhibit will once more take the appropriate form of a mediaeval castle. From this fortress of good literature, thousands of sample copies of the firm's periodicals will be handed out.

R. H. Baxter, who was for twenty years connected with A. A. Weeks Mfg. Co., has gone into the manufacturers' agency business in the United States, having opened an office at 320 Broadway, New York. He represents Moore's non-leakable fountain pens; Aeme Staple Co.; W. A. Switzer; C. Howard Hunt Pen Co.'s clips; Richards Tag Co.; Wm. Allen & Co., calendars; Bargoynie Co.'s Christmas cards; Grausam & Saeks' stationery racks and Spiro Mfg. Co.'s files.

The book departments of the McGraw Publishing Company and the Hill Publishing Company have consolidated under the corporate name of the McGraw-Hill Book Company with offices at 230 West 39th Street, New York. This consolidation brings together two of the most active publishers of technical books in the country. The new company takes over the book departments of both houses with a list of about 250 titles, both industrial and college text books, covering all lines of engineering. It will con-

tinue as well the retail, importing and jobbing business of the two houses.

AN INTERESTING LIST.

G. R. Sparks, of A. C. McClurg & Co., Chicago, who was recently in Canada, gave Bookseller and Stationer an opportunity to look over some advance copies of the fall books to be issued by his house. The publishers have gathered together an interesting collection of books, covering a wide range of subjects.

In fiction they are issuing a new novel by Randall Parrish, entitled "My Lady of the South," which will stand in contrast with that writer's earlier book, "My Lady of the North." A western story "The Home-steaders" by Kate and Virgil D. Boyles, and a business story "The Dominant Dollar" by Will Lillibridge, will interest two classes of readers. Other titles are "The Yellow Circle" by Charles E. Walk and "A Volunteer with Pike" by Robert Ames Bennett.

Under the head of travel and description there is "The Panama Canal: its History, its Making and its Future" by John George Leigh, "Motoring in the Balkans" by Frances K. Hutchinson, "The Bretons at Home" by Frances M. Gostling, "Letters from France and Italy" by Arthur Guthrie and "The Romance of Northumberland" by A. G. Bradley.

In biography and history they publish "Cyrus Hall McCormack" by Herbert N. Casson, "Stephen A. Douglas" by Clark E. Carr, "Something of Men I have Known" by Adlai E. Stevenson, etc.

In general literature their list includes "Men and Manners of Old Florence" by Dr. Guido Biagi, "Shakespeare's Love Story" by Anna B. McMahan, "Making the Best of our Children" by Mary Wood Allen, M.D., "A Mother's List of Books for Children" by Gertrude W. Arnold, etc.

They have also arranged for a good list of juveniles for boys and girls, including "Donkey John of the Toy Valley" by Margaret W. Morley, "The House on the North Shore" by Marion Foster Washburne, "The Short-Stop" by Zane Grey, "The Silver Canoe" by Henry G. Hunting, "Sure-Dart" by Frederick B. Costello, etc.

STUDYING THE WANTS

of the times has been one of our methods, and we shall endeavor to continue to follow Fashion's demands. Hurd's papers are the wanted kind, and are unequalled anywhere. We know the goods we manufacture can be relied upon at all times for quality, style and salableness, and it is the experience of all dealers handling good goods. From the sale of Ribbed Fabric, Herring Bone, and Ottoman they are much wanted goods, for the orders are far exceeding our expectations. Send for samples.

The Goodall playing cards are the standard of England, and are much in demand in America in the better class stores. There will be some new numbers for the Fall. We shall be glad to send samples.

GEO. B. HURD & CO.

Fine Paper Makers

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



Condensed or "Want" Advertisements

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

BUSINESS FOR SALE

FOR SALE—The book, stationery, fancy goods and wall paper business conducted by A. H. Stratton & Co., Peterborough, established over fifteen years, most up-to-date and best stocked store of its kind in Canada, and in a live, growing and progressive city. Easy terms to right man as Mr. Stratton is retiring from business. For all particulars address A. H. Stratton & Co., Peterborough. (9)

PERIODICALS.

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

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

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

BOOKS FOR SALE.

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

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

FIVE THOUSAND FACTS ABOUT CANADA. Wonderful 25 cent book and a good seller. Canadian Facts Publishing Co., 667 Spadina Avenue, Toronto. (3)

MAPS, GLOBES AND ATLASES.

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

BOOK PLATES (EX LIBRIS)

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

BOOKS ON HORSES, CATTLE, &c.

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

BOOKS WANTED.

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

BOOKSELLERS HAVING IN STOCK 50 copies of books dealing with the early history of Ontario towns or counties are asked to communicate with "Historian," Box 77, **BOOKSELLER AND STATIONER.** (12)

BOOKS IN FOREIGN LANGUAGES

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

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

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

AGENTS WANTED.

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

AGENTS WANTED for sale of Christmas cards (A private greeting and loose autograph) by leading English manufacturers. No risk. Good profits. Samples free. Midland Publishing Co., Lexington, England. (8)

A FIRM of Bavarian pencil manufacturers are desirous of securing agents in Canada. Address Box 209, **BOOKSELLER AND STATIONER**, Toronto. (11)

MANUFACTURERS of high grade ribbons and carbon papers of every description seek buying agents of good standing. Firms having a connection amongst the trade preferred. Letters from principals only to be addressed to "Carbon," care **BOOKSELLER AND STATIONER**, 86 Fleet Street, London, Eng.

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

WANTED—A firm of wholesale agents in Cape Town wish to communicate with Canadian dealers in art calendars. Box 215, **BOOKSELLER AND STATIONER**. (11)

WANTED—INDUSTRIAL AGENT for thriving western town. Must be a capable organizer, able to inspire big commercial ventures and to write literature that will attract attention. A newspaper man would be preferred, but "only high class" applications will be considered. Salary \$2,500 to start, \$3,000 second year, and there is practically no limit to the money provided the man can "make good." Answer in confidence, "G.H.," care the MacLean Publishing Co., Montreal.

WANTED—Ontario travelers calling on stationery trade to handle profitable side-line on commission. Box 215, **BOOKSELLER AND STATIONER**, Toronto. (8)

AGENTS WANTED.

WANTED—Wholesale stationery house to handle Lindsay Perfect Nuclage Bottle for Western Provinces. Also Quebec Province, Box 218, **BOOKSELLER AND STATIONER**, Toronto. (8)

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

MISCELLANEOUS

ELLIOTT-FISHER Standard Writing Adding Machines make toll Craig. **ELLIOTT-FISHER** Limited, 513 No. 83 Craig St. W., Montreal, and 125 Bay St., Toronto.

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

SAVE 50% OF THE COST OF HANDLING merchandise by installing an **Heath System of Overhead Carriers** for **Save** valuable floor space because the trackage is on the ceiling, and greatly facilitates the loading of cars, drays, etc., and for handling goods in and about the warehouse and factory reduces the cost of labor because far less warehouse help is required. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. **W. D. Heath & Son**, 193 Terry St., Toronto. (11)

THE PERRY PICTURES—EXTENSIVELY advertised. Millions sold. Very popular. Every one should have them. Send 4 cents in stamps for illustrated catalogue and prices to the trade. **The Perry Pictures Co.**, Box 440, Malden, Mass. (12-10)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Wirepress Company, Ltd., 33 John St., Hamilton, Ont.

DIARIES

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

INFORMATION WANTED.

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

Crayograph—THE Drawing Crayons of the Day



WHY?

Because they do the work crayons should do, and which cannot be done with ordinary crayons, hence, the popularity of Crayograph Crayons, wherever they go.

They are business getters, so any dealer being without a supply means loss of profit.

Wholesale Houses have them in stock.

Made by THE AMERICAN CRAYON CO.

CLAIMS A TITLE.

Most of the readers of Bookseller and Stationer would see in the daily papers some time ago of a Toronto young man, who was claiming the title of Lord Sommerville, but few are aware who this gentleman is, although he has been in and out amongst most of the bookstores from Montreal to London, Ont. Mr. Sommerville is one of Harmsworth's representatives in Canada. The newspapers have looked into his claim fully and it proves to be very conclusive. One of the officials of the College of Heraldry says: "that there will not be much difficulty in proving the claim, although it will be a trifle expensive." Mr. Sommerville intends sailing for the Old Country soon on leave of absence to still further investigate the matter and have an interview with his lawyers.

