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SPECIAL FEATURE:-- PICTURE POST CARDS

BOOKSELLER AND STATIONER

VOL. XXII
No. 3

MARCH, 1906

SUBSCRIPTION
\$1.00 PER YEAR



It's Your Move

We have done our part to give the trade in Canada the choicest range of Holiday Goods for the season of 1906 that has ever been brought into this country. It now but remains for the Retail Dealers to take advantage of the opportunity to see these goods.

28 Years'

experience in selecting such lines of art goods as are suitable for the Canadian market has placed us in the unique position of being able to gather together a range of samples comprising over nine thousand numbers. No order too small, none too large to receive the most careful consideration,

Toronto Opening, March 12th

and following weeks

COME AND SEE

Warwick Bros. & Rutter

Import Dealers in
Foreign Art Novelties.

Limited

King and Spadina, Toronto

Many Lines for Your Choice, and You
will be told the Truth about Them, Too

Linette Playing Cards

BEAUTIFULLY GRAINED ON BOTH SIDES. CHOICE VARIETY OF DESIGNS.
NO MISDEALS WITH THESE CARDS

PLAYING CARDS FOR PRIZES OR PRESENTATION

Fancy Backs, Gilt-edged and Boxed.

SPECIALTIES IN CARD GAME CABINETS, BRIDGE,
WHIST, POKER, ETC.

In Gun Metal, Wood and Choice Leathers.

SCORING CARDS FOR PROGRESSIVE GAMES

Large variety of Styles. Every one a seller.

FINE STATIONERY, PAPETERIES, PROGRAMMES,
MENUS, VISITING CARDS

Goodall's Playing Cards

GREATER DEMAND FOR THEM EVERY DAY

TRADE SUPPLIED THROUGH THE WHOLESALE.
SEE THAT YOU ASK FOR THESE LINES.



A. O. HURST, 24 Scott Street TORONTO, Canada

"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE
IN THE MARKET.

ONE OF MANY
VARIETIES.

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

SPECIAL CARD FOR
WHIST PLAYERS

Colonial Whist

We are headquarters for PLAYING CARDS
MADE IN CANADA.

Style and finish equal to Imported Cards.

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

The UNION CARD & PAPER CO.,
Limited
MONTREAL.

OUR OFFER TO THE
TRADE IS **LIBERAL**



BUT OUR POLICY
AS PRODUCERS IS

CONSERVATIVE

Why are we Conservative? Because, while we are constantly watching scientific developments, with a view to improving our goods, if possible, we don't make changes "hap-hazard" before we know they are for the better.

Why are we Liberal? First—because we like such a policy, and then we find the trade appreciates it.

We take our stand on the **attractiveness** of our packages—which draws the **attention**—and on the **quality** of our goods—which holds the **patronage**. If you haven't investigated these claims for yourself, why not—DO IT NOW

THE CARTER'S INK CO.
BOSTON NEW YORK MONTREAL CHICAGO

BROWN BROS.

LIMITED

Manufacturing and Importing STATIONERS

Stocks in all Departments fully "Up-to-date."

WE HAVE NOW AN EXCEPTIONALLY
FINE LINE OF

ACCOUNT BOOKS

MEDIUM, DEMY, CAP, QUARTO, 8VO, Etc.

OUR SPECIAL HALF RUSSIA STYLE IN
ALL SIZES HAS PROVED A GREAT
SUCCESS, WITH INCREASING SALES.

I-P. Loose-Leaf Price Books

Fresh supply just in.

The Complete Paper Warehouse

Every description of PAPER—kind, size and weight.

Stationery and Office Supplies

We aim to have the most complete stock.

Ink Stands, Date Cases, Stationery Cabinets, etc.

Our own make are commanding a large demand.

Fancy Office Baskets

A very specially fine line.

Fountain Pens. We keep the best.

Paul E. Wirt, A. A. Waterman.

"Strathcona" (most popular \$1 pen.)

Esterbrook Steel Pens

Canadian Agents.

Printers' and Bookbinders' Materials

Paper, Cards, Leather, Cloth, Boards,
Marble Paper, Headbands, Glue, etc.

51-53 Wellington Street West, Toronto, Canada

HOTEL DIRECTORY.

WINDSOR HOTEL, HAMILTON, BERMUDA

This House is pleasantly and conveniently located on the East Side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL, GEORGETOWN, DEMERARA, BRITISH GUIANA.

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

VICTORIA LODGE

Mrs. J. P. SMITH, Proprietor. HAMILTON, BERMUDA
Opposite Victoria Park and Cedar Ave. Private board \$13 to \$14 per week.

BOARD AND ROOM

"THE ARGYLE,"

Mrs. FRASER Cedar Avenue, HAMILTON, BERMUDA
Terms moderate. Also furnished cottages.

THE AMERICAN HOUSE

A. PASCHAL (Prop.) HAMILTON, BERMUDA
Centrally located. Open all the year round.

WOODSIDE BOARDING HOUSE

(CORNER OF MAIK AND LANAMA STREETS, GEORGETOWN, DEMERARA.)
Cool and airy Bedrooms. Excellent Cuisine. Attendance Qualified. Terms Moderate. Electric Car Loop at gate of premises. Passage Solicited. Manageress E. COTTAM.

WINTER RESORT—QUEEN'S PARK HOTEL.

PORT OF SPAIN, TRINIDAD, B.W.I.

JOHN MCKEEN, Manager. For Rates, etc., apply Trinidad Shipping & Trading Co. 29 Broadway, New York.

THE GRAND UNION

The most popular hotel in

OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

DOMINION HOUSE

W. H. DURHAM, PROPRIETOR. RENFREW, ONTARIO

The most popular Hotel in the Ottawa Valley.

The Belleville Business College, Limited

Business firms get the best results by applying to us 10 days before vacancies occur in their employ.

See Catalogue pages 21, 27, 33, 41.

J. A. Tonsaw } BELLEVILLE, (J. Frith Jeffers, M.A.
Secretary. } ONTARIO President.



THE TELEPHONE

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

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.

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

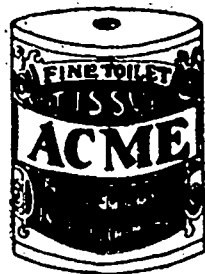
THE BELL TELEPHONE COMPANY OF CANADA

MR. STATIONER—

How is your stock of **TOILET PAPERS?** If you want good values buy our lines and **SAVE MONEY.**



14 oz.
Per Doz., \$.75
Per Case, 5.65



7 oz.
Per Doz., \$.60
Per Case, 4.00



7 oz.
Per Doz., \$.45
Per Case, 3.75



6 oz.
Per Doz., \$.65
Per Case, 4.50



8 oz.
Per Doz., \$.65
Per Case, 4.50

Special Roll, "LUXURIOUS" weighs 7 oz., 40c. doz., \$3.15 case. Then our Big Thousand Sheet Roll, "THE ECONOMIC," is the best value on the market at 80c. the dozen or \$6.00 the case.

THE COPP, CLARK CO., Limited

64 Front Street West.

TORONTO, CANADA

WESTERN ASSURANCE COMPANY.

Incorporated 1831

FIRE
AND
MARINE

Head office Capital. \$1,500,000.00
Toronto, Assets, over 3,460,000.00
Ont. Income for 1905, over 3,680,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. POSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$360,000.00.
TOTAL ASSETS, \$2,119,347.89.

LOSSES PAID SINCE ORGANIZATION, \$27,383,066.84.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President
P. H. SIMS, Secretary. and Managing Director

Money

CAN BE SAVED BY MEANS
OF AN ENDOWMENT POLICY.

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

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

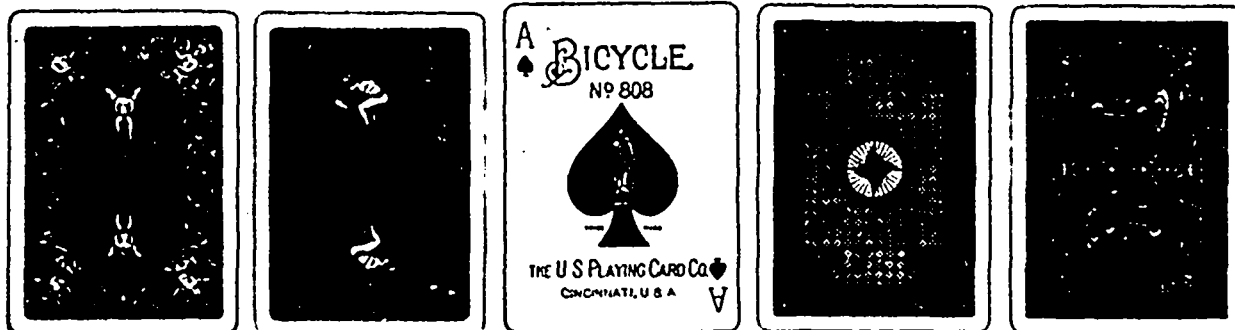
Confederation Life ASSOCIATION

W. H. BEATTY, President.

W. O. MACDONALD,
ACTUARY.

J. K. MACDONALD,
MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

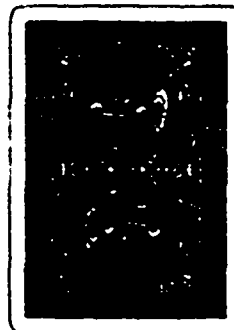


RIDER.

CUPID.



RACER.



AUTOMOBILE.
Copyright, 1906, by
The U. S. Playing Card Co.

Card players everywhere prefer

Bicycle Playing Cards

and are dissatisfied if they cannot get them from their dealer.

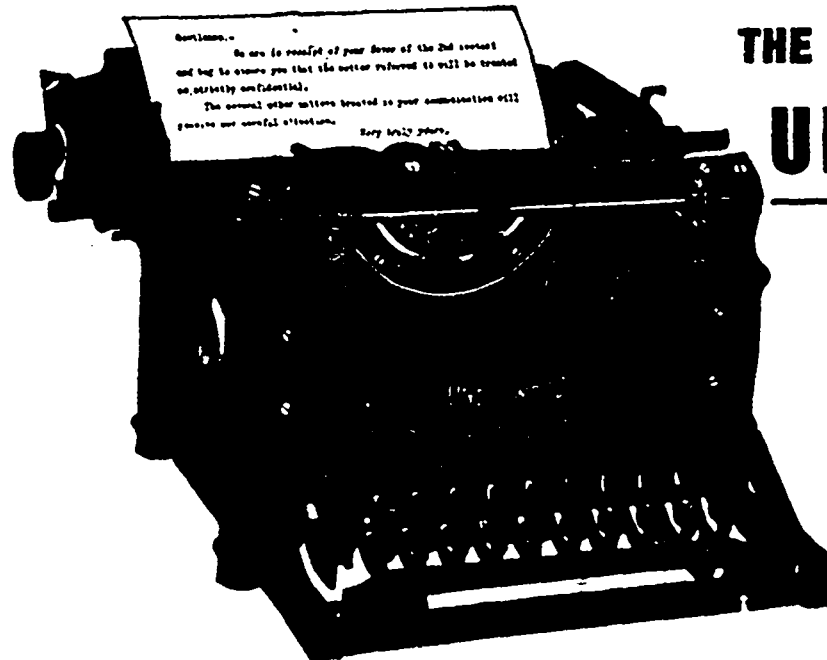
Bicycle cards are *good cards*. That is why there are more of them sold than of all other popular-priced brands combined. That is why players want them—why dealers have so many calls for them.

Then—the dealer knows he can recommend them safely—because they always give satisfaction, and a satisfied customer is a dealer's best advertisement.

Progressive dealers use them for leaders, and thus get the benefit of years of advertising and reputation for good quality.

Orders should be placed with jobbers.

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



THE UNDERWOOD

The Writing-In-Sight Typewriter

Will do your work 25% to 50% faster than any other writing machine. Highest award "Grand Prize," St. Louis Exposition, 1904.

UNITED TYPEWRITER CO., LIMITED

7 ADELAIDE STREET EAST,
TORONTO

and at

89 ST. FRANCIS XAVIER STREET,
MONTREAL

HAMILTON LONDON OTTAWA QUEBEC ST. JOHN, N.S.

To The Trade—Greeting!

Raphael Tuck & Sons Co., Ltd.

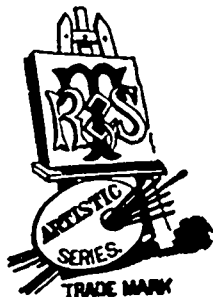
LONDON

PARIS

BERLIN

NEW YORK

MONTREAL



Christmas Cards
Booklets

Calendars
Toy Books

Post Cards

(Unapproachable is the verdict
of the entire press.)

**Juvenile, Wedding, Baby and
Gift Books**

Photogravures
Art Studies

**Private Greeting
Cards**

Dressing Dolls
Scrap Pictures
etc., etc.

Appreciating the rapidly-growing demands of the Trade in the Dominion and desiring to take due advantage of the opportunities which the Canadian Market offers,

Raphael Tuck & Sons Co., Ltd.

beg to announce that, on or about July 1st, it will open a

CANADIAN BRANCH AT

St. Antoine Street, (corner St. Genevieve Street), Montreal

It is confidently anticipated that the establishing of this Branch will cement the ties of Friendship and Good-will which have ever obtained between the Company and its Canadian Customers.

All goods sold in Canada will be F.O.B. Montreal and all shipments will be made from that point—all vexatious delays and other inconveniences will thus be entirely obviated.

A COMPLETE line of Samples will always be on exhibition at the CANADIAN BRANCH, which will be under the immediate supervision of a gentleman well-informed in all that pertains to the TUCK publications.

THE CANADIAN TRADE—wholesale and retail—are cordially invited to inspect the lines for 1906-7.



N B.—In April or May (of the exact date you will be duly advised) the Company's Travellers will exhibit samples in every important town in the Dominion.

C. Brandauer & Co.'s - Limited



SEVEN PRIZE MEDALS.

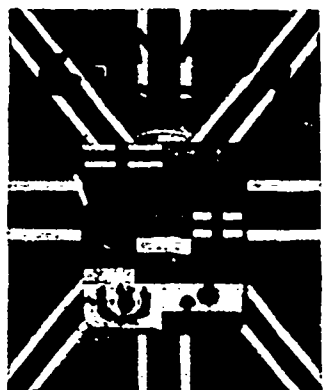
CIRCULAR POINTED PENS

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

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

Canadian Agents: **H. O. KNOWLES CO., 511 Coristine Building, MONTREAL**

SCRIBBLERS AND EXERCISE BOOKS



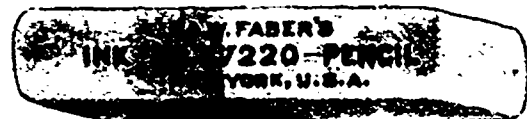
Large Variety of Covers. Historical, attractive and instructive descriptions of subject on back cover.

Samples and prices sent on demand.

Librairie Beauchemin

LIMITED

MONTREAL



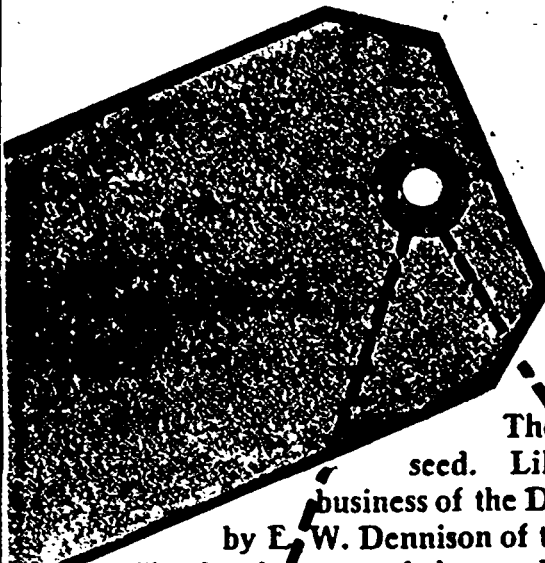
A. W. FABER'S

**Pure Rubber Bands
Rubber Erasers**



For Sale by all Leading Stationers

The Acorn *and* The Oak



The biggest trees in the world grow from the smallest seed. Likewise from a small beginning has grown the great business of the Dennison Manufacturing Company. The invention by E. W. Dennison of the paper eyelet made the shipping tag practicable. The development of the tag business by Dennison methods made possible an industry that has brought millions of dollars to the stationers of America.

And so it was with the creation and expansion of the Dennison Crepe Paper idea; of Dennison's Crepe Napkins and Table Decorations; of Dennison's Passe-Partout Binding; of a thousand things that Dennison has devised and developed to make NEW business for the dealer. Now Dennison is making MORE business for the dealer by an advertising campaign on large and unique lines, the leading magazines of the country being used.

Will you benefit by it? There is room for you in the shade of this great tree. There is always room for more and more because the tree is ever growing.

We welcome your correspondence and inquiries. Let us tell you in detail what we are doing to increase the growth of YOUR business. Let us send you for careful distribution a supply of our educational books. They make more business wherever they go.

Ask us about our souvenir-postal-card plan for turning the local trade your way. It's interesting!

Dennison Manufacturing Company
The Tag Makers

BOSTON, 26 Franklin St.

NEW YORK, 15 John St.

PHILADELPHIA, 1007 Chestnut St.

CHICAGO, 128 Franklin St.

MONTREAL, Coristine Building.

ST. LOUIS, 413 North Fourth St.

MANUFACTURING PLANT AT SOUTH FRAMINGHAM, MASS.



Souvenir Stationery

You cannot do better than add to your stock an assortment of Souvenir Stationery. It is always in demand, and now is the time to prepare for the summer trade by placing your order.

We are making a specialty of Souvenir lines and manufacture

Souvenir Tablets—

In three sizes.—Octavo, Ladies' Letter and Quarto, with views on each sheet.

Souvenir Papeteries—

In Oxford size, with views on each sheet.

Souvenir Post Cards—

In all styles.—plain, embossed and colored.