A POSSIBILITY.

In the list of probable subscribers to magazines in any locality, there are usually quite a number who are interested in art or who would purchase an art magazine on account of the pictures it contains. As such magazines are usually high-priced, there is a good profit for the dealer in handling them. Take as an instance, the International Studio, published by the John Lane Company. Here is a beautifully illustrated monthly, containing not only half-tones but numerous color plates, any of which are suitable for framing. This magazine sells for 50c or \$5.00 a year. Would it not be well worth the while of any newsdealer to bring such a magazine to the attention of art-loving people in his locality? The publishers are bound to co-operate in any campaign to increase subscriptions and their help would be valuable.

A DIAMOND JUBILEE.

London, July 10.—After a lapse of fifteen years the annual wayzgoose was revived by Cassell & Co. to-day, the occasion being celebrated by a dinner at the Royal Concert Hall, St. Leonards, when about 400 employes sat down. The general manager, Arthur Spurgeon, occupied the chair. In replying to the toast of the firm, he made some interesting statements. He showed that the wages bill of Cassell & Co. was in the neighborhood of £100,000 per annum; that during the past year £1,000 had been spent in improving the sanitary arrangements of the house. He also mentioned that only two per cent. of the novels sent to the house were accepted for publication. It is just 60 years ago since the firm was founded by John Cassell.

BOOKS.

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

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

"GREAT THOUGHTS"

Contains extracts from the MASTER MINDS of all countries and all ages. BIOGRAPHICAL SKETCHES AND INTERVIEWS—Articles on Literary and other subjects by the foremost writers of the day. 1d weekly, post free 8s. 6d. per annum, 6d. monthly, post free to Canada for 7s. per annum.

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THE "CHRISTIAN AGE"

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INDEX TO ADVERTISERS.

A	
Accountants and Auditors	14
Acme Staple Co., Ltd.	10
Abermarle Paper Mfg. Co.	1
American Code Co.	1
American Union Co.	35
B	
Baker's Book Shop	25
Beaumont, D. W. & Co.	15
Berliner Gramophone Co.	15
British American Assurance Co.	10
Brown Bros., Ltd.	2
Buntin, Gillies & Co., outside cover	4
Boy Man's Magazine	15-16
Biggs, William	52
C	
Canadian Press Clipping Bureau	6
Carter's Ink Co.	15
Cassell & Co.	35
Clark Bros. & Co.	6
Consolidated Lithographing & Mfg. Co.	6
Consolidated Safety Pen Co.	6
Copp, Clark Co.	5
D	
Davids, Thaddeus Co.	2
Denslow Mfg. Co.	3
E	
Esterbrook Pen Co.	10
F	
Faber, A. W.	9

Fancy Goods of Canada.	
G	
Gage, W. J., & Co.	7
H	
Heath, John	10
Hendry, Geo. M. Co., Ltd.	13
Higgins, Chas. M. & Co.	11
Hinks, Wells & Co.	10
Hotel Directory	14
Huebsch, B. W.	34
Hurd, Geo. B. & Co.	23
J	
Jenkins, Wm. R. Co.	34
Legge & Buschner	34
L	
Lonsdale & Bartholomew	2
Librairie Beauchemin, Ltd. outside front cover	
M	
MacIven & Cameron	10
McLeod & Allen	51
Mittag & Volger, outside back cover	
Morris, E. & Co.	11
Morton, Phillips & Co.	14
N	
National Blank Book Co.	8
Numan, Dept. C. H.	6
P	
Patent Interleaf Album Co.	12

Payson's Indelible Ink	
Peerless Carbon & Ribbon Mfg. Co.	6
Physical Culture Company	8
R	
Ramsay, A. & Son Co.	12
Rumpp & Sons, C. F.	12
S	
Sanford & Bennett Co.	1
Smart, Jas. Mfg. Co.	15
Smith, Davidson & Wright	15
Smith's Publishing Co.	35
Snider, Robt. Co.	34
Spencerian Steel Pens	10
Standard Crayon Co.	12
Stauntons Limited	4
T	
Tuttle Press Co.	14
U	
Underwood, John & Co., outside front cover	
W	
Ward & Co.	8
Warwick Bros. & Rutter, Inside front cover	
	and 14
Waterman, L. E. Co., Ltd.	18
Western Assurance Co.	10
Wood, John & Co.	4
Y	
Young Bros.	34

PRESIDENT TAFT'S GOOD EXAMPLE

By
A. B. LEVER

PRESIDENT TAFT of the United States believes in trade newspapers. He is such a thorough believer that when he wanted to make an announcement of particular interest to business men of the United States he selected a business man's paper as his medium. It was one of the first acts of his administration.

This is the era of the trade newspaper. At any rate it is the dawn of the era.

Business men the world over are gradually coming to recognize the fact that if they want to reach firms in their own particular line of business the best and most direct method is through the columns of the trade newspaper devoted to their particular interests.

Manufacturers and wholesalers who do not recognize this fact are obviously behind the times. Those who do not catch up are likely to be overtaken and lapped by their more progressive competitors.

This is an age of progressive business methods and those who are not progressive in advertising are like those who prefer to travel by the old fashioned ox team instead of by the swiftly moving express.

Surely if Mr. Taft from his presidential chair is awake to the importance of addressing business men through the columns of a trade publication, manufacturers and wholesalers should not be less awake to their opportunities.

Just as a well aimed rifle carries the bullet to the bull's eye, so the trade newspaper carries the announcement of the manufacturer and wholesaler direct to the customer whom they desire to reach.

No manufacturer or wholesaler can carry on an effective advertising campaign that does not include the use of the trade newspaper.

Arthur Stringer and His Views on Literature and Life

The Rising Young Novelist tells Some of his Experiences — His Charming Home on Lake Erie — How he Works and Plays.

"Do you still count yourself a Canadian?"

"Of course! Why not?"

"Would you advise any ambitious young Canadian to go to New York?"

"Yes, if you can come back and spend seven months of the year in Canada. Otherwise you will be de-nationalized,—a man without a home. In New York you may get ten cents a word for the product of your pen but you will pay one hundred dollars a month for a roof over your head, and what's the gain?"



MRS. ARTHUR STRINGER

The dark object on the left is her two-year old thoroughbred lens.

So declared Arthur Stringer, poet and novelist—the man who severely scored newspaper and magazine editors before the Literature Section of the Women's Congress in Toronto a few weeks ago as we sat and chatted for an hour or more in his comfortable sitting room at the King Edward hotel.

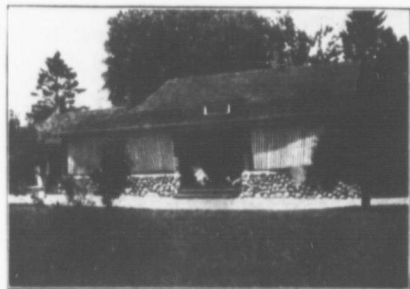
Tall, little and erect, his is a figure of commanding presence. Ten years ago Arthur Stringer was unknown beyond the boundaries of his native county of Kent, Ontario. To-day his name in the literary world is dangerously near the top. The causes that have contributed to his splendid success as a litterateur are many but the salient one is genius—the capacity to master things and to carry them to a logical conclusion. Then he has energy, ambition and a cheerful optimism. His outlook is broad and his experiences have added to his general equipment, for he has been a great traveler.

This gifted Canadian writer is handsome enough for a matinee idol. His strong shoulders, piercing black eyes, curly raven hair and sun burned complexion would attract attention in any gathering. Big of frame and supple of movement, every action of the noted author silently proclaims that he is a lover of the open air and woos nature in her various moods. On the platform he is bashful, unconventional and nervous but terribly in earnest, in private conversation he is brilliant, witty and epigrammatic.

Mr. Stringer lives five months of every year abroad or in New York city and the remaining seven months he spends at his rustic home at Cedar Springs, Ontario, fifteen miles from Chatham, the place of his birth. His grounds, comprising sixteen acres, abut the waters of Lake Erie and, of the Great Canadian Lakes, the poet has sung frequently.