We have a catalogue specially devoted to our Souvenir lines giving full information which we will be glad to send upon request.

Warehouse and Factory,
82 to 94 SPADINA AVE.
Sample Room,
54 FRONT ST. WEST.
Paper Mills,
ST. CATHARINES.

W. J. GAGÉ & CO.
TORONTO LIMITED

THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXII.

MONTREAL AND TORONTO, CANADA, MARCH, 1906.

No. 3.

PROMINENT DEALERS DISCUSS THE POST CARD TRADE.

A FEW dealers here and there throughout the more important trade centres of Canada have favored Bookseller and Stationer with their views of the picture post card business. They one and all agree that the trade has had a phenomenal growth. Some consider that it has reached its limit. Others hold that it will still grow. Their varied experiences, their selling schemes and their difficulties will be of interest and value to our readers.

Cloke & Son, Hamilton.

Last year we sold more post cards than ever before, but we don't find any of the phenomenal sales we hear about. Our best sellers are local view cards and comics and our equipment consists of three large revolving stands. We expect the sale to continue for some time longer.

We think our trade should keep the better cards, keep up prices, sell none less than 3c. or 2 for 5c., even though the cost is small. We think the cards that are put up in envelopes, 6 in a set, should be sold only in sets. This rule seems to prevail in most places, and works well, and means a 15c. sale instead of a smaller one, and the poorer sellers are not left on hand. A little courteous firmness is all that's needed.

R. A. J. Little, Oshawa.

The post card business had been booming for some time in other parts before we could work up any great demand for souvenir cards in our town. At last we decided to get a big variety and advertise and show them well, and try and create a good demand, which we did. Among other lines we got a close price from W. G. MacFarlane on 3,000 colored cards of one view. We had the following advertisement printed on the address side of about 2,000 of these cards (A) and had them delivered to every house in town. It seemed to give the post card business a start.

We kept the cards well displayed on poultry netting up the sides of the windows, also on large sheets of colored matting suspended from the ceiling of the windows. In making a post card window we had two large post card racks and an automatic display machine. These made a good background. On the bottom of the window we showed cards laid flat in boxes. We think more of these boxes for showing cards than we do of the display racks. When we have the boxes and the racks side

by side on a table in the store customers will look the cards over in the boxes and not seem to notice the racks. These boxes are the ordinary stock boxes that Warwick Bros. & Rutter ship their cards in. Each box holds one hundred cards. And in using them for display purposes we use the lids as well, as each lid will hold as many as the box. We bought a few dozen extra boxes from them at a very low cost.

The style of card we have had the best success with is a sepia with egg-shell roughening, which we got from W. G. MacFarlane. It is not an expensive card, but a ready seller, as it has a good appearance and the picture is very clear. We had souvenir books of the town published by this firm, and had them use the same cuts in making cards. In this way we got a very close price

IT IS SOMETHING AWFUL

The way we are selling

POST CARDS

We have just received a lot of new ones of Churches, Streets, Hotels, Private Residences, Park and Lake Scenes. Also a pretty little book of Oshawa Views to sell at 25 Cents.

We also have a nice assortment of Xmas Post Cards. Some pretty designs.

LITTLE'S.

and a large variety of cards without having to take too many. Another way we took of getting a good variety of views without much outlay was to visit the local printers and get a collection of cuts of town scenes which they had used in one way and another. Of these we had only a few hundred of each printed, merely to have the variety.

We have boomed the post card business because there is money in it. We advertise the new cards as we get them. We keep a good assortment of comic, colored and leather cards, with the souvenir ones, as they brighten up the display and, of course, are easily sold. Occasionally we have customers who want these comics with the name of the town on them. We sometimes have the words "From Oshawa" printed on a number of cards to fill this demand.

By means of advertising we have worked up a great

demand for post cards for special seasons, such as Christmas, St. Valentine's Day, Easter, etc. We show these early in the season in the windows and mention them in the newspapers or on the dodgers which we send out every week.

We sell a great many albums by having them displayed near the cards.

Although the craze is getting to be an old one, it does not seem to be lagging any, as there seems to be more demand than ever for the good cards, and we see no reason why it should not last for years.

Charles L. Nelles, Guelph.

The post card business has reached its limit, in fact it did that a year ago, and now it is more of a staple line than a novelty. The sale was created from the album business and the rivalry of procuring the greatest number of different cards from all parts of the world, but it has become so cheap and extensive that the collecting has become tiresome and the number so great that they are too common.

As far as our business is concerned, they will always be kept for transient use, this being the easier way of reminding those at home of your whereabouts, but we do not expect the volume of trade we had last season, and within a short time it will be restricted to local views and cards for the seasons such as Valentines and Christmas ones.

Four or five years ago we put up our own cards. Special photos were taken, half-tones made, cards cut from cream bristol boards and printed by local men. These we sold in thousands until the Canadian manufacturers got the craze, and now we have special views put up by them. The sale last year would be from 20 to 30 thousand in my store. We also have an exclusive book of Guelph views made up by the Albertype Company, Brooklyn, and which retails for fifty cents. Of these we sold 900 in three months.

Do not think I am pessimistic and that the post card business is finished, as it is not, but I consider that it has reached its highest point. Besides, the cheap comic lines, some of which are too nasty, have helped considerably to bring down the tone of the whole line, and also to reduce the price. At present I have an order in for twelve thousand, which goes to prove that I am not yet quite out of it.

As for general business, I think 1906 will hold its own in all lines, but it will be a very difficult thing to beat 1905, which was a record-breaker, I think, in all these parts of Ontario.

Jas. I. Anderson & Co., London.

The development of the post card trade with us in the last few years has been quite wonderful. We remember with what fear and trembling our first order was placed for 3,000 cards, and our elation at the rapid disposal of them. We were the first here to handle the local souvenir cards, and for the first two years had quite a snap, but, alas, for competition, which develops quite as rapidly as the article itself. Soon all the other stores were in line, and now bazaars and even drug stores have entered the contest.

The cards in greatest demand are those of local interest, though there has been an increasing demand of late for Canadian views.

We find it difficult to make a proper display of cards, the variety is so endless. Our local views, with some special lines, we show in a revolving stand on the

counter, and the other lines are shown in baskets. Assortments of Canadian scenes in one, comics in another, fancy in another, and so on. With regard to the possible continuation of the trade we are rather pessimistic. There will always be a demand, more or less, for the local view cards, but for the others we fear a slump at any time. There are signs now that in comics and fancy cards the demand is slackening.

There are altogether too many making souvenir cards, the market is fairly flooded, and speaking from our own experience, if we were to place orders with all the travelers who call on us soliciting, instead of thousands we would soon have millions.

One regrettable feature of the card trade has been the placing on the market by some dealers of numbers of comics which, to put it very mildly, are decidedly vulgar, and the writer has been more than surprised that some of the better class of retailers have given these cards a place on their counters.

We suppose the souvenir card line will be much the same as other lines, outside of those strictly staple; sales will fluctuate, some lines will drop out, and only those which appeal to the public will remain.

E. G. Nelson & Co., St. John.

The post card business has grown with us from a very small beginning about three years ago, to one of the most important branches of our business. We sell more of the local view cards than any other, but at the same time it seems that almost any artistic card will sell. We do not think there will be any sudden drop in the business and have little doubt that it will be good for some time yet.

AN IRREGULARITY IN THE BOOK TRADE.

IN the jobbing business in Canada there is an injustice being done that it might be well to refer to at the present time in the columns of Bookseller and Stationer. Most Canadian publishers represent certain other publishers either of Great Britain or the United States. As their representatives they alone are given a range of samples, enter into an agreement, in some cases introduce the whole line for the first time, and quite justly feel that they should be the proud possessors of the right to profit thereby.


The irregularity and injustice comes when another jobber with covetous eye observes that he has missed something, and immediately sets out to out-do the rightful representative in a legal but nevertheless not a straightforward way.

An instance of this comes to the writer's notice at the present time. The Musson Book Company have entered into an agreement with I. N. Foulis, of Edinburgh and London, to be their sole representatives in Canada. Their success with this line last year prompted others to endeavor to secure the agency, who, being unsuccessful, got some English publisher to buy samples in such a way that they are not suspected as having been bought for Canadian trade, hoping to be able to practice the same deception with the filling of subsequent orders. In the meantime the Musson Book Company, who are the rightful representatives, suffer to the extent that the other benefits.

Again, how often the Canadian resident representatives of the English and American publishers are unjustly dealt with, and in some cases the esteem in which these publishers hold their representatives is lessened by an attempt on the part of Canadian publishers to deal direct. Surely there are regular channels through which trade should pass, and the reputation of all Canadian publishing houses suffers because of the petty smallness of some few.



PUBLISHERS' COLUMN



Summary List.

The following novels have been published since the last issue of Bookseller and Stationer appeared :

Title.	Author.	Publisher.
The Scarlet Pimpernel.	Baroness Orczy.	William Briggs.
A Son of the people.	"	"
Karl Grier.	Louis Tracy.	McLeod & Allen.
The Arcliff Puzzle.	Gordon Holmes.	"
The Weight of a Crown.	Fred M. White.	"
The Dawn of To-Morrow.	Frances H. Burnett.	"
The Last Spike.	Cy Warman.	Mason.
The Truth About Tolna.	Bertha Runkle.	"
The Wheel of Life.	Ellen Glasgow.	"
The Yarn of Old Harbor Town.	W. G. Russell.	"
The Lion Arm.	S. M. Gardenhire.	Pool.
Ranslor the Songsmith.	O. A. Lillencrantz.	"
Alas Strong.	Iring Bacheller.	"
Miss Primrose.	H. K. Gilson.	"
Saints in Society.	Mrs. Saunders.	Copp Clark.
Caroline Lee.	Lillian Bell.	"

The following novels will appear within the next few weeks :

Title.	Author.	Publisher.
The High Toby.	H. B. Marriott-Watson.	William Briggs.
The Mayor of Troy.	A. T. Quiller-Couch.	"
Broke of Covenden.	J. C. Snaith.	"
If Youth but Knew.	Ererton Castle.	Macmillan.
The Jungle.	Upton Sinclair.	McLeod & Allen.
The Golden Greyhound.	Dwight Tilton.	"
The Girl from Tim's Place.	Chas. Clark Munn.	"
Alton of Somasco.	Harold Bindloss.	"
First It was Orkadeid.	Guy Thorne.	Mason.
The Conium.	Margaret Potter.	Pool.
My Sword for Lafayette.	Max Pemberton.	Copp Clark.
Kid McGhie.	S. R. Crockett.	"

MCLEOD & ALLEN.

"Karl Grier," the new novel by Louis Tracy, which introduces the man with the sixth sense, was published on March 1 and is selling remarkably well. It is a Tracy book and that is sufficient to sell it.

Upton Sinclair's powerful novel dealing with the Chicago stock yards and entitled "The Jungle" will be out on March 15. This book has aroused intense feeling in the United States, where its socialistic tendencies have been bitterly assailed.

"The Arcliff Puzzle," by Gordon Holmes, and "The Weight of a Crown," by Fred M. White, two stories of the detective variety, were issued late in February. Both have been in strong demand both in cloth and paper editions.

"The Dawn of To-Morrow," by Frances Hodgson Burnett, and "The Last Spike," by Cy Warman, were published on March 1. The latter volume is of particular interest to Canadians as its author is a resident of London, Ontario. The book contains a number of railroad stories.

March publications of McLeod & Allen include "The Golden Greyhound," by Dwight Tilton, "The Girl from Tim's Place," by Chas. Clark Munn, and "Alton of Somasco," by Harold Bindloss. (Cloth \$1.25, paper 75 cents.)

WILLIAM BRIGGS.

William Briggs has secured for publication in April "The Expiation of Eugene," by Frederick H. Ballour, a strong novel by an English writer. (Cloth only \$1.25.)

He has also arranged for the publication of a Canadian edition of "Count Bunker," by Clouston, the author of "Lunatics at Large." (Cloth only \$1.25.)

William Briggs has just placed on the market Canadian editions of "The Scarlet Pimpernel" and "A Son of the People," both by Baroness Orczy. These two books have been extremely popular in England during the past winter. (Cloth \$1.25. Paper 75 cents.)

"The High Toby," by H. B. Marriott-Watson, being episodes in the career of a noted highwayman, will be

ready about March 15, as will also "The Mayor of Troy," by A. T. Quiller-Couch.

The next McCutcheon book has been secured by William Briggs. Its title is "Cowardice Court." As usual the first edition will be beautifully illustrated and will have a unique cover design. It will be ready on April 1. (Cloth \$1.25.)

"How to Prepare for Europe" is the title of a new guide book which is claimed to be the best yet. Everything is compressed into a single volume, which contains all the information and maps necessary for a journey to any part of Europe.

A Canadian edition of "Broke of Covenden," by J. C. Snaith, will be published immediately by William Briggs in cloth and paper editions (\$1.25 and 75 cents).

On April 1 William Briggs will bring out a rattling romance, "A Motor Car Divorce," by Louise Clossen Hale. In view of the immense popularity of motoring, this book should be in considerable demand.

William Briggs has secured a 25-cent paper edition of "John Chilcote, M.P.," by Katharine Cecil Thurston. This is none other than "The Masquerader," masquerading under the title the book bore in the Old Country. At 25 cents the book should have a phenomenal sale.

THE COPP, CLARK CO., LIMITED.

Two of the Spring publications of this house are now on the market, "Saints in Society," the prize novel by Mrs. Baillie-Saunders, and "Caroline Lee," by Lillian Bell. The Copp, Clark Co. are also placing, for the American publishers, an edition of "In Old Bellaire," by Mary Dillon, author of "The Rose of Old St. Louis."

"My Sword for Lafayette," the new Pemberton book, will be ready about the end of the month. Advance orders are very satisfactory.

S. R. Crockett's new book, which is being marketed in the United States under the title of "Fishers of Men," will be published in Canada with the original title, "Kid McGhie; A Nugget of Dim Gold." It is said to be written in Crockett's most popular and characteristic style. (Cloth, illustrated, \$1.25.)

The Copp, Clark Co. will have the only bona fide new novel by Guy Thorne written since "When It Was Dark" was published. It bears the title "Made in His Image," and is a remarkable study in sociology, contrasting the beliefs and methods of two Oxford graduates, both of whom struggle for the amelioration of the human race.

"The Corsican Lovers," by Charles Felton Pidgin, is a story of the Vendetta, to be published this Spring. Its author will best be remembered from his earlier book, "Quincy Adams Sawyer," of which over 300,000 copies have been sold.

Among Spring books arranged for by The Copp, Clark Co. may be mentioned "The Golden Arrow," by T. Jenkins Hains, "The Malefactor" by E. P. Oppenheim, "The Great Refusal" by Maxwell Gray, "The Healers" by Maarten Maartens, "Henry Northcote" by J. C. Snaith, "The Freemasons" by L. S. Gibson, and "A Diplomatic Adventure," by S. Weir Mitchell.

"Common Ground" is the name selected by Sydney H. Preston, of Toronto, for his new novel. It is an amusing story of a man, a woman and a chicken farm. The Copp, Clark Co. will bring out the Canadian edition.

"Landscape Painting and Modern Dutch Artists" is an art book that will delight art lovers. It is written by E. B. Greenshields of Montreal, is profusely illustrated and sells in cloth only at \$2 per volume.

The Copp, Clark Co. have made a special arrangement with the Saalfeld Publishing Co., of Akron, Ohio, whereby they will have sole control in Canada of the latter's

Muslin Books for children. These are rag toy books and as the saying goes

"They may be washed
And the colors will not run.
A child can chew them
And have lots of fun."

The Muslin Books come in four sizes, which retail at 15, 25, 50 and 75 cents according to size.

THE MACMILLAN CO., OF CANADA.

"The Portreeve," by Eden Phillpotts, which appeared on February 8, is enjoying what the publishers consider a phenomenal sale.

The Macmillan Company have just brought out a new "Life of John Wesley," for which they expect great things. It is written by Professor Winchester, of the Wesleyan University, whose former writings on criticism, etc., are well known. The treatment is from an entirely new standpoint and will represent the feeling of the modern Methodist Church. (\$1.50.)

New novels shortly to be published are Egerton Castle's "If Youth but Knew," Owen Wister's "Lady Baltimore" (April) and Winston Churchill's "Conniston" (June).

Among books of reference the Macmillan Company have already issued "Who's Who" (1906) and they will shortly publish "The Statesman's Year Book" and "The Writers' and Authors' Year Book."

A book which will have great interest for Canada is Andrew Macphail's "The Vine of Sion." This author is very well known in Montreal circles and will be remembered for his "Essays in Puritanism." In fact, this new book of his is the fiction side which developed from the study of the material used in his essays.

New books that are still selling extremely well are Lord Randolph Churchill's "Biography," Crawford's "Salve Venetia," B. L. Putnam Weale's "Re-shaping of the Far East," Holman Hunt's "PreRaphaelitism," and the new edition of "In Memoriam" with Tennyson's notes.

HISTORICAL PUBLISHING CO., TORONTO.

The first illustrated edition of "Wacousta," a tale of the Pontiac Conspiracy, by Major John Richardson, which was originally published in 1832 in London, England, will be published about the end of the month by the Historical Publishing Company. Many critics consider "Wacousta" to be the greatest Canadian novel. At any rate the present edition will be a handsome one, with a striking cover design and five full-page illustrations by Charles W. Jefferys.

OLIPHANT, ANDERSON & FERRIER.

Oliphant, Anderson & Ferrier, of Edinburgh and London, announce a book for young men which is sure to awaken interest in many people in this country. The author is the Rev. Albert G. Mackinnon, whose father was a minister in Hopewell, Nova Scotia, and Georgetown, Prince Edward Island, and whose brother, the Rev. Clarence Mackinnon, is so well-known throughout the Dominion. Mr. Mackinnon is minister of the United Free Church, Lochmaben, Dumfriesshire, Scotland, and his Sabbath evening lectures are regularly published in the local paper. The volume is for young men, and it is written in the language of to-day. The title will be: "Spiritually Fit: A Young Man's Equipment."