There is a magnificent bathing beach on the shore. His cosy, comfortable home is situated on a bluff about fifty feet high and surrounded by a garden that is a dream of delight. Fruit and flowers abound on all sides and here the poet spends many of his most joyous hours. The atmosphere is suggestive of rest, peace, happiness and freedom.

To Arthur Stringer there is no spot on earth quite so attractive and congenial as that washed by Lake Erie. He has never been able to tear himself entirely away from the home of his early youth for an extended period. He cannot dissociate himself from home environment. He was educated at Chatham, the London Collegiate Institute, Wycliffe College and Toronto University. Shortly after he began his literary career, although during his student days, he contributed a number of prose studies to the Varsity and some of his lyrics appeared in *The Week*. To-day the author of the "Gun-Runner," "The Wire Tappers," "Phantom Wires," "The Silver Poppy," "The Under Groove" and other popular and widely read works commands the highest price for his stories and is invited by the most exclusive literary publications of America to contribute to their pages. There have flowed from his facile pen stories of child life, dramatic productions and lyrics that have helped to make Mr. Stringer almost as celebrated a poet as he is a novelist. His first volume was entitled "Watchers of Twilight" and his second published a year later was called "Pauline and Other Poems." Both are now out of print. His most widely



"SHADOW-LAWN"

The charming summer home of the novelist at Cedar Springs, Ontario

known edition of verse is "The Woman in the Rain and Other Poems"—dramatic and lyric.

After leaving Toronto Mr. Stringer journeyed to the Canadian Northwest and then went to England to take

a course of study in Oxford University. He wrote a series of delightful descriptive articles on the life and classic associations at this ancient seat of learning and next spent some months on a continental pilgrimage. Shortly after his return to Canada he took a position on the editorial staff of the Montreal Herald, and later went to New York where for two busy years he occupied an editorial chair doing literary work for the American Press Association. Then he cast aside the shackles of office duty and became a free lance.

Mr. Stringer humorously remarked to The Bookman that he was a farmer by trade and a writer by avocation.

"Does poetry receive recognition nowadays?" I asked.

"Yes," he said, "Poetry receives recognition, but very little financial support. The man who writes serious verse must be satisfied with the sheer pleasure of writing it. Bliss Carman is, I take it, Canada's most popular poet. He recently confessed, in public, that the most he could make out of it was eight hundred dollars a year. The Philadelphia 'Evening Post' paid me last week, five hundred dollars for a bad short story. Need I say more?"

"Is a man justified in continuing to write and publish verse?"

"Verse has to be its own justification. If it's in you it's got to come out. But if nine-tenths of the lyric poets of to-day would only turn towards the drama, they would find an audience. I hate to say the age of the lyric is becoming as obsolete as that of the epic. But at the same time the chances and the necessity for the drama are increasing at an unrealized rate. The drama is the poet's vehicle of the future, I think. Through the drama he can keep in touch with life, and mean something to life. After all, lyricism belongs to youth. Maturity demands more than the lyric."

"How did you get into the telegraph vein as in the Wire Tappers?"

"By merest accident. I was never in a pool-room in my life, notwithstanding the 'Wire Tappers' scenes. I became friends with a broken down gambler who night by night gave me stories, data and description."

"Does it pay to specialize in this way?" inquired The Bookman.

"It does not and I'm never going to write another telegraph story as long as I live," he declared with emphasis.

Speaking of his methods of work the author said he wrote only at night, beginning at 8 o'clock. "But," he added, "I never work later than three. This is a result. I think, of my early city newspaper duty which made me a 'night owl'. I never do anything in the line of writing during the day."

Asked if his literary work gives him a sufficient income to enable him to enjoy life, the novelist answered, "No, because if I could afford to enjoy life I wouldn't have time for any work, literary or otherwise."

Mr. Stringer, as already stated, spends six or seven months of the year at his Canadian home. He is a tireless traveler and visits distant spots and foreign climes nearly every year. Last year he went to Jamaica and the Caribbean Sea, the year before to South and Central America, the winter previous to Rome and Sicily, and during another winter he made a tour of the Mediterranean.

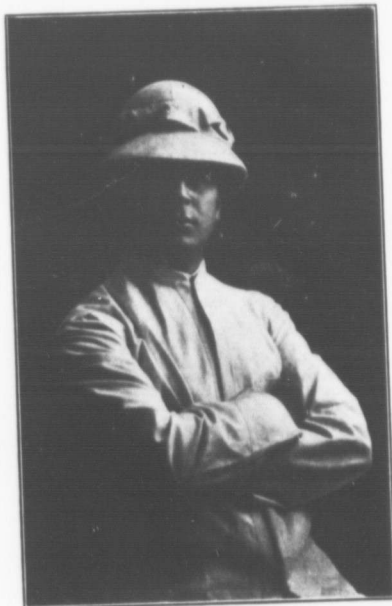
"Do metropolitan centres like New York afford more stimulus to and material for thought and action when planning a work of fiction than some secluded and peaceful rural refuge?" was the next interrogation as we chatted about many things and of scenes far from home.

"New York and travel for stimulus, for atmosphere and ideas, but the rural retreat for working them out," was his laconic rejoinder.

Next the conversation drifted along the short story line, its aspects, tendencies, features and evolutionary stages. Speaking of the popular vein of the present day short story, he said the editors were forever telling the army of writers that love and humor was the popular vein.

"What about the pathetic? Does it not take first place?"

"No, there's a certain bourgeois timidity about the magazine editor which makes him afraid of anything gloomy or tragic. The movement has been away from the pathetic. The ordinary magazine prefers a sort of skim-milk sentimentality and the tendency towards a 'safe' conservatism increases. The magazine has done



ARTHUR STRINGER

As he appeared when visiting South America.

little or nothing to improve the short story. In fact, it is my conviction, that the popular magazine is really a mill stone on the modern author's neck. It has brought about a sort of plebification of talent, a popularization of mediocrity."

"Is there such a thing as a Canadian literature?" was another question fired at the author of the "Gun-Runner."

"I believe," he answered after a few minutes pause "that Canada's national and distinctive note will come from her west. The intellectual boundary of this continent, it seems to me, should run north and south instead of east and west, as the geographical one does. We of the east are held too closely in the arm-crook of the United States to be free of her influences and activi-

ties, both as to the press, the periodical and the stage-production. New York is necessarily the Mecca of the news-bureau and syndicate, and of the magazine and of the drama. There manuscripts are marketed and dramas are mounted. There's no use even mentioning poetry, for nobody takes serious poetry seriously, nowadays."

"What was your first effort? What caused you to take up literary work—personal inclination or the advice of your family?"—and the poet's thoughts traveled back a decade or more.

"My first effort was a blank verse poem of some seven or eight hundred lines, on 'The History of The World up to the Trojan War.' It was written in blank verse because rhymes were too much of a nuisance, in those days, and I'm afraid the spelling was not unimpeachable. I can remember only one line of that initial and modest effort. It's from the passage where Hector and Achilles are eating Indian corn together after an artillery-battle somewhere in the suburbs of Troy and the former rather inhospitably threatens the latter, in the words of the poem, that he will make him

"Hop-scotch out of Troy as tame as a toad!"
The elderly and kind-hearted Church of England clergy-

ters said the only answer that he could make was that his fixed idea of Heaven was eating Rockyford muskmelons to the sound of harps. "Only," he added with a significant smile, "you must grow the melons yourself to appreciate the right flavor."

"Have you any advice to give young Canadian writers?" was my parting query as the hour for the poet's departure for his restful retreat at Cedar Springs was close at hand, and our conversation—pleasant and profitable—had, like all good things, to come to an end.

"I am too young and too new at the game to have the gumption to start giving advice," were his final words as he bade me a cordial good-bye and made for the elevator.

AN IMPERIAL WORK.

London, July 7.—On behalf of the Trustees of the Spitzel Imperial Education Trust, The League of the Empire, Caxton Hall, Westminster, has just published "The British Empire, Its Past, Its Present, Its Future," demi 8vo., 864 pp., English published price, 5s. net. The editor of this volume is A. F. Pollard, M.A., Fellow of All Soul's College, Oxford; Professor of English History in the University of London; and late Assistant Editor of the Dictionary of National Biography.

This account of the British Empire owes its origin to the generosity of Mr. Louis Spitzel and the enthusiasm of Mr. Thomas Henry Monk. Neither, unhappily, lived to see this result of their practical interest in the Empire, but the series of volumes, of which the present is the first, will prove a lasting monument to their Imperial devotion.