THE MUSSON BOOK CO.

The paper edition of "My Friend the Chauffeur," issued last month, is meeting with quick sales.

The reading public is being attracted not only by the pretty cover but by the literary merits of "Barbara Wins-

low, Rebel," by Elizabeth Ellis, of which the Musson Co. are marketing the Canadian edition. The American publishers have already printed five editions inside of four weeks.

The Musson Book Company have just brought out "The Truth about Tolna," by Bertha Runkle, author of "The Helmet of Navarre," in cloth only. In this story is to be found a five-sided battle-royal between three men for the hearts of two bewitching maidens. Both heroines have not only beauty and wealth but mind and character.

Already the first Canadian edition of "The Wheel of Life," by Ellen Glasgow, has been sold out and the second is moving well. Ellen Glasgow has won many friends among Canadian readers to all of whom her new novel will be welcome.

Guy Thorne's new novel, "First it was Ordained," will be ready shortly. This is unquestionably a strong novel, with a remarkable dramatic plot, full of fiction. It is an appeal to all against the greatest social curse of the Anglo-Saxon race.

Other novels to be ready at an early date are "What Happened to Pam," by Bettina van Hutton, author of "Pam"; "Kenelm's Desire," by Hughes Cornell, a story of British Columbia and Alaska; "The Wire Tappers," by Arthur Stringer, a story of the endeavors and sacrifices of an attractive English girl in behalf of an electrical inventor; "Sands of Pleasure," by C. Young; "Folly," by Edith Rickert, a two-edged title, the nickname of the charming high-spirited heroine and the keynote of her life's action; "Hazel of Heatherland," by Mabel Barnes-Grundy. A new and illustrated edition of "The Fight for Canada," by William Wood, will also be published at \$2.50 net.

POOL PUBLISHING CO., LIMITED LIMITED.

About March 15 the Poole Publishing Company will issue "The Genius," by Margaret Potter. It is a study of temperament, the chief figure being a man who because he was endowed with the genius of a musician, had to fight out his life problems in that solitude of soul which is always the school of those who would encompass any enduring achievement. The scene is laid in Russia.

A further supply of "The Principles of Money and Banking," by Charles A. Conant, a monumental work on finance, is now on hand.

"Men and Things," the first of Mark Twain's series of books of humor, is now ready. The noted humorist is merely acting as an editor in this series and the writings of several other humorists are included.

In the series of "Heroes of American History," the volume by Frederick A. Ober on "Columbus, the Discoverer," is now on the market.

Since the last issue of Bookseller & Stationer the Poole Publishing Co. have brought out: "The Long Arm," by Samuel M. Gardenhire, "Randvar the Songsmith," by Otilie A. Lujenerantz, "Silas Strong," by Irving Rachel-ler, and "Miss Primrose," by Roy Rolfe Gilson.

The Spring announcement list of A. & C. Black, for whom the Macmillan Co. act in the Dominion as the sole agents, shows many interesting additions to their beautiful color books; principally among these we may mention "Thames," "Constantinople," "Greece," "Sussex," "Wessex," "Algeria" and "Tunis" in the \$6 series, and "Bridges" and "The Highlands and Islands of Scotland" in the \$3.50 series, and other color books among which is included one on "English Costume." "The Blackmore Country" will be a color book which will appeal to a very large circle of readers on account of the familiarity that everyone has with "Lorna Doone."

SPRING PUBLICATIONS, 1906

Saints in Society	Margaret Baillie-Saunders	cloth only, \$1.25
Kid McChie	S. R. Crockett	" 1.25
My Sword for Lafayette	Max Pemberton, Illus.	paper, 75c ; cloth, 1.50
Giant Circumstance	John Oxenham, Frontis.	" 75c ; " 1.25
The Mystery of a Motor Car	William Le Queux	" 75c ; " 1.25
Dear Love	Frances Campbell	" 75c ; " 1.25
Loveday	L. T. Meade, Color Illus.	" 75c ; " 1.25
Under the English Crown	Firman Roz	cloth only, 1.25
The Heritage of the Free	David Lyall	paper, 75c ; cloth, 1.25
Made in His Image	Guy Thorne	cloth only, 1.25
Carolina Lee	Lilian Bell	paper, 75c ; cloth, 1.25
The Golden Arrow	T. Jenkins Hains	" 75c ; " 1.25
Landscape Painting	E. B. Greenshields	cloth only, 2.00 net
The Freemasons	L. S. Gibson	paper, 75c ; cloth, 1.25
The Malefactor	E. P. Oppenheim	" 75c ; " 1.25
In Old Bellaire	Mary Dillon	cloth only, 1.25
A Diplomatic Adventure	S. Weir Mitchell	" 1.00
The Great Refusal	Maxwell Gray	" 1.25
The Healers	Maarten Maartens	paper, 75c ; cloth, 1.25
Henry Northoote	J. C. Snaith	" 75c ; " 1.25
The Corsican Lovers	Chas. Felton Pidgin	cloth only, 1.25
Common Ground	Sydney H. Preston	" 1.25

PUBLISHERS

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TORONTO

	BOOKS OF THE MONTH	
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- ELLIS, BETH.**—"Madame, Will You Walk?" Toronto: Wm. Briggs. Cloth, \$1.25. A charming book, dainty in style, full of sprightly wit, and a keen appreciation of the social amenities of the time of Queen Anne. With facile pen the writer has depicted the stately dames, the gallant gentlemen and extravagant wits of the period in a series of pretty stories in which the same characters are made to appear in separate tableaux.
- GRIFFITHS, ARTHUR.** "The Passenger from Calais." Boston: L. C. Page & Company. Cloth, \$1.50. This is an odd story of the chase for the heir of a British nobleman, here and there through Switzerland, France and Italy. Variety is added by the fact that the different characters are each called on to give their experiences from time to time. The chase is the result of a divorce case, the mother determining to keep her child. She is aided by a sister, who resembles her closely, and a British officer. On the other side are the husband and several detectives.
- MAGNAY, SIR WILLIAM.**—"A Prince of Lovers." Toronto: Poole Publishing Co. Cloth. A rattling good story of the Zenda variety, with a beautiful princess, a prince incognito, a plotting prime minister, secret meetings, assassinations, an elopement, a robber chieftain and all the other settings that go to make an absorbing romance. Withal the story is ably handled, not a scene is overdrawn or burlesque and the interest is kept up to the very end.
- RIVES, HALLIE ERMINE.**—"Tales from Dickens." Indianapolis: The Bobbs-Merrill Co. When Charles and Mary Lamb wrote their "Tales from Shakespeare," they did a service to the youth of the land that will not soon be forgotten. Following their example, Miss Rives has attempted in this book to treat the novels of Charles Dickens after the same fashion. She has succeeded in simplifying fifteen of the longer novels and putting them in a form suitable for youthful readers. A short sketch of Dickens' life is inserted as a preface and before each tale comes a table, giving time, scene and characters. A list of all the characters is appended. The book is printed in large type and contains several excellent illustrations.
- ROBERTS, MORLEY.**—"The Idlers." Boston: L. C. Page & Co. Cloth, \$1.50. In "The Idlers" Mr. Roberts presents a picture of modern high society life in London, with its gossips, its scandals and its evil influences. He plunges his hero—a fine looking but brainless young aristocrat—into this fast life, from which he finally emerges, sated it is true, but none the less a sadder and a wiser man. The portrayal of the various characters in the book is admirable.
- SIENKIEWICZ, HENRYK.**—"On the Field of Glory." Boston: Little, Brown & Co. Cloth, \$1.50. A romance of the seventeenth century in which a tender love story is interwoven with historical occurrences in Poland at a time when the Turk threatened the invasion of that country and the famous John Sobieski was the ruling sovereign. Feasting, love, chivalry and the tumult of warfare, all play a part in this brilliant tale by an already famous author.
- WARMAN, CY.**—"The Last Spike." New York: Charles Scribner's Sons. Toronto: McLeod & Allen. Cloth, \$1.25. Here we have another choice little volume of those stories of railroad life for which Mr. Warman is justly famous. The title comes from the first story, which tells of the completion of a great transcontinental road. Our own Grand Trunk Pacific gives occasion for two or three sketches of engineering life in the west. "The Mysterious Signal" is a weird story that is as good as anything in the book. Altogether there are seventeen stories.
- WINTLE, GILBERT.**—"Strange Partners." Toronto: Poole Publishing Co., Limited. Cloth, \$1.25. A story of two burglars who engage in several ventures with an amount of ingenuity worthy of a better cause and in every instance are successful. Contrary to wont they are not overtaken by retributive justice but escape with their ill-gotten gains.
- ASHTON, MARK.**—"The Head of Gold." Toronto: Poole Publishing Co., Limited. \$1.25. A story of the Australian gold diggings. Rupert Layburne, through the commission of a crime, becomes possessor of a wonderful nugget. Though made rich his life proves a failure. His partner, Reginald Steele, after a varied career as digger, bushranger and London City magnate, is reclaimed through the devotion of his long lost though ever loyal wife, thus fulfilling a superstition connected with the famous nugget.
- BOYCE, NEITH.**—"The Eternal Spring." New York: Fox, Duffield & Co. Cloth, \$1.50. Showing love, the eternal spring of happiness, as exemplified in the lives of two young Americans who meet in Italy. Carleton goes to Italy a nervous wreck, thinking he is in love with a former friend, but meeting her after a lapse of several years he finds it is not really love he feels for her but merely friendship. He transfers his affections to her cousin, a young musician, who fancies she has inherited insanity and should never marry. However, all comes right in the end, when they find eternal spring. A very interesting and enjoyable little love story.
- ELLIS, ELIZABETH.**—"Barbara Winslow, Rebel." Toronto: The Musson Book Co., Limited. Cloth, \$1.50. A tale of adventure founded upon incidents in the Monmouth Rebellion. The heroine, Barbara Winslow, is endowed with beauty and courage. A merry heart and a ready wit carry her safely through unlooked for misfortunes, while her womanly sympathy and tact bring comfort to many who, like herself, suffered unjustly in those troublous times.
- PHILLIPOTS, EDEN.**—"The Portreeve." Toronto: The MacMillan Co. of Canada. \$1.50. A story of unusual power. The scene is laid in Devonshire. Mr. Phillipotts has caught the spirit of the moor and infused it into the men and women who live in this his latest book. The sombre, passionate earnestness of Dodd Wollerstan, the Portreeve—the kindly humor of Dicky Barkell, the gentle cynic and freethinker—and the cruel vindictiveness of Primrose Horn, are realistic human expressions of the wide moorland country vivid in portraiture and true to nature.
- QUICK, HERBERT.**—"Double Trouble." Indianapolis: The Bobbs-Merrill Co., Toronto: McLeod & Allen. Cloth, \$1.25. Herbert Quick has created quite a distinctive comedy novel, based on the old idea of a dual personality. Florian Amidon, a quiet, reserved business man, starting off on a holiday trip to some

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By Guy Thorne

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

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

The Importers' Guide. A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 44 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 7c.; leather, \$1.00.

The Canadian Customs Tariff. Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, France, German Rixmark, at Canadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc. etc. Cap 8 vo. cloth. Price, 50c.

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who are open for a situation are requested to register their names with The MacLean Publishing Co., at any of their offices. Inquiries are occasionally made by manufacturers and wholesale houses who contemplate establishing their own advertising department.

fishing reserve, suddenly awakes to find himself translated into another man and well on the way to New York. It happens that the other man has the reputation of being a loud, sporty individual, and the lover of any pretty woman who chances in his path. This occultation of the hero into the body of such a man gives opportunity for the working out of many a dramatic situation.

REMINGTON, FREDERIC.—"The Way of an Indian." New York: Fox, Duffield & Co. Cloth, \$1.50. The weird mystery that surrounds the life of the Indian, influencing all his actions, is painted very vividly in this book. White Otter, on the brink of manhood, visits the land of the spirits and communes with them. He finds his shadow in a brown bat, which he kills and carries thenceforward as an amulet. Then he sets out to become a warrior, stealing ponies and killing an Absaroke. The book continues his life until he becomes a chief and eventually dies after a fight with the white men.

RUSSELL, W. CLARK.—"The Yarn of Old Harbor Town." Toronto: The Musson Book Company. Whether or no the reader is convinced after reading this novel that it would be possible for a girl like Miss Lucy Acton, the heroine, to marry Mr. Walter Lawrence, the hero, after he had cheated her father and run after her, is neither here nor there. The fact is he did do all this, abducted the girl in one of her father's own ships and started across the Atlantic with her. A pursuit followed and he was captured. Then Lucy relented.

MONEY IN THE TABARD INN LIBRARY.

CANADIAN booksellers and stationers are offered a splendid opportunity to reap all the advantages accruing from circulating libraries, with only a small investment, by the attractive proposition of the Tabard Inn Library, affiliated with the Booklovers' Library Company, of Canada, with head office at 396 St. Catherine street west, Montreal. A perusal of their advertisement in this issue clearly shows the advantageous terms for the first bookseller introducing this feature in his town.

A 25-book library, with which is furnished an attractive bookcase free, is sold at \$25. It is obvious that even in a small town a membership of 25 can soon be gained, and each member pays the bookseller \$1.50 for his first book, thus giving a clear profit of 50c. at the start from each member. The bookseller makes \$12.50 on securing his membership, and soon gets back his original investment from the rental, which is left to his discretion. In two months the original investment shows a nice tidy profit, and if larger libraries are possible a handsome income is assured. The revolving bookcase illustrated in the advertisement, valued at \$50, is given free with a two hundred book library, costing \$175.

Booksellers are aided in every conceivable way to make the investment a sure success and the privilege of exchanging books at a cost of only 5c. insures keeping on hand constantly bright new readable matter. In the selection of the original library an extensive list of over 500 titles is afforded. Circulars and full particulars may be had by writing the Canadian headquarters at Montreal, mentioning *The Bookseller and Stationer*. It is obvious that a library of this nature is valuable in attracting customers to the store.

The present offer of the Booklovers' Library Company, of Canada, is made owing to the many calls for

this service in Canada as a result of the success of the Tabard Inn Library in the United States. This has decided them to enter upon an active campaign in Canada.

1906 YEAR BOOKS.

A DAM AND CHARLES BLACK, London, England, have seen to it that their three valuable publications—"Who's Who," the "Who's Who Year Book" and "The Englishwoman's Year Book"—should continue to grow in bulk and contents, and a glance at copies for 1906 shows that they are thoroughly up to date.

Scarcely a day passes but what some man or woman performs some act or accomplishes some work, which claims for him or her a place amongst present-day celebrities. All such as these have their names added to the ever-increasing list of prominent persons, which "Who's Who" contains. It contains something over 17,000 condensed biographies of nobilities, notables, novelists, artists, soldiers and celebrities of the day. Each miniature biography has been carefully revised by the subject of the sketch in question, so that those who refer to this book can place all confidence in the facts and statements it contains. Such a publication is, for many reasons, almost indispensable to professional men, and business men also should find its information of great value.

• • •

The "Who's Who Year Book," which originally formed part of "Who's Who," is the companion to the latter book, and is published at 1s. 6d. It is composed of numerous tables, which at first formed the nucleus of the book which eventually developed on different lines into a biographical annual. The "Who's Who Year Book" contains numerous lists of societies, their official secretaries, registers, etc., which it would be difficult to obtain anywhere else.

• • •

"The Englishwoman's Year Book," which is edited by the organizing secretary of the National Union of Women Workers of Great Britain and Ireland, is now in its 24th year, and in its eighth in its enlarged and re-modeled form. Women workers of all classes will find the large amount of information it contains a great help to them in their labors. All those who are connected with the social or industrial departments of women's work will find many items of intelligence in this volume, and their efforts will be lightened by the possession of such a handy book.

• • •

The great number and variety of topics dealt with in "The Little Red Book," as the "Daily Mail" Year Book is familiarly called, renders the task of reviewing it by no means an easy one. It is one of the most instructive books published, and possesses the great advantage of being totally devoid of party feeling or bias. It presents to its readers the essential facts of the main questions of the day, and an unvarnished summary of all the chief events of the past year, leaving them to draw their own conclusions from the mass of information it offers in connection with each individual subject. Facts and figures have, however, been carefully "boiled down" and rendered as comprehensible to the ordinary intelligence as possible.

There probably is not another book published which contains such a volume of useful information in so small a space. The Year Book contains some 450 pages, and is published at 1s. 6d by the Amalgamated Press, Limited, Carmelite House, London, England.



MAGAZINE COUNTER



MAGAZINE NOTES.

Beginning with the March issue, the price of the *World To-Day* has been advanced to fifteen cents per copy, or \$1.50 for yearly subscriptions. The trade price is eleven cents, returnable. This gives a 4c. margin to dealers, instead of only 2½c. It has long been matter of wonder that the publishers could get out such a high-grade periodical as the *World To-Day* at a dollar a year.

The Munsey publications, especially the new *Scrap Book*, are receiving considerable advertising in the newspaper press and in the magazines. This is the first advertising done by the Munsey Company in twelve years. An innovation in *Munsey's Magazine* is the carrying of reading pages in the advertising section, so that advertisers may be given preferred positions opposite reading matter.

Everybody's for March is a strong number, opening with an entertaining character sketch of the late Marshall Field. Among other readable articles in this issue may be mentioned "The Invisible World," giving an account of the life and work of spiritualists, "The Old-Time Revival," and "Soldiers of the Common Good."

The March *Cosmopolitan* is chiefly notable for the opening chapters of "The Treason of the Senate," in which David Graham Phillips begins his attack on that body. A set of drawings, illustrating an article on "The Girl of the Middle West," by Elbert Hubbard, is an attractive feature of the issue. "Famous Forgeries" and "The Logical Death of Sarah Bernhardt" are other interesting contents.

Pearson's (*American*) contains eight short stories and the opening chapters of a new serial, "The Plow-Woman," by Eleanor Gates. It also numbers among its contents "Historic Weddings of the White House," "Maryland" in the series of the States, and "The Stories of the Squaw-Man and Peter Pan."

A lengthy and instructive article on "Texas and the Texans" appears in the current issue of *World's Work*. Other contents are "The German Army," "The Growth of Fletcherism," "Growing Oranges in California," "Automobiles for Everybody," "The Average Man and his Money."

The most notable contribution to the current issue of the *World To-Day* is a paper on the "Liberal Policy," by Sir Henry Campbell-Bannerman, the British Premier. Other contents are "Measuring the Earth," "The Girl Behind the Counter," "The New Rival of the Steam Engine," "Commercializing Amateur Athletics," "Deserted Ireland," "Birds that Nest in Colonies," etc.

The Story of Actaeon, a Virginia Deer, is a prettily illustrated nature article that opens the current number of *St. Nicholas*. In "The Coward of the Eleven," Ralph D. Paine tells a good football story. There are instalments of the three serial features now running in *St. Nicholas*, verses, stories and pictures, all of interest to the young folk.

The contents of the March *Review of Reviews* are, as usual, lengthy and varied. Some of the more attractive

titles are "The late King of Denmark," "A Park of Patriotism," "The Imperial Chinese Special Mission," "What England can Teach us in Athletics," "The Children's Court in American City Life," "Three Unarmed Men Cross the Sahara," "Some Methods of Regulating Immigration."

Chambers's Journal is, as usual, replete with good things. From the March table of contents the following interesting titles may be picked, "Chinese Cities," "A Veritable Magnum Opus," "Father Rhine," "Domestic Service," "American Gold Prospectors," "A Winter Shore," "English Public School Education from a Colonial Point of View," "Bishops as Legislators," "Relics of the Inquisition," "Persian Irrigation Channels."

Among the features promised for the April issue of the *Atlantic Monthly* are "Making Education Hit the Mark," "Criminal Law Reform," "The Testimony of Biology to Religion," "Railroad Securities as Investments," and "The Re-shaping of the Far East."

The novelette in the April *Lippincott's* will be "The Battle of the Fools," by Samuel Merwin. The story deals with a struggle between a big railroad and a man. The number will be out on March 21.

For their next issue the publishers of *Appleton's Booklover's Magazine* promise articles on "Tom Johnson," by D. G. Phillips; "The Modern Public Library," "The Ancient American Mystery," "The Looting of Alaska," poems by Bliss Carman and Florence Wilkinson, and stories by Edith Wharton and others.

The *Arena* for April will contain "Federal Regulation of Railroad Rates," "Main Currents of Thought in the Nineteenth Century," "The Single Tax," "Preliminary Strikes and the Eight-Hour Struggle," "The Color Line in New Jersey," "A Calm View of the Divorce Question," "America in the Philippines."

The *American Magazine* for April will contain, in addition to a good supply of fiction, "Light: The Great Civilizer," "Speculating in Manslaughter," "From Yerkes to Dunne," the story of Chicago traction control and a series of individual portraits of the justices of the U. S. Supreme Court.

The first of the important series of "Railways of the Future" will appear in the April *Scribner's* and will deal with "The Pan American Railway." Ernest Thompson Seton will describe "The Caribou and his Kindred." "The Waters of Venice" will be a beautifully illustrated article by Arthur Symons, while Sir Francis Seymour Hadden's etchings will be the subject of a choice article.

The romantic development of steel and iron in America and incidentally the story of a thousand millionaires and the history of the billion-dollar steel trust will begin in the April issue of *Munsey's Magazine* and will extend through twelve issues. It will be lavishly illustrated. The same number will contain "The Irish in America" in the series of race articles.

Rudyard Kipling's new serial, "Robin Goodfellow, His Friends," will begin in the May number of *McClure's Magazine*. It is the first serial from Mr. Kipling's pen to appear since "Kim" was published in the same magazine five years ago.

Two features in fiction will be found in the April Pall Mall. Mr. Lawrence Mott will contribute "A Day's Work with the Mounted Police," and Mr. Cutcliffe Hyne will introduce Commander McTurk in a new and thrilling situation in a story entitled "Taking Water."

A remarkable human document will appear in print for the first time in the April Century. It is a narrative of the events during and after the Battle of Waterloo, written by Lady de Lancey, wife of Colonel de Lancey of Wellington's staff. There will also be published letters from Sir Walter Scott and Charles Dickens, written in admiration of the narrative. Not the least interesting feature of the story is the light it throws upon the primitive conditions of Wellington's surgical service.

The publication of the Harmsworth Self-Educator goes steadily forward. Number 6 appeared early this month. It is not too much to say that this great work has been a pronounced success in Canada and many earnest people are deriving great benefit from it. Canadian dealers are also finding it a good proposition to handle. The bright red cover and the advertising devices which have been supplied from the head office render display easy.

A WEEKLY EDITION FOR CANADA.

The Times, of London, England, are endeavoring to promote the circulation of the Times Weekly Edition in Canada. A special four-page supplement for Canada is now published with the ordinary edition, and as a special inducement new subscribers will be given a free subscription to any one of eight Canadian publications, on payment of the ordinary subscription to the Times Weekly Edition. Mr. F. S. Wright, of Ottawa, Ontario, is the Canadian agent of the Times, and will be pleased to receive communications from newsdealers and others throughout Canada who are interested in the promotion of the reading of British literature in Canada.

THE TIMES

WEEKLY EDITION

"The Empire's Leading Weekly."

The Times (London, England) is now issuing with its Weekly Edition a Special Supplement for Canada and the United States.

It contains all the Canadian and American News of interest to Canadians which has appeared in *The Times* during the current week

Subscription rate \$3.15 per annum post free. With Financial and Commercial, Literary or Engineering Supplement \$4.75.

Newsdealers who are not receiving "The Times Weekly Edition" should order a regular supply at once. Trade terms and full particulars on application to

F. S. WRIGHT, Canadian Agent, "The Times," Ottawa, Ontario.

New Spring Fiction

TO BE PUBLISHED BY

THE MACMILLAN COMPANY OF CANADA, LTD. TORONTO

THE PORTREEVE. By Eden Phillpotts, Author of "The Secret Woman," "Knock at a Venture," etc., \$1.50

LADY BALTIMORE. By Owen Wister, Author of "The Virginian," etc. (early in April) \$1.50.

IF YOUTH BUT KNEW. By Egerton Castle, Author of "The Pride of Jenico," etc. (April) \$1.50.

CONISTON. By Winston Churchill, Author of "Richard Carvel," "The Crisis," etc. (June) \$1.50

THE GARDEN YOU AND I. By the Author of "The Garden of a Commuter's Wife," \$1.50.

THE VINE OF SIBMAH. By Andrew McPhail, \$1.50.

BOOKS NOW AMONG THE BEST SELLERS :

- Major's YOLANDA, Hewlett's FOOL ERRANT,
 - Crawford's FAIR MARGARET. London's THE GAME.
 - Hough's HEART'S DESIRE, Merwin's THE ROAD BUILDERS,
 - Phillpott's KNOCK AT A VENTURE.
- Illustrated. Each, \$1.50.

JOHN HEATH'S PENS

A good Pen is a good servant, and John Heath's Pens are made to serve!

ALWAYS READY AND ALWAYS WILLING.

They were 'first' 45 years ago, and are still leading the way. British made of British Steel

Write for Sample Card.

and see which suits you best
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TO CANADIAN BOOKSELLERS

Before making up your orders for English Publishers, be sure to secure S. W. PARTRIDGE & CO.'S Catalogue and Lists of New Books for the coming Season.

S. W. PARTRIDGE & CO., can offer specially low rates for really high-class productions.

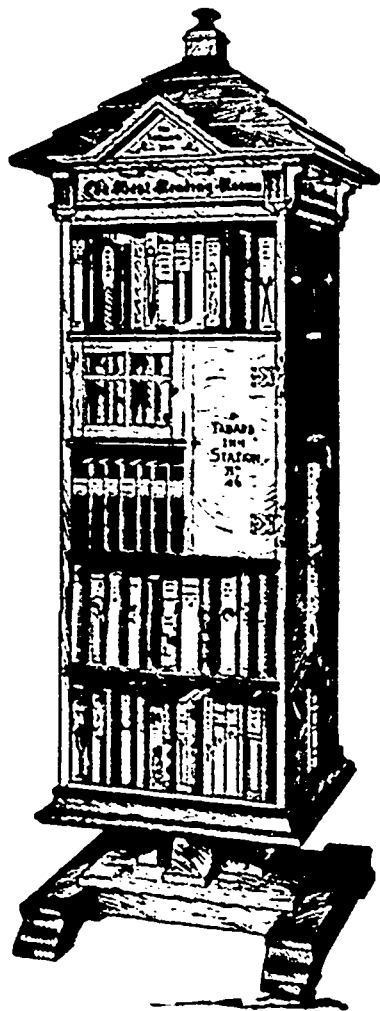
For Artistic Bindings, Charming Designs, Exquisite Pictures, you cannot get any better Books than PARTRIDGE'S.

S. W. PARTRIDGE & CO., 8 and 9 Paternoster Row, London, England

Agents for Canada: The MUSSON BOOK COMPANY, 23 Richmond St. West, Toronto

Circulating Libraries for Sale

THERE are now in circulation in the United States and Canada fully a million Tabard Inn books. People carry them around with them everywhere and exchange them wherever they find a branch Tabard Inn Library. The immense number of these books in circulation has created a growing demand among storekeepers for branch libraries. To meet this demand we are selling Tabard Inn Libraries outright, giving with each sale the privilege of exchanging all the books in bulk for other books as often as the merchant chooses and at very small expense. A 25-book library costs \$25.00; a 50-book library costs \$45.00; a 75-book library costs \$62.50; a 100-book library costs \$85.00. With each library purchased we give a handsome *Tabard Inn Book Case FREE*.



We give you a Book List of 500 Titles to choose from. You make your own selection of Books and we ship these Books and the Book Case by freight immediately upon receipt of your order. We supply full directions as to the best method of managing the Library, not only to attract customers to your store but to make a good profit for yourself out of the Library business. There is no way in which you can invest One Hundred Dollars and get from it such large daily cash returns.

How to Make Money Operating a Library

The usual charge for exchanging a Tabard Inn Library book is Five Cents for each exchange. A few Libraries charge Ten Cents; others charge a cent a day or two cents a day, or five cents a week or ten cents a week. When you purchase your Library outright you have the privilege of making whatever local terms with your members that you choose. The labels in the Books are adapted to any of the above-mentioned prices. One Hundred Books rented at Two Cents a day will bring you \$50.00 a month, or at One Cent a day, \$25.00 a month. You get your original investment back in a month or two. A 200-Book Library will bring you a handsome income. But the storekeeper must not overlook the fact that the Library will attract custom to his store. Some merchants find the income from this source more valuable than the Library fees that are charged. There is nothing so pleasing in a shop as a display of Beautiful Books.

We Exchange Libraries. You can send back Library Books as often as you like, and we shall exchange them for others at a cost to you of only Five Cents per volume, you to pay the carriage both ways. In this way you can keep your library fresh and attractive all the time and at very small expense Write for special circular.

The first application from a town or city district will have the first consideration.

MAKE APPLICATION DIRECT TO

THE TABARD INN LIBRARY

Home Office: 5% St. Catherine St. West - MONTREAL

THE BOOKSELLER AND STATIONER

and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Saskatchewan, Alberta, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P. E. Island and Newfoundland.

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FRANCE—

PARIS, Agence Havas, 8 Place de la Bourse.

Subscription, Canada and the United States, \$1.00.

Great Britain and elsewhere 4s. 3d.

Cable Address: "ADSCRIPT," London; "ADSCRIPT," Canada.

Vol. XXII.

MARCH, 1906.

No. 3

MISS F. J. FRAZER, *Hamlets*: "I enjoy Bookseller and Stationer very much, 'particularly' on account of best-selling books."

THE PICTURE POST CARD.

WE are inclined to believe that the picture post card has come to stay. While it may never again be the rage it is at present, yet like the bicycle it has a utility, which will ever ensure a demand in years to come. In simple phrase it will pass from the novelty stage to the staple stage.

No doubt when the ordinary post card was introduced to the astonished public years ago it aroused quite as much interest as the picture post card did a few years back. And yet the ordinary post card is quite a common and useful commodity to-day.

The function which the picture post card will fill in years to come will be identical with that of the photograph. The traveler must bring home with him pictures of the scenes he has visited. A few years ago the favorite plan was to purchase photographs. Then came the camera, and to-day no traveler with any pretensions to a complete outfit travels without his or her kodak. But an improvement on both these plans is the picture post card. A good post card has all the merits of a photograph. It is ridiculously cheap and a traveler can purchase dozens of cards at as small a cost as he could make a single print himself.

As long as people travel and as long as there is curiosity to see different parts of the world, so long will there be a demand for the picture post card.

COURTESY DEMANDED.

RECENTLY a valued reader of Bookseller and Stationer asked us why we didn't teach some lessons in courtesy to bookkeepers and other subordinate officers of wholesale firms. It had been his experience that these persons were in several instances abusing their authority and behaving in a careless and discourteous manner to customers.

We wonder if this will not account for breaks which have occurred in the relationships between some jobbers and their old customers—breaks for which the former have long sought to discover the cause.

If we are to believe our correspondent there is a great deal of discourtesy evinced in letters coming from certain Canadian wholesale houses. Simple questions are answered curtly or not at all; when explanations are requested why such and such a thing was not done, the reply comes couched in autocratic terms. Of course these letters were not written by the principals, nor were they dictated by salesmen. Certainly the travelers had nothing to do with them. They must have come from employes not directly connected with the sales department. Perhaps if their authors realized how they were undoing the hard work of salesmen and travelers, they would not allow their impatience and their superior airs to express themselves in their correspondence.

STREET CAR ADVERTISING.

PUBLICITY is rapidly becoming an essential factor in the upbuilding of a successful retail business. Merchants are advertising in many ways with varying success. The local newspapers are receiving their share of patronage; circulars are being distributed; posters are being used to reach the public. These different means of attaining the same end have been in vogue for many years. Within the past decade, however, a new and profitable advertising medium has been brought before the notice of the progressive retail merchant.

A better means of placing the name of an advertiser and his goods before the general public it is hard to find. Advertising space in street cars is not very expensive when the benefit derived from it is considered. A clever, catchy advertisement on lithographed paper, when placed in street car advertising space, is bound to bring results. It will be read by a greater number of persons than would an ad in a newspaper, because when using the cars the public is very easily interested. This is the judicious advertiser's opportunity. If he cannot interest a man or woman now, he can never do anything with them. An attractive advertisement will catch the eye now if ever it will. But do not attempt to advertise your whole stock. Take a certain line and push if for all it is worth.

As stated before, the cost is comparatively small. Most large manufacturing houses are only too glad to supply beautiful lithographed cards free of all cost, so that the retailer's expense really amounts to nothing more than the space in the car, and when the good derived from the advertisement is considered this is small indeed.

The Rapid Photo Printing Co.'s

Price
2D.
Each

Matt or
Brown Glossy

Real Photograph Postcards

Thousands
of
Designs in
Stock.

Easter
Post Cards

Christian
Names

Greetings

Messages

Mottoes

Songs

Brithday
Greetings



Catalogue
sent
post free
on
application.

Celebrities
of the Stage

Politicians

Church

Dignitaries

Children

Studies

Comics

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Views

Hand Coloured Cards—Price 3d. each

CAMEO POST CARDS (Bas Relief)

WHOLESALE and EXPORT

THE RAPID PHOTO PRINTING CO., Limited

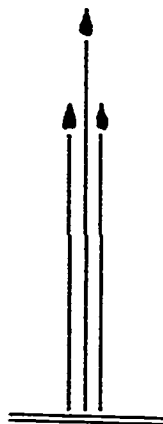
4 and 5, Bridgewater Square, Barbican

LONDON, E.C.,

ENGLAND



WE specialize in producing **COLOURED PICTORIAL POST CARDS** from **Customers' Own Photographs** in our Gold Medal Patent Process. These **Special Post Card Orders** are executed in four weeks from receipt of prints, and the quality is the best in the market. We have a very large plant for this particular branch of printing, and everything we sell is **manufactured by ourselves.**



Write for quotation and trade Catalogue. Minimum quantity for special orders is one thousand of each print.

MILLAR & LANG, Limited

Darnley Street and Forth Street

49 Queen Victoria Street
LONDON, E.C.

GLASGOW



No. 10-5 CENT SERIES

We are ready

Calendars!

If "good wine needs no bush" then there's little need for us to say much about our Calendars.

You know they were the best line on the Canadian counters last season and when we mention that we have **15 designs of "Ten Centers"** and **12 designs of "Five Centers"** you will note we are doing better than before.

The effect of color and design is beautiful. Half-tone blocks don't do them justice. You need to see our samples.

Already we have evidence of an enormous increase in the demand for the coming season's lines, and we are only commencing to show samples.

How much will **you** need to increase **your** order this year?

Think it over against the time our representatives call on you and be ready for them.

DAVIDSON BROTHERS

LONDON, ENGLAND

Canadian Representatives

THE COPP, CLARK CO., LTD., TORONTO



No. 31-10 CENT SERIES

for the Season 1906-7

Post Cards! (New Lines)

Here too, we outshine all others. A new lot of the famous **Tom Browne** cards is ready. (Look for "Tom B" on every card). There are 12 sets including:

- | | |
|--------------------|-------------|
| "Seaside Comforts" | "Spooning" |
| "Spring Cleaning" | "Plumber" |
| "Our Servants" | "Billiards" |

No humorous artist equals **Tom Browne, R.I.**, and we have the exclusive rights of this famous caricaturist's designs. Our sales are establishing a world's record.