The object of this volume and its successors is like that of the League of the Empire itself, primarily educational. Its essential purpose is to promote a knowledge, and what is more important, an understanding, of the Empire as it is, and of the causes which have brought it into being, and to provide that information, without which, discussion of Imperial questions is barren, if not productive of positive mischief. It is the work of no one school of politics and represents no single standpoint. To it writers have contributed of all shades of opinion and from all quarters of the Empire. Suggestions have been adopted from authorities in almost every Dominion, Colony and Dependency of the Crown, and it reflects a diversity of gifts and aspirations which no other political system has known how to combine with Imperial unity. It is a comprehensive account of the British Empire in its manifold aspects, political, geographical, racial, historical, constitutional, industrial and commercial,—and all the causes and forces which have determined its development. Over a hundred authorities have collaborated in its production and much of its contents is due to the suggestion and criticism of men actually responsible for the Government of the Empire in all quarters of the globe. It should be found indispensable for all school libraries and teachers of history and geography, as well as for everyone who is interested in the politics of the Empire and the world.

Although to Canadians the Canadian section is perhaps of least importance, a survey of chapters in that section will help to an understanding of the comprehensive treatment of the other Self-Governing States. The chapters from 1 to 9 are as follows:

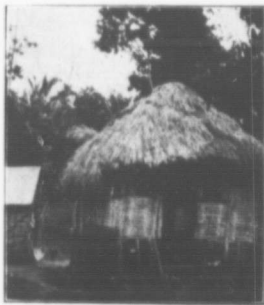
Physical Conditions, French and British, 1534-1763.

The Old Colonial System, 1763-1837.

Union and Federation, 1837-1867.

The Expansion of Canada, 1867-1907.

The Dominion and Provinces, Political Parties and Problems, Natural Resources, Manufactures, Commerce and Transport.



A SOUTH AMERICAN "HOTEL"

Here Arthur Stringer spent a week collecting material for "The Gun-Runner."

man to whom I brazenly submitted these inspired lines, I remember, gravely informed me that while they showed undoubted dramatic promise they could not be criticized as either slavishly classical or pedantically historical."

"No, it was not the advice of my family that turned me to the writing-habit," he continued. "In fact, I was sent out west, to try a year of ranch life, to see if that wouldn't knock the nonsense out of me. My father really wanted me to go in for the ministry, but towards the end of my second (and last) year's residence in Wycliffe College, Toronto, an interview with Dr. Sheraton, who was then principal, showed me my deep-rooted unfitness for the cloth,—for, I must confess, I had just previous to that interview, been detected climbing up a water-pipe, to get in through a window, many hours after the college doors had been closed and locked. A heart-to-heart talk with Professor Alexander, of Toronto University, really decided my fate, and turned me towards the literary life. That talk lasted several hours, and that brilliant man and kindly scholar patiently and thoroughly went through my manuscripts and then showed me where they failed, and how. It was one of these manuscripts revised at his suggestion, which first carried me into the metropolitan magazines of New York."

Asked about his favorite amusements, the man of let-

Canadian Authors and Their Work

Novelists Represented on the Fall Lists.
Biography, Description and Poetry.

Fiction.

Sir Gilbert Parker's volume of short stories entitled "Northern Lights" is announced to appear about the middle of September by his publishers, the Copp, Clark Co. It will be issued in two bindings, the maple leaf edition in light green and the library edition in dark green cloth. The price will be \$1.50.

Harvey J. O'Higgins is represented on the fall lists this year. His new novel is entitled "Old Clinkers" and it is understood to be a story of the New York Fire Department, which Mr. O'Higgins has been studying and writing about for some time.

Norman Duncan, author of "Dr. Luke of the Labrador" has written a Christmas story, which he calls "The Suitable Child." It is to be published in September by Henry Frowde, Toronto, in suitable holiday form.

Gables." The new story is a sequel to "Anne" and will no doubt be eagerly sought after by the many people to whom Anne Shirley is a delightful literary acquaintance.

Biography.

During the fall Moffat, Yard & Co. will bring out a new book by Agnes C. Laut, author of "The Conquest of the Great Northwest," etc., on Henry Hudson. In this work Miss Laut will give in detail the story of Hudson's four famous voyages, which she has studied from original historical sources, as well as a biographical sketch of the great navigator. The book will be illustrated by historical pictures and maps, and is said to be written especially for young readers.

There is to be issued shortly from the press of William Briggs the personal reminiscences of Edwin G. Rundle,



THE AUTHOR OF "SOWING SEEDS IN DANNY."

Mrs. Nellie L. McClung tries her story-telling powers on some children. Her new book, "The Second Chance," will shortly appear.

Robert E. Knowles' new story "The Attie Guest" will be published in September by Henry Frowde, Toronto. Those who have had the privilege of reading the manuscript, assert that it is the author's best work.

A new book which is to come from the press of William Briggs this fall by a new writer is entitled "Love Among the Ruins and Other Tales of Old Toronto." The author is a well-known Toronto society lady who writes under the pseudonym of Suzanne Marny. While this is a book of short stories (and a short story book is not supposed to be popular) still they are of such a strongly dramatic character and so true to life that there is no doubt the book will sell. An interesting feature in connection with the publication of this book is the fact that the author will draw her own illustrations for the volume. Miss Marny has shown the quality of her prose and verse in a little book which was issued last fall by her publisher entitled "The Canadian Book of Months" in which were some very charming descriptive passages of nature life in Canada.

L. C. Page & Co., Boston, announce for publication on September 1, "Anne of Avonlea" by Miss L. M. Montgomery, of Cavendish, P.E.I., author of "Anne of Green

late Sergeant-Major in Her Majesty's 17th Liecestershire Regiment. While Sergeant-Major Rundle never experienced the joy of being on active service he has had a very interesting career. His regiment was stationed in Jamaica during the negro rebellion of 1865, which was rather an exciting time to the Jamaicans. Sergeant-Major Rundle conducted a contingent from Halifax over the route of the Wolseley expedition in 1870 to join the Provisional Battalion in Winnipeg, where he remained for some time as garrison sergeant-major.

The "Life of General Wolfe" by Edward Salmon, which Sir Isaac Pitman & Sons are to publish this month in England in their "Makers of National History" series, is to be issued in a special Canadian edition at \$1.00 net by Cassell Co., Toronto. It will be ready before the end of the month and, in view of the fact that September 13 marks the 150th anniversary of the capture of Quebec, it should meet with a great reception.

Another life of Wolfe by Beebles Wilson will also appear this year. It is to be published in Canada by the Copp, Clark Co. but information as to its format and date of issue is not yet available.

Description.

There has just been issued from the Railway Lands Branch of the Department of Interior, Ottawa, by order of the Hon. Frank Oliver, Minister, a report on Northland Exploration under his Department during the season of 1908, covering that portion of Saskatchewan north of Prince Albert as far as the Churchill River, extending from Montreal Lake and Lac la Ronge, on the east, to Green Lake and connecting waters as far north as Portage la Loche on the west. Information about this portion of the Canadian West, north of the existing surveys, has hitherto been difficult to obtain. The increasing pressure on the available surveyed lands in the Western Provinces has, however, created a demand for all possible information about the agricultural and other resources of the undeveloped north of Western Canada, and on account of the reported mineral discoveries at Lac la Ronge and in the country north of it the publication of this report at this time giving information as to the means of access meets a public want. A number of excellent cuts of growing crops and natural features from photographs



ALICE ASHWORTH TOWNLEY

Author of "Opinions of Mary," recently published by William Briggs.

taken by the explorer, are scattered through the report. An up-to-date map which covers the country explored and for a considerable distance north of it—about 350 miles in all, north of Prince Albert—accompanies the report.

History.

To the series of historical books known as "The Children's Study," published by T. Fisher Unwin, there has just been added a new edition of J. N. McDwraith's volume on Canada. The English published price is 1s 6d. The historical narrative is simple and interesting, yet very comprehensive and complete in detail. Very attractively bound, this little volume should prove a welcome addition to the bookshelf of any student of Canada's history and national progress.

Poetry.