Actress Series

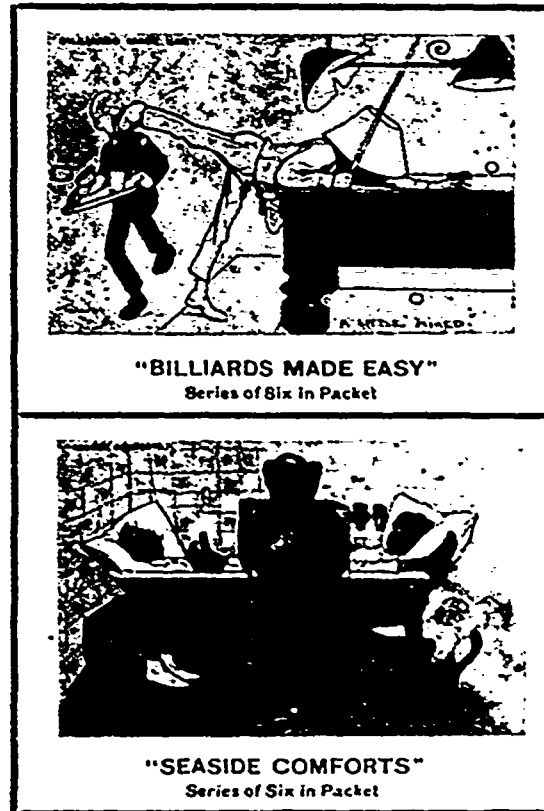
Here we have a long line of real photo cards; plain glossy, hand colored, or colored and tinselled. All the favorites are amongst them. These stage beauties are popular everywhere and they sell at sight.

SEE SAMPLES AND ORDER EARLY

DAVIDSON BROTHERS

Canadian Representatives, **THE COPP, CLARK CO., Ltd.**

LONDON, ENG.




PICTURE POST CARDS


HUMOR IN PICTORIAL CARDS.

MILLER & LANG, Glasgow, Scotland, whose announcement appears elsewhere in this issue of Bookseller and Stationer, are fine art publishers on a large scale, and their "National Series" of pictorial cards have secured a well-merited reputation on both sides of the Atlantic.

One particular line, which deserves special mention, is their various sets of humorous cards. The publishers long ago realized that productions of this kind, appeal-

from the famous Scottish poet, are perhaps even more laughable. There are many other sets of a similar nature, but to repeat them all would require more space than is at our disposal. The "Telephone" and "Devil" cards merit special mention.

Apart from this range of comics, Bookseller and Stationer has received from Miller & Lang, Limited, three other packets, representing "Scottish Lochs," "Moonlight Studies," and "The Manual Alphabet." The first two are charming reproductions of landscape and seascape scenes, whilst the third represents all the letters of the alphabet for deaf and dumb persons.

It might be mentioned that all the above cards are produced in colors, the workmanship being entirely of British origin. Miller & Lang, Limited, will be pleased to send catalogues of their latest lines to those mentioning Bookseller and Stationer.

IMPORTED CARDS.

A. HOLZMAN, the very funny post card man, has taken a new departure in the post card business, and is now advertising an addition to his line of a large assortment of imported cards. His imported Easter cards are attracting attention everywhere, as the assortment is comprised of every subject suggested by the Easter season—rabbits, chickens, eggs, and artistically arranged flower sprays ornament the different cards, and are unique enough to charm the pennies from any pocket. For the convenience of purchasers these cards are offered in an assortment of 500 for \$12.50, and a display stand is given away with the first order, thus enabling the dealer to spread out the entire line for inspection.

In art subject post cards but little of value has been shown the American purchaser, but the importation of copies of Old World scenes, done in steel engraving effects; paintings in oil (miniature oil paintings) and the soft sepia toned cards, will induce many a passer-by to examine and yield to the desire to possess these artistic little gems.

In putting up this line for the post card dealer thought has been given to the demand for a higher grade of card and the assortment will please the eye and gratify the artistic taste, as well as furnish almost every subject conceivable and every style of work known to the post card designer.

1,000 of these imported cards for \$15 brings the price so low no one would hesitate to purchase all they could use and still call for more.

THE "STAR" SERIES.

FRANKEL & CO., whose announcement appears elsewhere in this issue, have numerous lines of post cards, which should be ranked amongst the best productions of this class.

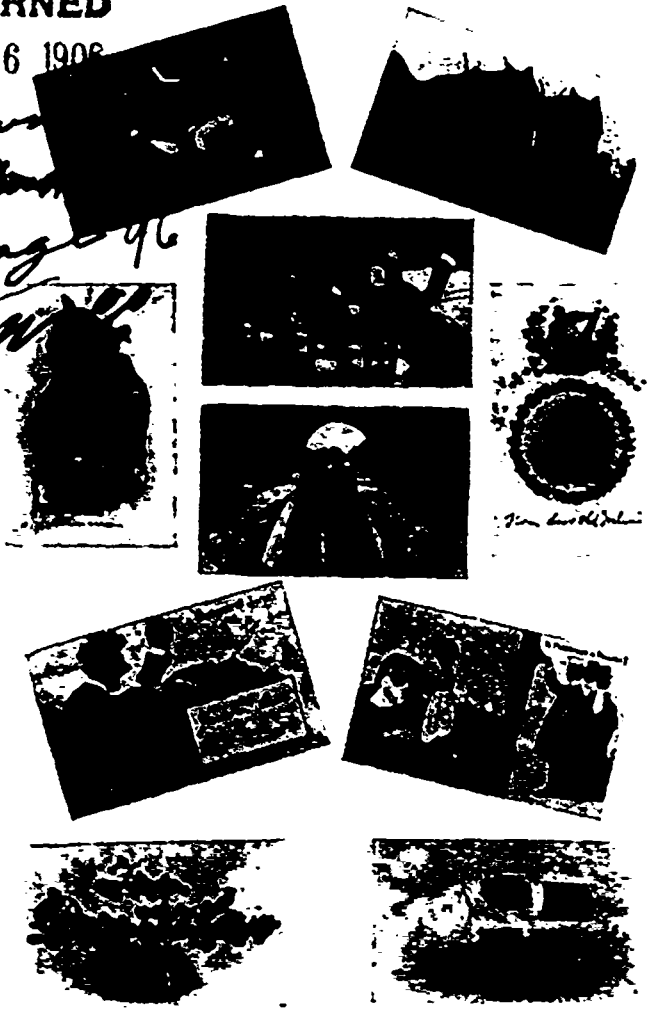
For a beautiful set of cards, reproducing sculptures of feminine figures from the Louvre of Paris, this firm holds the monopoly for Britain and Canada. They are also sole distributors in these two countries for another range of Paris productions, illustrating dances of the different na-

RETURNED

MAR 26 1906

H. Ash
not done

page 46



ing, as they do, to the majority of the people, form a most profitable side of the post card business, and consequently they have devoted considerable attention to their numerous series of humorous productions. mention of the titles of some of them will give sufficient idea of the subjects. Packet No. 340 is an amusing set of "Canoodling" cards, No. 336 contains an "Autograph" set Nos. 337 and 338, "Pilgrims of the Night" and "Jack Ashore," respectively. The "Football and Conundrum" sets are most amusing, whilst the "Burns" series which are humorous illustrations of quotations

We are both losing money

if you are not handling our "Ocean to Ocean" series of Picture Post Cards, which comprises views of the most famous spots in Canada from the Atlantic to the Pacific. These scenes are artistically reproduced in colors and are the most advantageous line of cards published. No dealer who sells

Picture Post Cards

should be without an assortment of these choice scenes. Order a sample box of one hundred different views. We also reproduce local views in our new Quadri Color Process from any kind or size of photograph. If you have not published your own series, send us your photos at once.

SAMPLES ON REQUEST

Warwick Bros. & Rutter
Limited

Publishers of
Picture Post Cards

King and Spadina, **TORONTO**

lonalities. These are real photographs, finished in glossy bromide, hand-colored and set off with gilt ornamentation. Other similar lines are ten poses of the celebrated French actress, Smette d'Arville, by Walery of Paris, and cards by Reuthinger, of Paris.

Amongst other lines of Frankel & Co are to be found has relief cards spangled and jewelled, of the King, Queen, Prince and Princess of Wales, and a range of English actresses, 36 in number, in platino finish. This "actress" series may be had richly hand-colored, jewelled or in the latest color process.

Easter cards of a very attractive kind are being shown. These represent broken eggs, disclosing not chickens, but a group of babies.

Cards of His Majesty's battleships and His Majesty's marines at drill and target practice are produced in patent color process.

A trio of cards, "The Message of the Dove," is most pleasing. They are real photographs of female studies, representing a dove conveying a message from the lady to some unknown "he."

number of heads. Warwick Bros. & Rutter will surely cards of any city, town or village in Canada in lots of 1,000 or more. Already orders have been booked for a great many places, both large and small.

NAME CARDS. Warwick Bros. & Rutter have thirty-eight names at present in their series of name cards. These are similar to the greeting cards. Other names will be added as occasion demands, but all the most common names are procurable now.

PORTRAIT SERIES. The most notable cards in this series are those of King Edward, Queen Alexandra and the Prince and Princess of Wales. They are produced in eight different styles, embossed, unselled, colored, jewelled, etc. Already they have obtained much popularity as a high-priced card. The series also embraces a large number of portraits of actresses. To it has just been added the portrait of Prince Arthur of Connaught, who will cross Canada from Vancouver to Halifax next month. There should be a ready sale for this card.

CANADIAN COMIC SPORTS AND OUTDOOR LIFE. In the comic sport series are to be found ten subjects taken from original paintings by C. Jeffries. They picture snowshoeing, football, curling, lacrosse, tobogganing, canoeing, hockey, baseball, motoring and bridge. The Outdoor Life series consists of 12 subjects by C. M. Manley, including golf, skating, tobogganing, riding, shooting, etc.

THE COPP, CLARK CO'S CARDS

"ART" SERIES—This series has been receiving constant additions for some time and now contains 91 different subjects. A few of the subjects treated are City Girls, Flags, Japs, Sporting Girls, Society Girls, Scenes, etc. The cards are well drawn and beautifully printed in colors. They make a splendid showing. The price to the trade is \$1.50 per 100 cards.

DAVIDSON SERIES The excellence of the Davidson cards has long been commented on by the Canadian trade. They are beautifully executed both from an artistic and a typographical point of view. The majority are comics, designed by such artists as Tom Brown, Dudley Hardy, Louis Wain and John Hassall. The reproduced paintings of Van Hier and other artists are exquisite. The Davidson cards are put up in strong envelopes, containing six cards each.

EASTER CARDS A large assortment of Easter cards is now ready for the trade. A special line of Swiss cards in black, white and hand-colored is worth attention. There are 37 different designs in each style, which comprises chickens, storks, eggs, children, flowers, etc. They also show several other assortments of cards, plain and bronze, birch bark effects and satin cards.

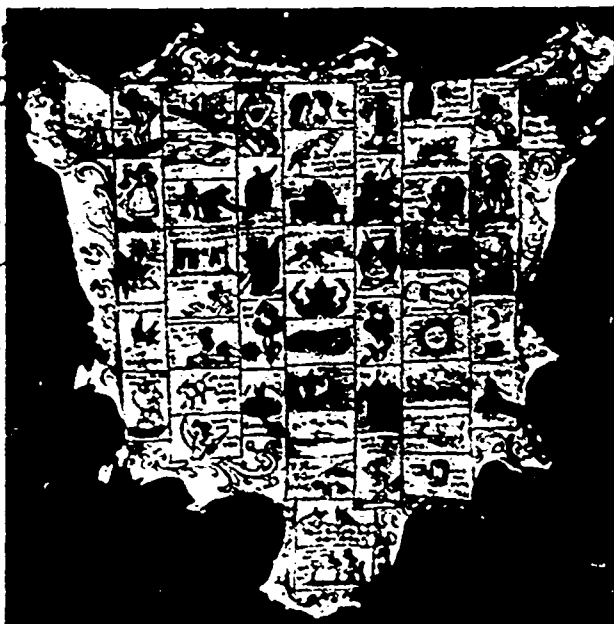
LOCAL VIEWS The Copp, Clark Co. are producing some very fine cards in black and white collotype views adapted from photographs sent in by customers. The following is an extract from a letter recently received and certainly is a high commendation of these cards: "I am sending you some more pictures for 1,000 each post cards the same print as those sent before, which I am delighted with. I must say for your encouragement that the work is all that is to be desired. If as good work is done in colors please have some of them done in that way. I shall send other pictures from time to time."

RAPID PHOTO PRINTING CO.

THE RAPID PHOTO PRINTING CO. show a wonderful alertness in the invention of new ideas for reproductions in actual photographs in their long and interesting series. Probably their richest and most striking line is the "Cameo" series in bas relief. Splendid

RETURNE
MAR 24 1906

W. L. C.



Leather Post Card Banner
Manufactured by W. E. McGregor & Co., Toronto.

Frankel & Co have several other lines, such as Donald McGill's comics, and humorous skits of the life of a new officer in the navy, but space precludes even a hasty mention of them all. Canadian dealers can get further information as to complete list from the publishers of the "Star" series at 245 Shaftesbury Avenue, London, Eng.

WARWICK BROS. & RUTTER'S CARDS.

OCEAN TO OCEAN This is the series that has established Warwick Bros. & Rutter's fame as post card manufacturers. There are at present 300 different views in this series, showing Canadian scenery from Halifax to Vancouver. Over 100 new subjects are being added to the series at the present time. These cards can be procured in boxes containing 100 assorted cards, no two of which are alike.

GREETING CARDS A new issue from the presses of Warwick Bros. & Rutter is a series of greeting cards, similar to the one illustrated, bearing the names of Canadian towns and cities. Each letter is filled in with a

Pictorial Post Cards

from Customers' own photographs—
printed plain or colored by recent-
ly improved processes.

Exquisite Results
Moderate Quantities
Prompt Execution
Reasonable Prices

Cards printed by us get the benefit
of the rebate of duty allowed on
goods of British manufacture.

Samples and Prices from

G. W. WILSON & CO.

Established Over 50 Years

2 St. Swithin Street, Aberdeen
Scotland

THE LATEST
—IN—

PICTURE POSTALS

We have been appointed agents for
one of the largest European manu-
facturers of Picture Post Cards.

SOMETHING STRICTLY NEW

WRITE FOR SAMPLES AND QUOTATIONS

PRICES EXCEPTIONALLY LOW

Does your stock of Pencils include the

“DIANA”

Lead Pencil? Acknowledged to be one of the best
two cent pencils on the market.

McFARLANE, SON & HODGSON

706 Craig Street, MONTREAL

W. G. MacFARLANE

72 Bay Street, Toronto

Picture Post Cards and Souvenir View Books, Burnt Leather Novelties, Etc.

This is your last opportunity to order Contract Editions of Post Cards
from your own photos. Our leading styles are:

COLLOTYPE—\$4.00 per thousand of a subject, delivery eight weeks.
HAND-COLORED COLLOTYPE—\$9.00 per thousand of a subject, delivery ten weeks.
CHROMOTYPE—\$10.00 per thousand of a subject, delivery ten weeks.
NATUROTYPE—\$7.50 per three thousand of a subject, delivery ten weeks.
AUTOCHROME—\$8.00 per three thousand of a subject, delivery twelve weeks.
PHOTO GLOSS—\$2.00 per thousand of a subject, delivery eight weeks.

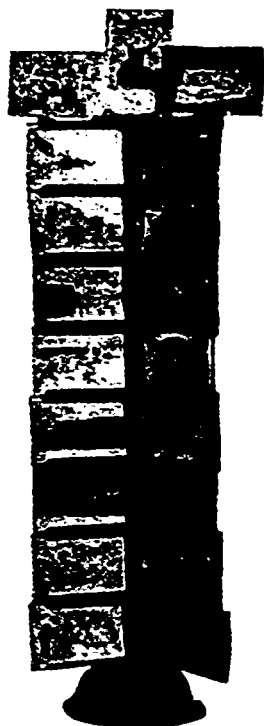
SEND FOR SAMPLES

We have a very fine assortment of EASTER POST CARDS, the Stewart &
Woolf line, numbering eight different sets, including six separate subjects in a set,
at 10c. per packet. This is a beautiful line, and we should be pleased to send
samples.

Also a very fine line of EMBOSSED EASTER EGGS and EASTER LILLIES
in air brush tinting, a very striking line, at \$20.00 per thousand. Same line,
tinselled, at \$35.00 per thousand.

Our stock of FANCY CARDS is very large, including Real Photo Actresses in
plain and hand-colored, Cameo and Jewelled finish, also Name and Alphabet Series in
Real Photo. The Bamforth Life Model Cards, Stewart & Woolf Fancy, American
Life Model, Etc., Etc. Our stock of View Cards of Canada is large and well
assorted.

SEND FOR OUR CATALOGUE IF YOU HAVE NOT RECEIVED ONE



Rack "A"

This Post Card Rack at \$1.00
each, L.o.b. Toronto.

sales of this very attractive line are reported, a very popular number being 2688, Miss Edna May, the London favorite, who has recently toured Canada. There is a bewildering line of children, cats and animals in pretty settings and quaint groupings. A double panel card of the King of Spain and Princess Ena is one of the successes of the moment. The actress cards are as beautiful as one could wish and the new coloring in reds and greens is very striking. Many are also touched with gilt.

A long line of Easter greeting cards has just been completed and stocks are ready for immediate shipment. Among the celebrities are found most of the political men of note, including a recent photograph of the Prime Minister. A new series shortly to be added is that of British warships. They will be ready in a few weeks' time.

MONTREAL FIRM'S ASSORTMENT.

THE MONTREAL ILLUSTRATED POST CARD COMPANY has just received its stock for Spring trade. The assortment is indeed a large and varied one, and the mass of beautiful, artistic cards to be seen in the collection displayed is wonderful. New ideas in illustrated cards have been introduced by this enterprising firm already, and this Spring many new designs are offered to dealers. Easter cards occupy a prominent place in the stock just at present, and are to be obtained in any quantity. Beautiful cards in seven colors are obtainable at reasonable prices. Embossed cards, new photo-gloss post cards and many other varieties are to be purchased also. Cards appropriate for correspondence around moving time, May 1, occupy a place on the shelves too. Dealers should hurry to secure a stock for the Spring trade, which will soon begin.

THE PARISH LINES.

C. R. PARISH & CO., the big publishers and importers, with houses at Philadelphia, Columbus, Port Byron and Toronto, have splendid facilities for supplying an immense range of cards.

At their Toronto branch, which is in charge of A. L. Merrill, there are shown thousands of different cards, including photographs of royal personages and other celebrities, embossed, tinselled, jeweled, and otherwise embellished, living pictures, high-grade comics, embossed pictures of trains, boats and buildings, chromotypes of Canadian cities, special Easter cards, etc.

Mr. Merrill has just put in stock 5,000 packages of Raphael Tuck's cards, one of the largest orders yet placed with that manufacturer for the Canadian trade.

PICTURE POST CARD NOTES.

Ferd. Anthony Horle & Co., of Cardinal House, St John's Lane, London, E.C., have some cheap qualities of official post cards for advertising purposes that are deserving of attention. They also handle better qualities right up to one or two sided art cards for pictorial post card printing.

The Musson Book Company, Limited, Toronto, handle several attractive lines of picture post cards. Special mention might be made of

the Gibson cards, which consist of reproductions of Charles Danna Gibson's characteristic sketches.

William Briggs, at the Methodist Book and Publishing House, Toronto, has an extremely fine range of scenic and comic cards in colors. These are English importations which he is able to supply at extremely low prices. He also carries a range of post card albums.

MORE POSTALS

We have lines that will sell everywhere,
all the time

Naval and Military Cards

NAUIGS OF THE WORLD MOUNTED TROOPS HUMOROUS MILITARY SKETCHES VICTORIA CROSS GALLERY	H. M. DOCKYARD, PORTSMOUTH WOOLWICH ARSENAL LIFE IN THE NAVY H. M. S. VICTORY and hundreds of others
---	--

Prices from \$5.00 per 1,000 up

Colotype Local Views at \$4.75 per 1,000
Any District

SMITH & TODD, 21 Richmond St. W., Toronto

BURNT LEATHER POST CARD BANNERS

are the best for advertising your

LEATHER POST CARDS

PRICES :

\$3.50	for banner showing 50 designs
\$1.00	" " " 40 "
\$2.50	" " " 30 "
\$2.00	" " " 20 "

NOTE—Each design is stamped on the reverse side with regular "post card" stamps so that the banner may be cut up at any time into cards and sold.

We also supply Leather Post Cards, Cushion Covers, etc. If your jobber does not carry them write us.

W. E. MCGREGOR & CO.

Manufacturers of
Burnt Wood and Leather Novelties, Souvenirs, &c.
155 BAY STREET, TORONTO

POST CARDS IF YOU DON'T KNOW ABOUT OUR LINE BETTER GET ACQUAINTED.



We will send you prepaid 100 samples, all different, for \$1.00. Ours is unquestionably the largest line of good selling cards on the market. Complete list on application.

DEPT. "C" UNITED STATES NOVELTY CO., Cincinnati, O.

Picture Post Cards Again!

Royalty and Stage Celebrities— } Retail, 25c each.
 Embossed, Jewelled and Spangled } Wholesale, \$1.50 per dozen.
Railway Trains, Steamers, Buildings, } Retail, 10c each.
Bridges, etc.— Embossed and Tinselled } Wholesale, \$3.50 per 100.
Tuck's Packages— } \$1.50 per dozen pkgs.
 Unlimited variety, very choice }
Toronto, New York, Chicago, Philadelphia, } \$1.00, \$1.50 and \$3.00 per
Boston, London, Paris, Berlin, etc.) } 100.
Comio Cards in Glosso finish - - } \$12.00 per 100
 - - - - - } \$1.50 per 100
Comio Cards. Colored—\$1.00 per 100 or \$7.00 per 1000
 Sample 100 of all kinds, \$1.50
 Positively the only Canadian House running a complete line of
 High-class Cards. No trash. Only cards of quality.

C. R. PARISH & CO., 304 Yonge Street. **TORONTO**
 PHONE M. 6125

POST CARDS

Finest American Made, from 250 up.
 Time for Filling Orders, 2 to 3 Weeks.

Also

SOUVENIR ALBUMS

THE ALBERTYPE CO., BROOKLYN, N.Y.

Post Card Albums

Largest Selection (choice) of the Latest
 Designs, at all prices.
Sample Consignment, consisting \$4.00
of 20 different Albums - -

Post Card Frames

50 Modern Designs
 in different styles.
Sample Consignment, consisting \$1.20
of 50 different Frames - -

Photo. Mounts

400 Designs of the Latest Style, which
 have not been offered in such varia-
 tion, or of such excellent make, from
 any other quarter.
Sample Consignment - - - \$4.00

Catalogue free upon application. If a larger
 order is given upon receipt of samples, half
 the amount which has been paid for the sam-
 ples will be credited.

Apply at once to the

Leipziger Buchbinderei-Aktiengesellschaft
 (FORMERLY GUSTAV FRITSCHE)
 LEIPZIG - - - GERMANY.

WE— LEAD IN POST CARDS

We carry the largest variety, have the
 largest annual turnover, and are there-
 fore in a position to give better values
 than any of our competitors.

Easter Cards . . . *The most beautiful designs,*
at from \$1 00 up.

New Chromo Views—*The finest ever shown—in*
seven colors, at \$1.00 per
100.

Leather Cards . . . *Hand-colored and hand-*
burned, fancy edges. The
latest out—for the cushion
pad—\$3.50 up.

Leather Fish . . . *An immense seller for 1st*
April. Per 100, \$5.00.

Promos *Colored and glossy, Photo-*
graphic series.

And many other lines in abundant variety at
astonishing prices.

Get a Sample Assortment at from \$2.00 up.

ILLUSTRATED POST CARD CO.

Temple Building 185 St. James St.
MONTREAL

Georg Geier & Garke

ART PRINTERS AND PUBLISHERS
 NUERNBERG (BAVARIA)

Exquisite Novelties of

SUN AND MOONSHINE CARDS
 REPRODUCTIONS OF GREAT PAINTERS
 NATURE AND ART CARDS
 ANGEL AND RELIGIOUS CARDS
 BRILLIANT CARDS

Cards with English wording can be had if desired.

Full sample assortment can be had by
 remitting \$3 00.

Souvenir Cards

New arrivals constantly. It will
 pay to handle a choice assort-
 ment. The more you spend—the
 bigger variety. Prices \$1 to \$100
 up. Fancy, Glossy, Handpainted
 and Artistic Cards, \$2 to \$10
 a 100. Job Mixture, \$5 a 1,000, 75c. a 100.

Easter Cards

\$1.50 a 100, and \$5, \$10 \$15 and \$20 a 100. Finest
 variety in the Dominion.

COMICS—50c., 60c., 75c., \$1 and \$1.50 a 100.
 FLYING BUTTERFLY—Great seller—\$7.50 a 100,
 \$1.10 a doz.
 TAG POSTALS—\$2 a 100, Leather, \$40 a 100.

W. R. ADAMS - - - 481 YONGE ST., TORONTO
 PHONE MAIN 953.

~~APR 24 1906~~
 APR 24 1906
 20 burner
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 Page 20 W i E

WE ARE HEADQUARTERS FOR POST CARDS

AND EVERYTHING PERTAINING TO THIS LINE

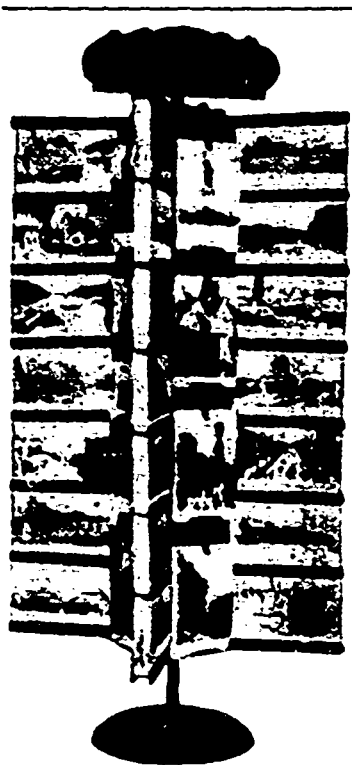
No one can equal us in quality, and our prices are as low as the inferior goods on the market. We have the the largest and most complete line on the market. Write for prices and samples.

Our POLYCHROME cards are Productions of the Highest Art : they are printed in ten or twelve colors, and the intermediate shades thereby obtained produce a picture true to life. To send such a card is a pleasure, to receive it, a treat.

Our EXCELSIOR cards are actual productions from Original Photographs, made by the Gelatine Process, which is the highest perfection in the art.

As the demand for Illustrated Post Cards grows, the taste is growing for the best only. People will no longer buy inferior cards because they are cheap. Our cards are not expensive, though the best on the market.

We here show an illustration of our Patented and



PARAGON POST CARD STAND

IMPROVED PARAGON REVOLVING POST CARD DISPLAY STAND

constructed entirely of Gun Metal Steel. It is the handsomest and most effective Stand on the market. An ornament to any store.

Price, \$10 00

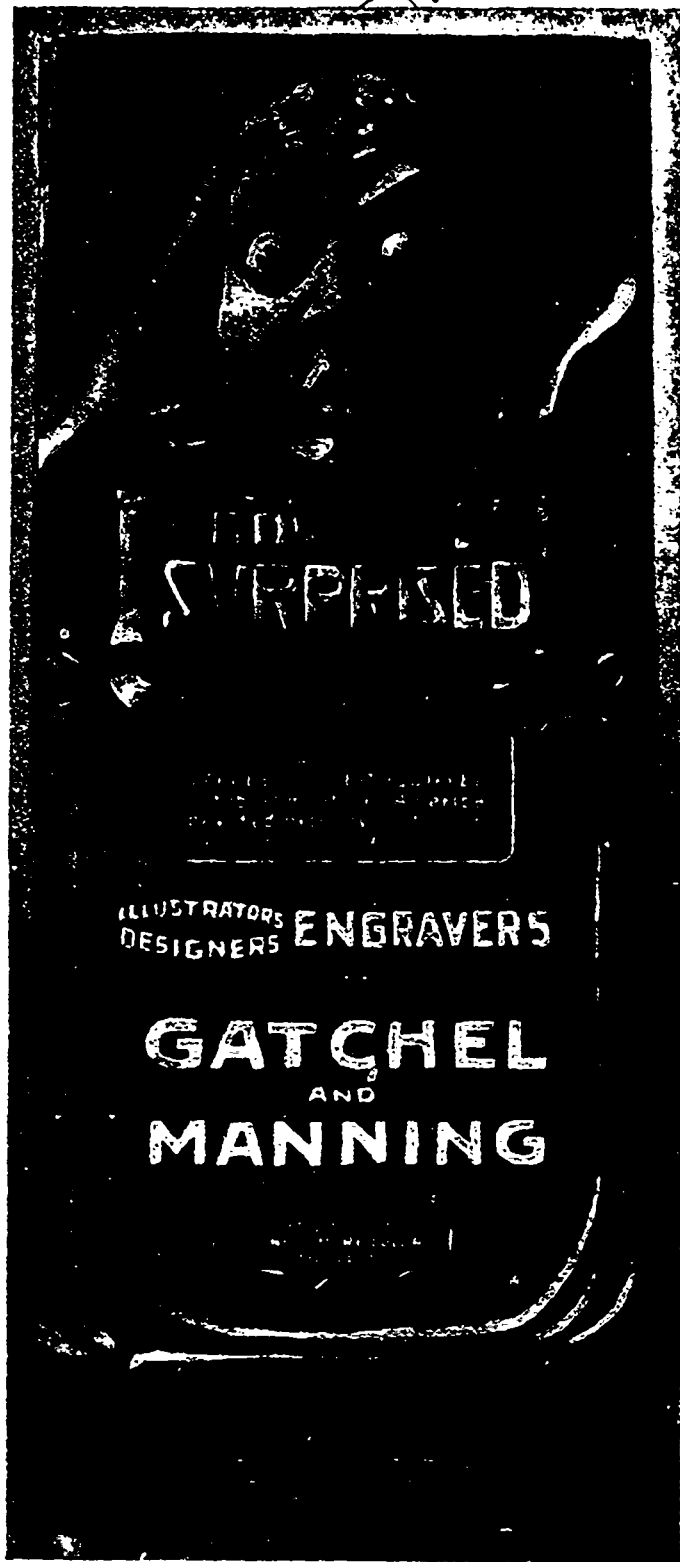
In order to introduce this Stand to all dealers for a limited time, we will give as a premium, with each Stand, the following cards :

100 Polychrome (Highest Grade Colored)	retail 5c.	\$5.00
100 Excelsior (black and white)	retail 2 for 5c.	2.50
83 Burnt Leather	retail 10c.	8.30
700 Comic	retail 2 for 5c.	17.50

Total. \$30.00

As the Stand and the above cards will cost you only \$10.00, you will derive a net profit of \$20.00, to say nothing of obtaining the best Post Card Stand on the market at no actual cost. Even if local competition makes necessary your shading the above selling prices, you are still in a position to meet any competition. Compare the above assortment with others advertised, and note that we don't load you up with a lot of cheap, inferior, poor selling cards. You will quickly sell all of our cards, and reorder.

THE AMERICAN NEWS COMPANY
 POST CARD DEPARTMENT
NEW YORK



(Made from a design modeled in clay.)

CATALOGUE

requirements with us are
A SPECIALTY.

ALBUMS BY THE 100.

By actual count, Bookseller and Stationer's representative reckoned that Warwick Bros. & Rutter, Limited, have nearly two hundred different picture post card albums on show among their import samples. These embrace all shapes, sizes and designs. The trade can well understand that in such a multitude of numbers, every want can be supplied.

THE MACFARLANE LINE.

W. G. MACFARLANE, 73 Bay street, Toronto, and 15 Coal & Iron Exchange, Buffalo, N.Y., reports a very active demand for contract editions of post cards from customers' own photos. Dealers who have not placed their orders for their Summer editions should do so at once if they desire to get their cards in time for Summer trade. It takes from eight to thirteen weeks to get out editions of cards; collotype and photo-gloss requiring eight weeks, hand-colored collotype and chromotype and naturotype requiring ten weeks and autochrome requiring three months. This firm have done tremendous business in contract editions as they offer a variety of eleven styles to select from and are in a position to give the lowest quotations. They have booked a very large business in collotype, chromotype, autochrome and photo-gloss.

This firm's six travelers are now showing a number of new lines of stock cards. One of these is the Musee line of reproductions of the world's most famous paintings. The subjects embrace fifty or more numbers, including the finest things in sacred and secular art, including the most celebrated Madonnas and classics. This line retails at 10c. The demand for this line all over the world has been so great that it has been found difficult to fill orders. It is the acme of perfection in post card publishing.

In Easter cards a good assortment of designs is shown in the celebrated Stewart & Woolf line. They offer eight different sets with six separate subjects in each set. They also have a very fine line of embossed and air brush tinted Easter eggs and lilies.

The firm now are tinselling cards and any cards customers desire, either view or fancy cards, can be tinselled and inscribed with Easter or birthday greetings.

Mr. MacFarlane has a line of comic post cards of his own publication; the humor of this line is in good taste and the line is meeting with general acceptance.

the finest architecture of the chief centres and also the leading scenic regions of Canada. The execution is in collotype, chromotype, autochrome, photo-gloss and naturotype.

One of the strongest features of the line will be a series of about one hundred subjects reproduced from oil paintings illustrating western life, also the Rockies, Indians, and the architectural and historical features of the leading cities. These will represent the best in view post card work and will be a strong selling line.

POINTS ABOUT SOUVENIR POST CARDS.

THE AMERICAN NEWS COMPANY offer the trade, cards. Of the miscellaneous cards, such as comic, in view cards, three different styles of souvenir post leather, novelty, and fancy post cards, they have an endless variety. They make a specialty of always having an elaborate edition of cards appropriate for each particular season. For instance, now Easter cards are to the front. Their line of these cards is very complete. These cards are put up principally in sets. One set consists of six



different cards, beautifully illuminated in many colors. A unique feature about these cards is that they are transparent when they are held to the light. Easter eggs, rabbits, chickens, and many other beautiful symbols of the joyous season show up on these cards in illuminated form. These cards retail at 5 cents, with a very liberal margin of profit to the trade. Another set consists of ten very attractive subjects typical of the season, all different. These cards are embossed and printed in many colors, and can be retailed as low as two for 5 cents, and still afford the dealer a good profit. Their specialty is publishing cards for the trade over the dealer's own imprint from photographs supplied by the dealer.

The highest type of post card perfection is exemplified in their poly-chrome, or highest grade colored cards. These are printed in twelve colors, and the intermediate shades thereby obtained produce a picture which can only be excelled by an oil painting. Owing to the great skill necessary to produce the poly-chrome cards, it is absolutely necessary that they be published in immense editions, in order to bring their cost down to the lowest possible figure.

The company have also another grade of colored cards, the litho-chrome quality, which is surpassed only by the poly-chrome cards.

Their litho-chrome cards are claimed to be superior to any other line on the market, and differ only from the poly-chrome cards in that only eight colors are used, but even this gives most beautiful results. The special advantage of the litho-chrome cards is that they can be published in smaller editions.

Their Excelsior (artistic black and white) cards are in a class by themselves. These cards are produced by the gelatine process, being actual reproductions from original photographs, and the results achieved are a decided improvement on the photographs themselves.

The unsolicited testimonials which the American News Company are constantly receiving from satisfied customers would fill a large volume, the best dealers in the trade taking the trouble to write in words of the highest praise.

To introduce their Improved Paragon Revolving Post Card Display Stand the company are giving a very valuable



This firm's collection of Canadian subjects is very large. New additions are made to this line every week, with the expectation of making it the strongest line in Canada when the Summer trade begins in active fashion. The stock lines comprise particularly subjects illustrating

ble and desirable assortment of cards as a premium with each stand, charging only for the stand, and making no charge for the post cards. This makes it easy for every dealer to start in the post card business at once, at little expense. The responses they have so far received to their previous advertisements of this stand have kept them busy working night and day to fill their orders.