An important event in the publishing world this fall is the issue of Robert W. Service's new book "Ballads of a Cheechako." Two years ago Robert W. Service was unknown; to-day he is heralded throughout Canada and the British Empire as the great "Canadian Kipling" and

"Poet of the Yukon." His first volume of verse "Songs of a Sourdough" has reached the enormous sale of 40,000 copies inside of two years, and the publisher makes the extraordinary announcement that he has upwards of 15,000 advance orders for "Ballads of a Cheechako." At this rate it looks as if Robert W. Service's verse was to sell into the hundreds of thousands of copies inside of three, or four years. It is certainly a most extraordinary thing that the verse of an unknown Canadian should become so well known in such a short time, and that the booksellers of the country should express such confidence in his work as to order 15,000 copies in advance of publication. One bookseller was optimistic enough to order 1,000 copies, and he has hopes of sending repeat orders.

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21084. Pebbles and Shells. (A Book of Verses.) By Donald A. Fraser. Donald A. Fraser, Victoria, British Columbia, 14th July.

21085. Sonnets and other Verses. By W. M. MacKeracher. (Book.) W. M. MacKeracher, Montreal, 14th July.

21098. The People of the Plains. By Amelia M. Paget. Edited with Introduction by Duncan Campbell Scott. The Department of Indian Affairs, Ottawa, 15th July.

21101. Hand Book to the Canadian Marine Board Examinations for Inland Waters, Minor Waters and Tug Certificates. Compiled by Captain Farrell. (Book.) W. M. Farrell, Toronto, 16th July.

21106. McAlpine's Halifax City Directory, 1909. Volume XLI. McAlpine Publishing Company, Limited, Halifax, 17th July.

21111. The Rapid Calculator. For Computing the Amount of Steam or Hot Water Radiation necessary to heat a room or building. By J. C. Kennedy. (Book.) James Christopher Kennedy, Windsor, Ont., 19th July.

21112. Siever's American Shorthand. An Economical System of Writing the English Language. By Philip Henry Siever. (Book.) Philip Henry Siever, Alvord, Texas, U.S.A., 19th July.

21121. Britannia History Reader. Introductory Book. Stories from British and Canadian History. The Copp Clark Company, Limited, Toronto, 21st July.

21123. A Washday Lament. (Book.) Eugene Cooke, Montreal, 21st July.

21124. Le Vrai Ponceau. (Booklet.) J. J. Gibbons, Limited, Toronto, 22nd July.

21125. La Aleantarilla Correeta. J. J. Gibbons, Limited, Toronto, 22nd July.

21128. The "Complete" Science Note Book. W. J. Gage & Company, Limited, Toronto, 24th July.

21129. The "Complete" Composition Book for School's and Colleges. W. J. Gage & Company, Limited, Toronto, 24th July.

21135. Blair's Canadian Drawing Series, Book 5, Senior Grade. By David Blair. The Copp Clark Company, Limited, Toronto, 28th July.

21143. Atlas-Geographie du Canada. Cours Intermediaire et Primaire Supérieur. Les Freres Maristes, Irberville, Que., 29 juillet.

21150. The Ontario Public School Speller. The Copp Clark Company, Limited, Toronto, 31st July.

21154. The Story of the Years. A History of the Woman's Missionary Society of the Methodist Church, Canada, from 1881 to 1906. Volume II.—Beyond Seas. By H. L. Platt, Annie L. Ogden, Toronto, 31st July.

21164. Jottings by the Way. (Poems.) Thos. Whinnell, Lindsay, 4th August.

Activities Among Canadian Publishing Houses

Items About Books that are to Appear this Fall—Fiction
forms the Bulk of the Various Lists — Importations.

Twenty more titles are to be added to Cassell & Co.'s "People's Library" in the near future, bringing the total up to 120 volumes.

Doubleday, Page & Company have just issued a little booklet, for general distribution, entitled "O, Henry—Who He Is and How He Works." A copy will be sent to any address on request. It is attractively printed, in green and black. The publisher's intention is to issue, from time to time, other booklets dealing with their authors.

Two new boys' books by Captain F. S. Breton are announced by the Copp, Clark Co. They will also have a Canadian edition of the new Oz book, "The Road to Oz" by L. Frank Baum.

The Musson Book Co.'s list was not ready for publication at the time this department was made up. It will be announced in September.

The Macmillan Co. of Canada will publish in September, "The Key of the Unknown" by Rosa N. Carey, "Calvary" by "Rita," "A Life for a Life" by Roger Herriek. In October they will publish "Actions and Reactions" by Rudyard Kipling, "Martin Eden" by Jack London, "Friendship Village Stories" by Zona Gale, "Siradella" by F. Marion Crawford. In November they will have ready "The House Called Hurrish" by "Rita." The date of publication of Charles Major's "A Gentle Knight of Old Brandenburg" is uncertain as yet.

"Sins of Society" by Cecil Raleigh, which was announced for spring publication by the Copp, Clark Co., and which did not materialize in time, is to be published about September 1. It will have an attractive two-color wrapper.

E. P. Oppenheim's latest novel "Jeanne of the Marches" is announced for publication by the Copp, Clark Co., on September 1. It will be well illustrated by H. M. Brock.

The Copp, Clark Co. announce for fall publication "John Marvel, Assistant" by Thomas Nelson Page, "The Lock on the Door" by Robert Hiehens, "Seymour Charlton" by W. B. Maxwell, a volume of short stories by W. W. Jacobs, "Anne Veronica" by H. G. Wells, "The Prize of Lis Doris" by Maarten Maartens.

The 1909 Harrison Fisher book will be called "The American Girl" and, as its title indicates, it will be embellished with numerous drawings of the fairest of her sex. The Canadian edition is to be issued by the Copp, Clark Co., at \$3.50 net.

Two illustrated editions of "The Arabian Nights" are being shown this fall by the Copp, Clark Co. One, illustrated by Maxfield Parrish, sells at \$2.50; the other illustrated by W. Heath Robinson and Helen Stratton sells at \$1.25. The same company also have a new \$1.50 edition of Robert Louis Stevenson's "A Child's Garden of Verses."

Early next month the Copp, Clark Co. will publish "The Haven" by Eden Phillpotts and "The Perjurer" by W. E. Norris.

McLeod & Allen announce for immediate publication, "The Goose Girl" by Harold MacGrath. They will also have ready this month "The Calling of Dan Matthews"

by Harold Bell Wright, author of "The Shepherd of the Hills," and "The Danger Mark," by R. W. Chambers.

A Canadian edition of "The Old Wives' Tale" by Arnold Bennett is announced by McLeod & Allen. This is a book of a very high order of merit, which has been warmly praised by the conservative English critics.

One of the leading gift books of the coming season will be by Frances Foster Perry, the title being "Their Hearts' Desire" It is to be fully illustrated in colors by the well known artist, Harrison Fisher, and the edition will have decorations by Haggood.

Speaking of gift books we must not forget "Susanna and Sue," by Kate Douglas Wiggin, which is to be issued by William Briggs. This book is to be on large paper with illustrations by Alice Barber Stephens, and M. C. Wyeth, and in addition to the illustrations is to be decorated throughout.

David Graham Phillips has written a new novel entitled "The Hungry Heart." It is to come from the press of William Briggs.

William Lindsey, the author of "Apples of Intakhar" and "Cinderpath Tales" has written a new novel to be issued this fall by William Briggs under the title of "The Severed Mantle." This book is to be published in the United States by the firm of Houghton, Mifflin Co. One of the special features of this book will be the large full-page colored illustrations.

It is the number of years since Amelia E. Barr put her first novel on the market. One of her most successful books was "The Bow of Orange Ribbon." Mrs. Barr has returned to the period of this story in "The House on Cherry Street," which is a tale of New York in Colonial times. William Briggs, who has for some years handled the books of this popular writer, is to place this one on the Canadian market.

One of the best sellers of the Spring season was "The Bronze Bell" by Louis Joseph Vance. Mr. Vance has written a new story which has been secured by William Briggs entitled "The Pool of Flame" to be illustrated by full page pictures in colors by John Rae, the artist who illustrated "The Music Master" so successfully. "The Pool of Flame" is a story of adventure.

The 672,000 people who have purchased "Graustark" will welcome a new Graustark story by its clever author G. B. McCutcheon. The new novel is entitled "Truxton King" and it will be published by William Briggs.

One of the most popular writers of fugitive verse in the United States for a number of years was Ben King. This very talented writer was cut off in the hey-day of his manhood a couple of years ago. As a sort of commemorative volume there is being issued a book entitled "James Jones and Some Others" being selections from the best of Ben King's verse. This is to be issued in gift book style with a decorative cover by William Briggs.

In "The Title Market" by Mrs. Post, to be published by William Briggs, that writer gives vivid pictures of the rich sumptuous life in the home of one of New York's money kings. She also pictures the pomp and ceremony of old world courts, lifting the veil, however, to reveal the real lives of dukes and princes.

During the hot dog days of August a book with a title so cool and exhilarating as "Where Snow is Sovereign" is sure to create interest. Wm. Briggs is putting out very shortly an edition of this book which is written by Rudolph Stratz. This novel is a romance of the glaciers, and is a translation from the German by Mary J. Safford.

The books collaborated by Agnes and Egerton Castle have always been in the front rank of the best sellers. This fall Wm. Briggs places on the market a new novel from the pens of these two writers, entitled "Diamonds Cut Paste." "Diamonds Cut Paste" is the story of a most original, audacious and clever intrigue told with vivacity, and a deliciously light touch that will make this novel one of the gems of the season.

SOME MISCELLANEOUS BOOKS.

JOURNALS AND LETTERS OF SAMUEL GRIDLEY HOWE. Edited by his daughter, Laura E. Richards. 2 volumes. Volume I, The Greek Revolution. Volume II, The Servant of Humanity. Boston: Dana Estes & Co. Cloth, illustrated, \$6.00 net.

The period of the first volume comprises his youth and early manhood, especially the time of his noble and self-sacrificing volunteer services with the Greeks in their efforts to throw off the yoke of the Turks. Inspired by his love of freedom, his hatred of cruelty, and his eagerness to relieve suffering, perhaps prompted also by the example of Lord Byron, this young American physician gave up ease, custom, and money-getting, and hastened over seas to fight a savage foe among savage mountains for love of that dear land which was next in his affections to his own, the land of the imperishable Ideal. His journals, luminous and continuous, give wonderfully vivid, entralling, and interesting accounts of the period destined to live throughout the course of history. The second volume, covering a period of forty-two years, tells the story of Dr. Howe's labors in the cause of humanity in his own country; labors for the blind, the deaf, the insane, the feeble-minded, the prisoner, and captive. The letters in this volume are mostly addressed to Charles Sumner, Horace Mann, and Theodore Parker, and they throw a vivid light on the history of the nineteenth century.

THE ROAD TO OZ. By L. Frank Baum. Illustrated by John R. Neill. Chicago: Reilly & Britton Co. Cloth, \$1.25.

This is the fifth of the series of Oz books, its predecessors being "The Land of Oz," "Ozma of Oz," "The Dorothy and the Wizard of Oz" and "John Dough and the Cherub." No series of juveniles has probably ever been published that has had the vogue of these Oz books. The quaint and amusing characters introduced in them captivate the child's mind and the extraordinary adventures narrated are on a par with those of Alice in Wonderland. The 1909 volume now ready maintains the standard of the earlier books. Many of the old favorite characters are introduced and there are also some new ones to add novelty. The book is printed on varicolored paper and the illustrations are most effective.

SAWTELL, ELLA. The Breath of Scandal. London: Greening & Co. Cloth, \$1.50.

Miss Sawtell has stepped into an enviable position with the publication of this, her first novel, which has had a flattering reception. The romance deals with the musical and social career of Mark Fenwick, an obscure youth in the Western Counties, whose wonderful tenor

voice attracted the attention of a wealthy and influential enthusiast, whose protegee he subsequently became. The change from the simple life and homely joys of Ellerscross to the artistic and artificial atmosphere of London has an unsettling effect upon the central figure of the story, whose devotion to the girl-wife, who bravely keeps the little home together, gradually wanes. The story is cleverly planned and developed, several characters being vividly portrayed. Miss Sawtell is a native of Woodstock and has inherited her pen power from her father, at present residing in Guelph.

SOCIAL SCIENCE AND SERVICE. Report of the Oxford Conference of the Wesleyan Methodist Union for Social Service for the consideration of social problems. Easter, 1909. London: Robert Culley. Paper covers, 1s. net. Cloth, 2s. net.

MOORE, J. HOWARD. The New Ethics. Chicago: Samuel A. Bloch. Cloth, \$1.00.

This is a volume of 216 pages breathing brotherhood and justice not only between man and man, but also between all living species. The ethics Mr. Moore preaches are not necessarily new. His thesis is that the inhabitants of the earth, human and non-human, are united by common ties, man being different from other forms of life in degree but not in kind. Vegetarianism and anti-vivisection are also preached, the author being apparently a humanitarian almost to the point of sentimentalism. Like "The Universal Kinship" and "Better World Philosophy," the author's previous works, "The New Ethics" is written in pleasing style and will be enjoyed by all readers having advanced ideas.

THE PRACTICAL CRICKETER. By J. N. Crawford. Health and Strength, Limited, 12 Burying St. Strand, W. C. London. 1s. net.

Mr. Crawford's own skill in the cricket field and the position he has attained in such a short time are, in themselves, sufficient guarantee that the book does not belie its title. In compiling this work his aim has been to describe the different points of the game in a manner that the aspiring cricketer, adult or juvenile, will find lucid and serviceable. To this end there are chapters on Batting, Bowling, Fielding, Wicketkeeping, Training, and Practice. These, again, are sub-divided into sections so as to cover every department of play.

TEXT-BOOK OF LAWN TENNIS. By M. J. G. Ritchie. London: Health and Strength, Limited. 1s. net.

Basing his treatise upon comprehensive lines, Mr. Ritchie gets to work at once with some practical hints regarding correct grip, upon which so much depends, followed by careful instructions for cultivating accurate play from the start. The strokes are described in detail. Another chapter deals with the various services, including the American; and, coming to doubles, full directions are given to both serving and receiving pairs as to how to play either doubles or mixed doubles.

A WOMAN FOR MAYOR. By Helen Maria Winslow. Chicago: Reilly & Britton Co. Cloth \$1.50.

Gertrude Van Deusen is nominated for mayor of the city called Roma. In the election she defeats both John Allingham and Burke and his gang. On coming into office she gives the town such a thorough housecleaning that Burke and his gang kidnap her and shut her up while they put their own measures through the council, but she escapes and finally drives Burke and his gang from the city. When her term is over she is asked to run again, but instead she chooses to become the wife of the next mayor, whom she had formerly defeated at the polls.

A STRONG BOOK OF POEMS.

Originality and newness are the aims of the age. When these are coupled with a powerful statement of facts, couched in vivid and striking language on a subject of vital importance to mankind, an author may feel he has succeeded. Taking as his main theme the ravages of consumption, Mr. Thaddens A. Browne, in his volume of poems, entitled, "The White Plague, and Other Poems," soon to be issued by Wm. Briggs, Toronto, makes his debut in the field of Canadian literature. The theme is entirely new to poetry, and his treatment of the subject is daring and along lines of advanced thought few have dared to enter on.

In his poem, "The White Plague," Mr. Browne powerfully depicts the ravages of consumption and in resonant and fearless tones he calls on the legions of earth to battle against this foe of our race. His kindly denunciation of society and state whirling thoughtlessly on its way stirs the blood.

Heredity, the selfishness of the individual, and the negligence of the state in the matter of marriage, are made the subject of a slashing attack in the poem, "The Love Crime"—a strong, original and convincing poem containing many passages of sustained power. "Hell's Acolyte," and "God's Little Ones," are poems which strike deep at other present-day evils that confront society. It is safe to predict that none will turn from these poems without feeling a deeper individual responsibility of their duty as members of the human family.

The volume contains a number of other poems, principally on love and nature. It is here Mr. Browne's splendid gift of imagery finds full play. In fact, all of his poems are distinguished by an originality and a sustained popularity. Mr. Browne is a young man under 30 years of age, born at Middleport, Ontario, in 1879, of Irish parents. At the age of five, with the family, he moved to Brantford, and it was in Brantford that he was educated in the public school and collegiate institute. At the age of 17 years he became a member of what was known as the Congregational Debating Society, and in a short time became noted among the younger element of Brantford as possessing more than ordinary gifts of oratory. This gift brought him into prominence, for at the age of 19, on the occasion of the welcome given by the Liberals of the City of Brantford to the Hon. A. S. Hardy, then Premier of Ontario, and the Hon. Wm. Patterson, Minister of Customs, in the Laurier Cabinet, he was chosen to deliver the speech, expressing confidence in the Liberal policies for the young men of Brantford. He was prominent in the local campaigns of that city, and in 1901 he received the appointment in the Department of Interior, Ottawa, which he still holds.