A LINE TO CONJURE WITH.

DAVIDSON BROS' (London, Eng.) showroom is looking more than usually bright with its display of calendars for 1906-07. These 5 and 10 cent goods have had a remarkable run during the past season and the new designs show a distinct improvement on those that preceded them. The list of numbers in both lines has been increased, so there is a greater variety than ever to choose from. A noticeably strong design in the 5-cent series is No. 10, "Basket of Flowers," as shown in the advertisement. The 10-cent line is well represented by No. 31, "Fairy Bells"



In humorous post cards there is a splendid showing of new designs by Tom Browne, R.I. and R.B.A. This is a name to conjure with, for no English artist equals "Tom B." in lulling off the humorous aspects of everyday life. "Spring Cleaning," "Seaside Comforts," "Billiards Made Easy," and others are represented in sets of six cards each. These are only a few titles out of the series of twelve, all by the same artist, just issued. They have more color and a better finish than the former "Tom Browne's" and this heightens the effect very considerably. Many new models are noticeable in the series of actresses and stage beauties. These are all real photographs done in plain glossy, colored glossy or color and jewelled effect. A graceful specimen is shown herewith (Mrs. Camille Clifford.)

NEW FRAMES SHOWN.

To their series of fifteen frames for framing picture post cards, Warwick Bros. & Rutter, Limited, have added a new series with embossed relief effect, that are very

handsome. Now that so many pretty cards are shown which are well worth possessing, these frames come in very useful.

THE GAGE LINES OF CARDS.

W. J. Gage & Co. report that the sale for picture post cards is on the increase. These goods are certainly one

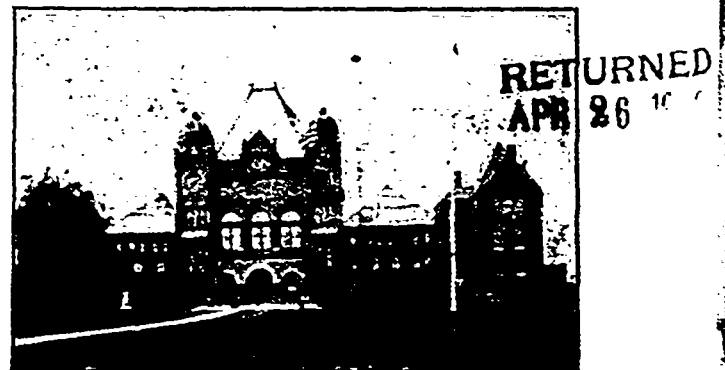


of the best selling and most profitable lines ever handled by the stationery trade and have proved a great money-maker.

The dealers in the small towns and villages all over Canada are placing orders for cards with local views so as to keep up with the demand. Gage & Co. show a very tasty line of embossed designs adapted for local views, some of which are illustrated herewith.

These cards they manufacture to special order in quantities of 250 of a view and upwards, and can supply them in ten days after receipt of the photos.

W. J. Gage & Co are having a large and increasing sale for their colored picture post cards. These are of the highest class of workmanship and finish, and the firm carries in stock the best selling views of the leading Canadian points, covering Quebec, Montreal, Ottawa, St. Lawrence River, Toronto, Winnipeg, western views, and British Columbia views. As well as the above stock lines they supply local views of their colored postals to order in quantities of one thousand and upwards. All the dealer requires to do is to furnish photos of the views wanted.



SECTIONAL HANGERS.

A useful sectional hanger for storing and displaying cards is shown by Warwick Bros. & Rutter, Limited. The complete hanger contains ten sections, each of which will hold fifty cards. The outside card is fully displayed and thus ten different cards can be shown. At 45 cents for the set of ten sections, the hanger very soon pays for itself.

The Biggest Post Card Year Yet!


Therefore get your orders in early or write and have our travellers call. New lines of Comic and Picture Cards. An enormous range of the latest, catchiest, line of subjects. Special price for local black and white or colored view cards.

BE FIRST AND GET THE TRADE

G. A. WEESE & SON, 44 Yonge St., Toronto
WHOLESALE MANF. STATIONERS

Are You Down Hearted?

Then Write Right now for Samples and Price List of

THE  SERIES

Pictorial Postcards, Albums, English Papers (Browns, Writings, etc.), Counter, Buff and Tinted Envelopes, Official Postcards, etc.

OUR VALUE WILL CHEER YOU

FERD. ANTHONY HORLE & CO., CARDINAL HOUSE, ST. JOHN'S LANE, London, E.C., Eng.

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN
Black and White
Our Colored Cards
STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

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

The Picture Postcard Co.
P.O. Box 334, OTTAWA, ONT.

GUN METAL POST CARD UNIT HOLDERS



Each metal unit holds 30 cards. Can be used separately or in groups. Made to attach to each other, to display as a hanger or stand as an easel. Permit of most effective displays on counters, walls, rods, show cases. Made of our famous gun metal.

\$5.00 PER HUNDRED
ORDER AT ONCE.

Ask for our Catalogue, which shows complete line of post card display racks.
S. Heineman, Pres. **GREAT WESTERN FIXTURE WORKS**
C. B. Morrow, Sec.-Treas. **195-9 5th Ave., Chicago, Ill.**

Easter Post Cards

SELECTED FROM THE LEADING
FACTORIES OF THE OLD WORLD

Dainty Designs of **RABBITS, EGGS, BIRDS, FLOWERS**

Ranging in price from
\$10.00 per M. up

A SPECIAL OFFER

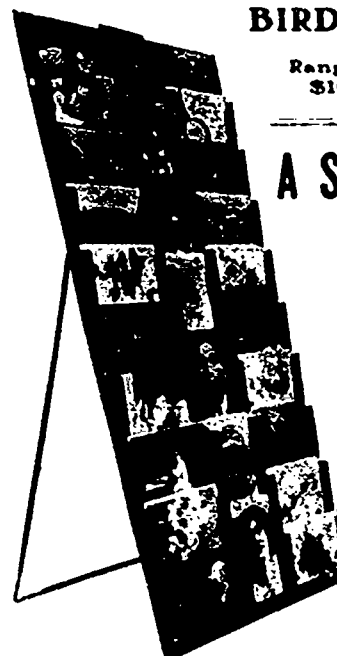
50c

Assorted Easter Cards and
this new Style Display
Stand for

\$12.50

These cards retail for
5 and 10c each.

This offer is made to in-
troduce my new stand.



Alfred Holzman

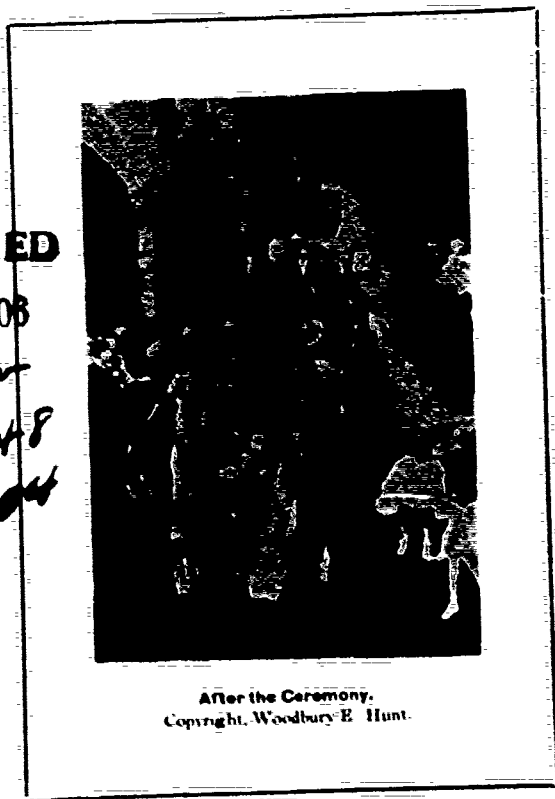
PUBLISHER

340 Dearborn St., Chicago, Ill.

CALENDARS FOR 1907.

The Brown Brothers, Limited, expect soon to be showing their 1907 samples of Woodbury E. Hunt's calendars, pictures, etc. This company have the exclusive control of this line for Canada, and have built up a very large trade for them in this market purely on their merits. The trade do not need any description of these goods, as the dealers are well aware they are in a class by themselves, notwithstanding the many attempts at imitation.

The Brown Brothers state that in past seasons they have found that a great many of their calendars have been sent out as souvenirs, so that this season they have introduced a new idea which will make this line more than ever popular for sending to friends across the seas. It was not learned just what the new departure is, as the Brown Brothers are now preparing a special circular which will describe it in a practical way. These will be mailed to the trade shortly.



After the Ceremony.
Copyright, Woodbury E. Hunt.

TUCK INVADES CANADA.

IN this issue of Bookseller and Stationer will be found a most important announcement that will arouse considerable interest in the trade. It is to the effect that the great English house of Raphael Tuck & Sons Company, Limited, are about to establish a branch in the Dominion.

No more flattering evidence of their appreciation of the practically unlimited possibilities of the Canadian market could well be given. Booksellers and stationers throughout the Dominion will hail with pleasure the fact that "Tuck" is to be domiciled among them.

So well and so widely known are the products of this concern that it is scarcely necessary to attempt adulation. It may be mentioned, however, that their lines for the season of 1906-7 exhibit the usual marked improvement over previous efforts. An endless profusion of Christmas cards, calendars, toy books, juveniles and gift books, photogravures, etc., will be exhibited by

their travelers. In this connection it may be stated that the Raphael Tuck & Sons Co., Limited, were the pioneers of the post card business in the United Kingdom, and their collection of publications of this class embraces, in addition to a large variety of miscellaneous subjects, historical, interesting and educational views of almost every important spot in the old world and the new.

Bookseller and Stationer extends a warm greeting to the Tuck Company on behalf of the Canadian trade.

STATIONERY NOTES.

Buntin, Gillies & Co., Limited, Hamilton, are showing a decidedly up-to-date new line of papeteries to retail at popular prices.

Writing tablets with covers for you only should interest you. Write to Buntin, Gillies & Co., Limited, Hamilton, for full particulars regarding this.

Buntin, Gillies & Co., Limited, Hamilton, are advertising ink on the back cover of this number. Their stock is complete, and stationers ordering might bear them in mind.

An exceptionally large line of mat and mounting boards is carried in stock by Buntin, Gillies & Co., Limited, Hamilton. Their assortment comprises light, medium and heavy weights in all the best colors.

Although W. J. Gage & Co. have moved their warehouse to their factory building, 82-94 Spadina avenue, Toronto, they are still, for the convenience of their customers, keeping their sample room at the old stand, 54 Front street west. The sample room is in charge of Mr. Chas. J. Campbell, who will be glad to see any of the trade when visiting the city and give them personal attention.

With the coming of Spring there arises a demand for flags for outdoor celebrations of all sorts. The Copp, Clark Co., Limited, have a splendid range of the best cotton flags, including Dominion Ensign, Union Jack, Stars and Stripes and French Tri-Color. The material used is a strong, heavy cotton and the designs are lithographed, not printed, and so will withstand the weather. They come mounted on nicely-finished split sticks. It might be noted that the Dominion Ensign has been pronounced authoritatively correct by the Government.

The series of loose leaf books, styles "The Simplex," published by W. J. Gage & Co., Toronto, are having a large and steadily increasing sale. This firm reports receiving within the last few days some large and very gratifying orders for these goods, which goes to show they are making what the trade require at the right prices. We might state for the information of the retail stationers and printers that Gage & Co. are selling their loose leaf goods through the regular dealers and not direct to consumers, as has been the custom. Catalogues, samples and full particulars will be gladly furnished upon request.

A TREMENDOUS IMPORT DISPLAY.

Nine thousand different articles!

For a moment it is hard to grasp the significance of this figure.

A display of a couple or three hundred articles, many of them duplicates, would make up a fairly good fancy goods stock. But multiply this by fifty and weed out the duplicates and you get some idea of what nine thousand means.

The privilege of making a selection from this enormous

RETURNED

APR 25 1906

J. Brown
Customer
pages
1/2

DO YOU REQUIRE PICTORIAL POST CARDS?

1906 **NOVELTIES** 1906

Our Special Offer

In order to create a still greater demand for the famous "Star Series" of Pictorial Post Cards throughout Canada, we have prepared an

ASSORTED SAMPLE PARCEL

comprising Actresses, Comics, Celebrities, Children Studies, Views, Animals, etc., etc.

360 Splendidly Assorted Cards for \$3.00
 180 " " " " 1.50
 Retail value of \$3.00 parcel 9.50
 " " 1.50 " 4.75

Our Sample Parcels are sent carriage paid and will be dispatched from April 10th, to May 1st, 1906

ORDER AT ONCE

SEND MONEY ORDER

Please Note that as we issue these parcels as samples and not for profit, we can send only one parcel to each customer.

PRINTING ON PICTURE POST CARDS!

QUESTION:

Who is the Cheapest and Best Printer for Post Card Publishers?

ANSWER:

Frankel & Co.

FINE ART PRINTERS AND PUBLISHERS

245 Shaftesbury Ave.

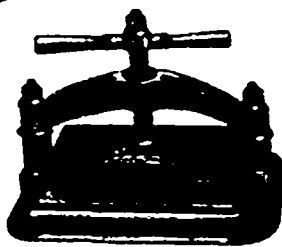
Corner of New Oxford Street

LONDON, W.C., ENGLAND

WRITE AT ONCE!

For samples and prices, stating number of views and quantity of each subject required.

Persons addressing advertisers will kindly mention having seen their advertisement in BOOKSELLER AND STATIONER.



FOR COPYING PRESSES

ALL SIZES
 from Quarto Post to
 largest Waybill.

Write the

James Smart Mfg. Co., Limited

Brockville, Ont., or Winnipeg, Man. ESTABLISHED 1854

WE HAVE EVERY FACILITY TO TRANSACT
YOUR BANKING BUSINESS
 AND INVITE YOUR ACCOUNT

THE METROPOLITAN BANK.

CAPITAL PAID UP, - - 81,000,000.
 RESERVE FUND, - - 1,000,000.

SAVINGS DEPARTMENT at all branches.

Interest allowed on deposits of
 one dollar and upwards



\$100,000.00 WORTH OF TALKING MACHINES AND RECORDS IN ONE YEAR

That is what a dealer in a town of only 25,000 inhabitants will do. What is the population of your town? What are your annual Berliner Gramophone and Victor Talking Machine sales? What number of our records do you sell monthly? **However large** your turnover is it can be enlarged if you go about it right.

Get a good supply of instruments and records and always have the records people want. Let them know you have them and you will have a steady sale every month, and an ever increasing trade with profits that are liberal and assured.

This month we are publishing about fifty new records, amongst which are the following superb records by Madame Meiba and Madame Schumann-Heink.

- | | |
|--|--|
| No. 94802 Sweet Thoughts of Home. | No. 94801 Les Anges Pleurent |
| 94803 Bell the Lord is Minded of His Own | 94802 Chant Venitien. |
| 94804 Samson and Delilah—Arie. | 94803 Come Back to Erin. |
| 94805 Bar Fraebel—Arie. | 94804 Gold Long Syme. |
| 94806 Lucetta Berga—Hindawi. | 94805 Good Faith, at Home. |
| | 94806 Good Night. |
| | 94807 Arrive on the Hill there Bess a Stream |
| | 94808 Home Sweet Home |
| | 94809 To Hear the Gentle Lark. |
| | 94810 Sur le Lac. |

Send for full list of records and instruments with liberal discounts to the trade.

The Berliner Gramophone Co. of Canada, Limited
 2315 St. Catherine St., MONTREAL.
 Toronto Winnipeg Vancouver

mous number of samples is open to every Canadian dealer, through the energy and progressiveness of Warwick Bros. & Rutter, Limited, Toronto, who for the twenty-eighth consecutive time have just opened their annual display

The upper floor of their splendid new building presents a gorgeous appearance, with its elaborate decorations of red, white and blue bunting, its clusters of electric lights, its gaily decorated stands and tables, on which are ranged in rows and tiers the thousands of beautiful articles that make up the show.

To commence to enumerate and describe the various articles would be useless and all but impossible. The trade will take it that after so many years' experience, Warwick Bros. & Rutter know their business from top to bottom. They understand the market where they buy and they have access to the most desirable goods, and they arrange to furnish these goods to the Canadian trade upon the most advantageous terms. They understand the needs of the Canadian market. And in addition they possess an enormous advantage in selling by samples. They are able to show an immense range and it is immaterial to them how many of any one article their customers purchase.

In conclusion, Bookseller & Stationer's representative, who inspected this year's show, can but emphasize the fact which impressed itself upon him as he strolled through the various sections of the exhibition that here was to be found everything that a dealer could possibly desire. Every conceivable article was represented in many different styles and finishes. The prices, too, were right, ranging from the very cheapest up, and centring for the most part around twenty-five cents.

PERSONAL MENTION.

Mr. Charles Walton, of Charles Scribner's Sons, New York, is due in Toronto this week.

Mr. George Sully, representing Little, Brown & Co., Boston, called on the Canadian trade recently.

Mr. C. A. Caldwell, of the Dana Estes Company, Boston, was in Toronto, calling on the trade, recently.

Mr. Frank Dodd, of Dodd, Mead & Co., the New York publishers, was seen in Toronto about the beginning of the month.

Mr. A. D. McMullan, traveling representative of the H. M. Caldwell Co., of Boston, left Toronto for California on the 5th inst.

Mr. John Hopkins, of the Thomas Y. Crowell Co., New York, is at present busy on the Maritime Province route. He went east from Toronto.

After fifteen years service Mr. H. C. Roxborough has severed his connection with The Copp, Clark Company, Limited, to join the staff of the E. H. Harcourt Company, Limited.

Mr. P. Gumlich, manager of the Montreal Import Company, Montreal, has returned from Europe, where he has been in connection with the placing of his Spring orders for illustrated post cards.