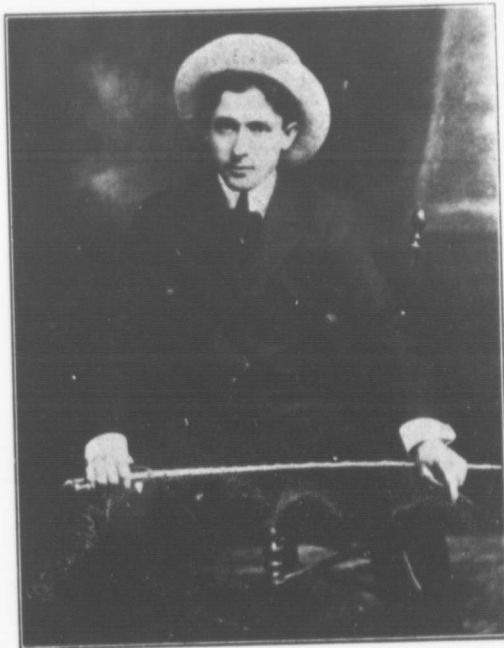
Mr. Browne first turned his attention to literature about a year ago, and the present volume is the result of his efforts. The result proves him to be a finished and

rapid writer and we may confidently look for other productions from his pen.

The work is splendidly bound in cloth binding, and contains several artistic illustrations, and no doubt will be one of the season's best sellers.

A Tale of Studied Revenge.

THE LONG ARM. By E. P. Oppenheim. Toronto: William Briggs. Cloth \$1.25. Mannister, the hero of this latest Oppenheim romance, is quite a striking personality in his way, bearing a distant resemblance to those unique beings, Sherlock Holmes and Raffles.



THADDEUS A. BROWNE

Author of "The White Plague" and other poems.

He is a cool, clear-headed, brainy Englishman, the inflexible nemesis of a band of seven men and a woman, who had played him false. Writing the eight names on a slip of paper, he proceeds to wreak his vengeance on the eight individually, concluding with the woman. The story of his vengeance forms the greater part of the book.

HOW TO MAKE THINGS GO. The Road to Success. By Madison C. Peters. Chicago, Laird & Lee. Paper covers 25 cents. In this modern self-help, Rev. Madison C. Peters gives some excellent advice to young people on the problems of life, examples of great men and many subjects of importance to boys and men.

The Canadian Monthly List of Books for July

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

In presenting this, our first monthly list, we do so with some hesitancy, because we are as yet quite unable to vouch for its completeness. We have made as careful a record as possible, examining every possible source of information, but even with the exercise of the utmost care, we feel that there must be some omissions. Our readers will confer a great favor if they will bring to our attention at once any cases, where we have failed to enter a book in our list.

The sign (*) placed before a book signifies that the volume in question has been printed and bound in Canada.

The double star (**) indicates that the book is copy-righted in addition.

Begbie, Harold. The Cage. Toronto: Henry Frowde. Cloth, \$1.25.

Brebner, Percy. The Royal Ward. Toronto: Cassell & Co. July. Cloth, \$1.25.

****Britannia History Reader.** Introductory Book. Stories from British and Canadian History. Toronto: Copp, Clark Co. July. 261 pages. 5 x 7½ inches. Cloth, 25 cents.

Only words of praise can be bestowed on this admirable volume to the compilation of which much care has been directed. Stories of the heroes and of heroic events in British and Canadian history are told in simple language and the illustrations are of a high order, many being reproductions of paintings by famous artists.

****Browne, Thaddeus A.** The White Plague and other Poems. Toronto: William Briggs. Author's Edition. 75 pages. 5½ x 8. July. Cloth, \$1.00.

***Clawson, W. H.** The Gest of Robin Hood. University of Toronto Studies. Philological Series. Published by the University Librarian, Toronto University. July. 129 pages. 7 x 10½ inches. Paper, \$1.00.

This work comprises a portion of a dissertation on the Robin Hood ballads presented by the writer, who is lecturer in English at University College, to the Faculty of Arts and Sciences of Harvard University, in fulfillment of one of the requirements for the degree of Doctor of Philosophy.

***Crean, Frank J. P.** Northland Exploration. Ottawa: Department of the Interior. August. 44 pages. 7 x 10½. Illustrated. Paper covers, free.

****Farncomb, Dora.** The Vision of His Face. London: William Weld Company. July. XI + 224 pages. 6 x 8 inches. Cloth, \$1.00.

In a series of interesting chapters the author shows how the vision of the face of the Lord Jesus Christ has always been and ever will be the power that purifies, transforms, awakens, revivifies and stimulates to the highest action and most heroic patience the lives of men.

Forman, Justus Miles. The Quest. Toronto and London: Ward, Lock & Co. Cloth, illustrated, \$1.25.

****Fraser, Donald A.** Pebbles and Shells: A Book of Verse. Toronto: William Briggs. July. 172 pages. 5½ x 7½. Cloth, \$1.00.

Haggard, H. Rider. Benita. Sixpenny Edition. Toronto: Cassell & Co. July. Glazed paper cover.

****Hopkins, J. Castell.** The Canadian Annual Review of Public Affairs, 1908. Toronto. Annual Review Publishing Co. July. 662 pages. 6 x 9 inches. Cloth, \$3.50. Morocco, \$4.50.

Hyatt, S. P. The Marriage of Hilary Carden. Toronto: Macmillan Co. of Canada. July. Cloth, \$1.25.

Iles, George. Electricity Uncovers a law of Evolution. Montreal: George Iles, 5 Brunswick St. Pamphlet, 14 pages. 6x8¾. July. Gratis.

Kinross, Albert. The Love Brokers. Toronto: Cassell & Co. July. Cloth, \$1.25.

****MacKeracher, W. M.** Sonnets and Other Verse. Toronto: William Briggs. July. 80 pages. Cloth, 75 cts.

****Mailloux, L'Abbe Alexis.** Le Manuel des Parents Chrétiens. Quebec: L'Action Sociale. July. 279 pages. 5½x8. Cloth, 60 cents.

****McAlpine's Halifax City Directory, 1909.** Halifax: McAlpine Publishing Co. July. 743 pages. 6x9 inches. Cloth back, board covers. \$4.

Contains general directory of the citizens, classified business directory and street directory of Halifax, N.S., and general and business directory of Dartmouth, N.S.

****McInnes, Tom.** Lonesome Bar, A Romance of the Lost and Other Poems. Montreal: Desbarats & Co. Second edition. 205 pages. 6x7¼. July. Cloth, \$1.

Oldmeadow, E. Antonio. Toronto: Macmillan Co. of Canada. July. Cloth, \$1.25.

Ormond, Frederic. The Three Keys. Toronto: McLeod & Allen. July. Cloth, \$1.25.

****Paget, Amelia M.** The People of the Plains. Toronto. William Briggs. July. 199 pages. 5½x8. Cloth, \$1. Illustrated.

Pemberton, Max. Sir Richard Escombe. Paper reprint edition. Toronto: Cassell & Co. July. 30 cents.

Shaw, Captain Frank. The Daughter of the Storm. Toronto: Cassell & Co. July. Cloth, \$1.25.

Steele, Jack. A Husband by Proxy. Toronto: McLeod & Allen. July. Cloth, \$1.15.

Stevens, E. S. The Veil. Toronto: Macmillan Co. of Canada. July. Cloth, \$1.25.

Miss Stevens has written a remarkable story, glowing with color and warm with life and passion. The scene is laid in the Algerian Sahara, Tunis, and the sacred city of Kairouan; its motif is the conflict between eastern and western manners and education. The keynote of the book, expressed in the title, is the fascination exercised over the imagination by the atmosphere of mystery in eastern towns; the blank walks, the veiled women, the impassivity of the men, and their attitude towards questions of sex and religion.

Titchener, E. B. Text-book of Psychology. Toronto: Macmillan Co. of Canada. July. Cloth. xvi.+311 pages. 8 vo. \$1.30 net.

White, William Allen. A Certain Rich Man. Toronto: Macmillan Co. of Canada. July. Cloth, \$1.25.

Scene is the great middle west and especially a growing town of Kansas. Gives the absorbing career of a remarkable money-maker and how all his surroundings bent to his strong influence. A young boy, wounded at the outbreak of the war between the states, is lame for life. He tries everything to make money, becomes a great power and goes on and on in business, in politics, until he controls all persons and all things. Mr. White gives a vital picture of the good and the bad of American life. He knows it all at first hand.

Young, Margaret. The Wreathed Dagger. Toronto: Cassell & Co. July. Cloth, \$1.25.

THE SIZES OF BOOKS

A Subject on Which
very few People are
Accurately Posted.

Though booksellers and their assistants probably have a general idea as to what is the size of a Demy 8vo book, or a Crown 8vo or a 32mo, it is at least possible that some of them may not know the exact dimensions of each particular size. It will therefore perhaps be useful to some of our readers, and those who are already perfect in the information will, we are sure, allow us to set forth the information for the benefit of those who do not know, to define accurately the exact dimensions of the various sizes, and to explain the meaning of the particular terms employed. It must first be stated that books are made by binding together a number of sheets of printed paper which have been folded once or more times in a particular way. The principal sizes of paper used for the production of books are as follows:—Pott, 12½ by 16½ ins.; Foolscap, 13½ by 17 ins.; Crown, 15 by 20 ins.; Large Post, 16 by 21 ins.; Demy, 17½ by 22½ ins.; Medium, 18 by 23 ins.; Royal, 20 by 25½ ins.; Super Royal, 20 by 27 ins.; Imperial, 22½ by 31 ins.

How Sizes are Arrived at.

Now the size of the book depends mainly upon the number of times the sheet of paper used is folded, and to explain this we will take a sheet of Demy, which is the standard and most usual size. If this sheet of Demy be folded in two by bringing the short side on the right hand over to the short side on the left hand we have two leaves or folios from the Latin word "Folium," a leaf. The two leaves, of course, make four pages. But, as will be easily seen, the size is large and cumbersome and is nowadays very seldom used for printed books. Two or three hundred years ago they were more in fashion, but to-day the modern love of convenience has almost entirely displaced them, except, indeed, in the form of Blue Books or the Reports of Royal Commissions, and for ordinary ledgers and account books. If, again, the Folio sheet is doubled once more we have the "Quarto" or 4to, from the Latin word "Quaterni," four, or "Quartus," fourth. This gives us four leaves and eight pages. Folding the Quarto sheet once more we get eight leaves or sixteen pages, and we call this Octavo or 8vo, from the Latin "Octavus," eighth. In our example we have used Demy size, and we have consequently had "Demy Folio," "Demy Quarto," and "Demy Octavo." If we had taken Crown size or Super Royal size or Imperial size we should have had "Crown Folio," "Crown Quarto," "Crown Octavo," etc. If, again, a sheet is folded into twelve sheets or twenty-

four pages, it is called a Duodecimo or 12mo, again from the Latin "Duodecimus," or twelfth. A size still smaller is obtained if the sheet be folded into eighteen leaves or thirty-six pages, which gives us the 18mo size. There are not, unfortunately, any actually recognized standard measurements for the various sizes just mentioned, but the following dimensions may be taken as fairly approximate —

Royal Folio	19 by 12 ins.
Demy Folio	18 by 11 ins.
Super Imperial Quarto	15½ by 13 ins.
Royal Quarto	12½ by 10 ins.
Demy Quarto (Demy. 4to)	11½ by 8½ ins.
Crown Quarto (Cr. 4to)	11 by 8 ins.
Royal Octavo (Roy. 8vo.)	10 by 6½ ins.
Medium Octavo (Med. 8vo)	9½ by 6 ins.
Demy Octavo (Demy 8vo.)	9 by 5½ ins.
Crown Octavo (Cr. 8vo)	7½ by 5 ins.
Foolscap Octavo (Fcap. 8vo)	7 by 4½ ins.
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Canadian Summary.

	Points.
1. White Sister. F. M. Crawford.....	94
2. Marriage a la Mode. Mrs. Ward.....	85
3. Katrine. F. M. Lane.....	59
4. Man in Lower Ten. M. R. Rinehart.....	58
5. Inner Shrine. Anonymous.....	56
White Mice. R. H. Davis.....	56
6. Anne of Green Gables. L. M. Montgomery.....	46

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A Heavy List of Books—Several Good Titles among
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The following books are announced for fall publication by the various publishers mentioned. Others will be announced as they are arranged for. It will be seen that there is to be a very extensive output of novels this fall.

McLeod & Allen.

- The Goose Girl. Harold MacGrath. August.
 Calling of Dan Matthews. Harold B. Wright. August.
 The White Prophet. Hall Caine. Indefinite.
 The Danger Mark. R. W. Chambers. August.
 Half a Chance. Frederic S. Isham. September.
 Keziah Coffin. Joseph C. Lincoln. Indefinite.
 Happy Hawkins. Robert A. Wason. September.
 The Stowaway. Louisa Tracy. September.
 Virginia of the Air Lines. Herbert Quiek. September.
 Lantern of Luck. Hudson Douglas. September.
 The Last Woman. Ross Beckman. September.
 The Vanished Smuggler. Stephen Chalmers. September.
 Old Clinekers. Harvey J. O'Higgins. September.
 The Rule of Three. Alma M. Esterbrook. September.
 Waylaid by Wireless. Edwin Balmer. September.
 Old Wives Tale. Arnold Bennett. September.
 The Greater Power. Harold Bindloss. September.
 Forty Minutes Late. F. Hopkinson Smith. September.
 The Open Country. Maurie Hewlett. September.
 Cupid's Understudy. Edward S. Field. September.
 Black Sheep. Joseph Sharts. September.
 The Stolen Cygnet. Sidney Fredericks. September.
 Son of Mary Bethel. Elsa Barker. September.
 The Pillars of Eden. Philip V. Michels. September.

Copp, Clark.

- Northern Lights. Sir Gilbert Parker. September.
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- The Perjurer. W. E. Norris. September.
 Sins of Society. Cecil Raleigh. September.
 Jeanne of the Marshes. E. P. Oppenheim. September.
 John Marvel, Assistant. Thomas N. Page. Indefinite.
 The Lock on the Door. Robert Hitchens. Indefinite.
 Seymour Charlton. W. B. Maxwell. Indefinite.
 Short Stories. W. W. Jacobs. Indefinite.
 Anne Veronica. H. G. Wells. Indefinite.
 The Price of Lis Doris. Maarten Maartiens. Indefinite.

Macmillan.

- The Key of the Unknown. Rosa N. Carey. September.
 A Life for a Life. Roger Herriek. September.
 Calvary. "Rita." September.
 Actions and Reactions. Rudyard Kipling. October.
 Martin Eden. Jack London. October.
 Friendship Village Stories. Zona Gale. October.
 Stradella. F. M. Crawford. October.
 The House Called Hurrish. "Rita." November.
 Gentle Knight of Old Brandenburg. Charles Major. Indef.

Frowde.

- The Suitable Child. Norman Dunean. September.
 The Attie Guest. Robert E. Knowles. September.
 It Never Could Happen Again. Wm. de Morgan. Indef.

Briggs.

- Truxton King. G. B. McCutcheon. September.
 Pool of Flame. Louis Joseph Vance. Indefinite.
 The Title Market. Mrs. Post. Indefinite.
 Diamonds Cut Paste. A. & E. Castle. Indefinite.
 Where Snow is Sovereign. Rudolphe Stratz. Indefinite.
 The House on Cherry Street. Amelia E. Barr. Indefinite.
 The Hungry Heart. David Graham Phillips. Indefinite.
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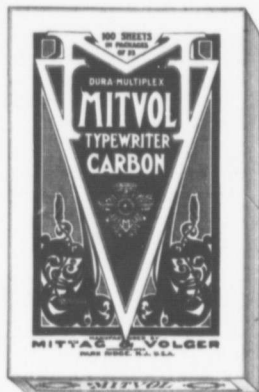


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