Mr. Wm. E. Coutts, of the departments of stationery and leather goods of Ryrie Bros., Limited, Toronto, recently returned from a two weeks' buying trip to New York, Boston, Philadelphia, and other eastern cities. He captured some exclusive novelties for the Toronto trade.

Mr. W. B. Walker, representing the New York office of Raphael Tuck & Sons Company, Limited, has been in Montreal and Toronto recently in connection with the establishment of a branch office of the Tuck Company, at the corner of St. Antoine and St. Genevieve streets, Montreal.

Mr. Samuel M. Toy, senior member of the firm of Grand & Toy, Limited, commercial stationers, Wellington street west, Toronto, passed away on the morning of March 1, as the result of an attack of apoplexy. He had been at his office until 5.30 on the preceding evening. Deceased had been twenty-five years in business in Toronto.

ITEMS OF INTEREST.

The Thompson Stationery Company, Limited, Adelaide street east, Toronto, have assigned to E. B. Burt. The liabilities are about \$3,000.

Mrs. W. C. Irving has purchased the stationery and fancy goods business formerly carried on in the Heenan Block, Pembroke, by Miss Murray, and will continue the same in all its branches.

The 1906 catalogue of Premo cameras, manufactured by the Rochester Optical Co., is out, and is as comprehensive as ever. The cover design, a pretty golf girl, is an attractive one and should cause the catalogue to be in demand.

The Boost Club, of New York, held an "instructive" smoker on February 27, in their rooms, 82 Duane street. The affair was quite a success and the "boys" had a thoroughly good time, as they generally manage to do. This was the first of a series the club intends to hold.

In a letter to Bookseller and Stationer, Miss L. J. Frazer, of Hamiota, Man., reports that she found the best selling books at Christmas to be "A Specimen Spinster," by Kate Westlake Yeigh; "St. Cuthbert's," by R. E. Knowles, and "The Lure of the Labrador Wild," by Dillon Wallace.

Gatchel & Manning, Philadelphia, have splendid facilities for turning out high-class engraving. They employ a staff of forty artists in their designing and illustrating rooms, who are kept constantly busy producing high-grade designs and illustrations. They can undertake all kinds of book, catalogue, advertising and general commercial work.

The Chas. H. Elliott Company, Philadelphia, have just got out two characteristic black and white pictures that should be popular decorations for club rooms, bachelors' dens, etc. They are entitled respectively "The Customer's Point of View" and "The Bartender's Point of View," which express very well the nature of the pictures. The execution is excellent and the price \$6 per 100.

With a share capital of \$100,000, the Standard Envelope Company, Limited, have been incorporated by Ontario charter, to manufacture, buy, sell, and otherwise dispose of envelopes, letterheads, billheads, paper and stationery, photo mailers, etc., and to carry on the trade or business of general printers, lithographers, embossers and engravers, etc. The incorporators are H. W. Brick, G. H. Wheeler and J. A. Stewart, of Perth; J. M. Lawson, of Toronto, and Edward Newell, of New York.

A new playing card company will soon be in operation in the United States, known as the Frank A. Cleland Playing Card Company, with office at 377 and 379 Broadway, New York. Mr. Frank A. Cleland, the head of the company, was formerly salesmanager for the United States Playing Card Company and the Kalamazoo Paper Box & Card Company. The factory site is now located, the machinery has been ordered, the designs for the cards drawn up, and everything is almost in readiness. Gold bonds have been issued, guaranteed by the State of Missouri.

WALL PAPER

WHAT provision have you made for making new business and increasing your net profits during the coming season? Money is to be made in business. Many men are making comfortable fortunes.

Are you going to be satisfied with the same business, the same customers, and the same profit this year as last? Or are you going to strike out into new lines and compel new business in your store? These are pertinent questions and they are asked to you, the reader. Is it not enough for you to consider them general propositions which are subject to general theorizing. The



The above shows pattern 280 with Grasscloth ground, from "The Menzie Line" for 1906. This effect is specially adapted for dining and reception rooms, and gives most pleasing results when used in two-third treatment with plain Grasscloth 510, for lower

point is for you to apply them to yourself and to settle what you yourself are going to do to answer the questions practically and profitably.

Wall Paper Department! Probably some merchants have never thought of such a thing. If so, don't let the novelty of the idea scare you. Carpets and curtains are manifestly a part of the general stock, and wall papers are essentially part of the same department. They pertain to the same class of decoration. It would be in the last sense arbitrary to say that it was right to sell decorations and coverings for windows and floors and not for the walls.

RNRD
7 1906
48
98
H.S.L.

**THIS MONTH OPENS
YOUR WALL PAPER BUSINESS**

Therefore—finally scrutinize your samples. **DO IT THOUGHTFULLY.**
CONVINCE YOURSELF absolutely that **NOTHING YOU'LL NEED** is omitted.
 Write for prepaid samples of Lines you lack.
 Supplement your orders for Lines you're light in.

Get Ready! Goods are in stock. We deliver immediately.
 Eliminate the last chance of disappointment and definitely ensure success by fully stocking with **STAUNTONS' 1906 Lines.**
 Every Coloring in each Design **A SWIFT, SAFE SELLER.**

TRADE ONLY SUPPLIED.

STAUNTONS LIMITED
 OF TORONTO
 MAKERS OF WALL PAPER

Cole's National Mfg. Co.

WHOLESALE

STATIONERS and BOOKSELLERS

Special Values in
**PAPETERIES and
 Writing Tablets**



STOCK COMPLETE AND WELL ASSORTED

See our samples—Travellers are now on the road

N.B.—Awnings, Flags and Tents made by us stand every reasonable test, and the prices are as low as is consistent with good materials and workmanship

COLE'S NATIONAL MFG. CO.,
CRAWFORD ROSS, 101 Queen St.
 Manager. OTTAWA

**MONTHLY REPORTS
FROM TRADE CENTRES**

MONTREAL.

Business Good for the time of Year—Books in Demand—
Some Personals of Interest to the Trade.

Office of BOOKSELLER AND STATIONER,
222 McGill Street, Montreal.

March 3, 1906

DESPITE the fact that this season is considered as a poor time to sell books and stationery, Montreal booksellers do not complain. Business is quiet, they say, but they cannot expect it to be otherwise. Most of them did a greater volume of business this February than they did during the same month last year, and this being the case they are satisfied. The magazine trade has been very good during the past month, and certain books had a good sale.

Mr. Foster Brown is confined to his bed through illness.

Mr. and Mrs. A. T. Chapman left on February 17 for England.

Mr. W. D. Millen has been appointed manager of the book department of Henry Morgan & Company's store.

"Vivien," by Robert Chambers, has been the best selling book of the past month, and "Barbara Winslow," by Elizabeth Ellis, takes second place.

Mr. A. T. Chapman, the proprietor of the well-known Chapman's book stores, intends to enlarge and otherwise improve his store at 2304 St. Catherine street, in May.

Mr. J. N. Marley, western representative of the L. E. Waterman Company, of Canada, Limited is at present on a trip to the coast. Mr. H. H. Hebb, the company's representative in the Lower Provinces, is at present in Halifax.

Mr. E. J. Kastner, manager of the L. E. Waterman Company, of Canada, Limited, has purchased a house and lot in St. Lamberts, a suburb of Montreal, with the intention of settling in Canada. Mr. Kastner sailed for London on March 12, on a vacation trip.

Mr. E. M. Renouf has published a catechism of the Protestant religion, which has met with the approval of the Protestant clergy of the Province of Quebec. The catechism has been recommended for use in the public schools under control of the Protestant board of school commissioners.

Several new books have appeared. A new one by W. Clark Russell, "The Yarn of Old Harbor Town," is reported as selling well so far, and "A Staff Officer's Note Book," by Ian Hamilton, is also doing very well. Dealers expect to do big business with Louis Tracy's new book, "Karl Grier." Some booksellers have had a few

volumes of the American edition which sold out very quickly.

Drawings by Remington, Christie and other artists, are selling well here. Booksellers are giving them a little more attention than usual just at present. They, like the illustrated post cards, are used extensively in window dressing, and many sales are effected through this manner of display.

A meeting of the directors of the L. E. Waterman Company, of Canada, Limited, was held in the company's offices here on February 15. The election of officers for the ensuing year was as follows: President, F. D. Waterman; vice-president, W. I. Ferris; secretary and manager, E. J. Kastner. The report read by the secretary showed that a splendid business had been done during the past year. The outlook for the coming season is even brighter.

Splendid business has been done lately in illustrated post cards. One dealer remarked that "He did not know where they all went to." This heavy business certainly proves that these post cards are as popular as ever with the public, contrary to the sayings of a few pessimists who declare the business to be dead. Many booksellers in dressing their windows form a background of illustrated post cards, and when taste is displayed in the dressing the effect is very pleasing to the eye, and does not fail to attract the attention of buyers. Other dealers prefer to show the cards on tables in the shop. Complaints are made in some quarters of losses sustained through light-fingered boys, who do not seem to have any scruples in appropriating as many cards as they desire.

J. J. G.

TORONTO.

Features of the past Winter's Trade—Social Events
Numerous—Styles of Stationery.

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

March 12, 1906.

BUSINESS during February and the early weeks of March has been of a steady character. The open Winter has made shopping easy and there has been no interference with the retail trade. Books have been in fair demand, though stationery lines have been the leading feature so far as sales are concerned. The picture post card sells steadily, pending the Summer rush.

The tendency in high class stationery lines this past Winter has been towards plainer styles. Tinted notepaper has gone largely out of fashion with the exception of light greys, which are still considered correct.

Social activities during the Winter have kept the stationers busy getting out invitations, programmes and cards of all sorts. Never before has there been such a run of gaiety in the city. Even the coming of Lent does not seem to have put a stop to the social functions. Bridge has been in extraordinary favor all Winter. The result has been a steady demand not only for cards and score pads, but for books of instruction and all sorts of fancy articles, which could be used for prizes.

Picture post card windows are to be seen in all parts of the city. W. R. Adams, A. L. Merrill and J. P. McKenna show large assortments in their stores on Yonge

street, but every fancy goods dealer has a selection. Needless to say the windows are always attractive to large crowds of pedestrians.

W. A. C.

WINNIPEG.

February Trade Good—Special Sales Draw Crowds—The Picture Post Card Business—A New Firm.

Office of BOOKSELLER AND STATIONER,
511 Union Bank Building, Winnipeg, Man
March 6 1906

FEBRUARY was a busy month with most Winnipeg book stores and the turnover was large. The Valentine trade was larger than ever, and it deserved to be, for the local stores went after it in the right way with effective window and interior displays, aided by a judicious use of printer's ink. This trade did a great deal to eke out what was once a dull month in the book and stationery stores.

The picture post card trade in Winnipeg is always large and local stores are preparing for a big business this coming Summer among tourists. Views of Winnipeg and typical western views are always good sellers here, while the picture post card of a general nature finds a ready sale.

Special sales in two or three of the stores were the feature of the month. Russell, Lang & Co. conducted a very successful clearing sale, which lasted more than two weeks. Evidently the object was to clear out stock, for tempting reductions were made on all lines. As a leader in the new books "St. Cuthbert's" was sold for 75c.

C. H. Black, Limited, a new firm of office furnishers, are meeting with good success. The president of the company is John A. Hart, the local bookseller, while the vice-president and managing director is C. H. Black.

F. R. M.

HALIFAX, N.S.

Trade Brisk—Charles C. Martin Goes to Kentville—C. H. Smith's New Store—Books in Demand.

Halifax, March 9 1906

CHARLES C. MARTIN, who has been identified with the retail stationery business of Halifax for over thirty years, is to leave the city in April, and is at present selling off the stock in his store on George street. He has purchased the book, stationery and fancy goods business of R. W. Eaton, at Kentville, N.S., and will remove there altogether next month.

John L. Connolly, the Barrington street stationer, is, and has been for two or three weeks, confined to his bed by illness. At his store business is reported as brisk as usual, and in the picture post card line a great run on local moonlight views in colors is noticed.

At T. C. Allen & Co.'s trade is good and in fiction work sales "Fair Margaret" and "The Gambler" continue to hold their own, while "When it was Dark" and "Conquest of Canaan" figure largely. In the picture post card trade the firm handle only their own series of twenty-eight local views, plain and colored, and they think the card craze is at the top notch this season. Allen & Co. also issued a series of six local views on letter cards, and there is quite a demand for them.

At L. Clyde Davidson & Co.'s, Barrington street Thorne's "When It was Dark" is reported as the great seller in fiction, though it is not a new book. It seems the rage here just now, and Davidson's have sold out two or three times and have placed another order in England. "The House of One Thousand Candles" continues to sell well. Moonlight scenes in colors and plain embossed are the picture cards in demand, and the magazine trade is

reported very brisk. The novelty this week are leather fringes for cushions made of leather post cards. Mr. Davidson was under the weather for some weeks and though back at his office now still feels the effects of his illness.

Clifford H. Smith, who has for some years occupied one of the oldest retail stationery stores—the Central corner of George and Granville streets, opposite the Provincial building—is forced to vacate it because of the Canadian Bank of Commerce having purchased the building and an adjoining one in order to get a central site for the new banking house they are to erect this Summer. For a time Mr. Smith was in despair of getting a central location suitable for his business and feared he might have to remove from the city. But he has just secured a lease of a fine store in the Whitehall building on Barrington street, just north of the city hall, and this will doubtless prove a good stand for trade.

J. P. Griffin, Jacob street, finds the demand in that part of the city in the picture card line is for blueish moonlight effects and comers.

J. L. G.



F. C. Port.

RETURNED

MAR 29 1906

J. Allen
Out Book of F
Wegco
W.S.C.

ANNUAL MEETING.

THE annual meeting of the shareholders of the Musson Book Company, Limited, of Toronto, was held at their offices on the seventh inst. A most satisfactory statement was presented, and the company have decided to increase their authorized capital to \$100,000.

They have been gradually adding to their premises more space, and from the list of new and forthcoming books given in their advertisement in this issue, their standing as Canadian publishers of fiction cannot be questioned.

Their London office at the Mansion House Building, Queen Victoria street, London (E.C.) England, is under the management of Frederic C. Port, who represented the firm of Eyre & Spottiswoode for a number of years on the Canadian route. Mr. Port's connection with the printing and binding trade gives him many advantages, and especially at the present time, as the Musson Book Company are busy publishing a new series of bibles known as the Canada New Type Series. By the beginning of the Fall trade they hope to have their range complete, so that the book trade may be supplied with the "Canada" bible.



LEADING CANADIAN STORES



C. W. COATES, THE MONTREAL BOOK ROOM.

A SALIENT and peculiar example of the best ideas taken from the old-fashioned bookshop, together with some of the essentials incorporated from modern stores and methods, is afforded by the establishment of C. W. Coates, the Montreal Book Room, 2176 St. Catherine street, Montreal. A glance at the illustration of the interior shows how the small space is utilized to advantage and gives an inkling of how the store has kept pace with new and laudable im-

Publishing House, the Montreal Book Room naturally takes its stand as a forcible educating and uplifting power. The business specializes largely on Sunday school requisites and text books for various theological colleges, as well as hymn and revival books of various creeds. In this way a steady jobbing trade is transacted as well. By progressive cultivation a growing family trade in the better class of fiction has been acquired, and this is looked after with a good deal of attention. In modern fiction, pernicious literature is avoided and a



The Montreal Book Room.

provements. There is only about seventeen feet frontage and thirty-five feet depth, but the very high ceiling and the spacious shelving allows for the arrangement of a large stock of book and stationery lines. A good display window is regularly changed and the entrance door is used to announce the new arrivals by means of placards pasted thereon. In a quiet, dignified way display ideas are employed and a showcase and display rack illustrate modern ideas.

As a branch of the Toronto Methodist Book and

worthy effort is made to sell only healthy fiction. An expanding trade is being done in musical publications, particularly church music, and the firm acts as agents for a number of music houses. In all lines a large assortment is kept and the stock is constantly replenished from the surplus kept in the basement. The magazine trade has not been attempted, but some daily and weekly papers of a standard nature are sold. In the better class of Christmas and Easter cards, etc., a bid is made for business.

**THE WAVERLEY
SERIES OF PENS**

NOW OF UNEXCELLED QUALITY
Imported by all the Leading Stationers


Every Stationer finds satisfaction in stocking MacNiven & Cameron's Pens. They do not lie on the shelf. They are the renowned "BOONS and BLESSINGS" which are asked for everywhere. Their quality is irreproachable and they are asked for again and again.

THEY SUIT EVERY HAND. They include turned-up, turned-down, indented, oblique, square and round points.
Sample Cards and Price Lists sent by return mail.

MacNiven & Cameron, Limited
Waverley Works, EDINBURGH

**"ROB ROY"
PENS**

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



Registered

This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of "Waverley" Pens which Hinks, Wells & Co. have for 33 years and upwards (prior to Sept., 1901) manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

FINE LEATHER GOODS



MANICURE SETS

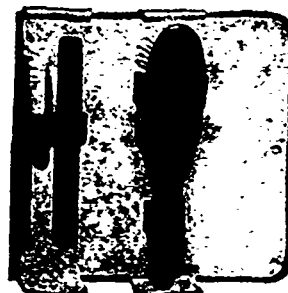
Hand Bags, Writing Cases,
Cigar Cases, Desk Sets,
Music Rolls, Etc., Etc.

MANUFACTURED BY _____

 **C. F. RUMPP & SONS** Established 1850
PHILADELPHIA, U.S.A.

NEW YORK SALESDROOM:
653 and 655 BROADWAY.

CHICAGO SALESDROOM
33 RANDOLPH ST.



DRESSING CASES

China Specials

New goods just to hand.
Sightly lines to "brighten
up" Spring stocks.

PRICES are a special
feature on the above-men-
tioned goods.

These lines are worth a
visit.

FIREWORKS

Now is the time to place your orders.

The Kelk-Sutcliffe Co.

Successors to F. O. E. W. KELK

76 York St. ^{below} King, TORONTO

**More
Higgins'
Drawing Inks**



CHAS. M. HIGGINS & CO.

ORIGINATORS AND MANUFACTURERS

INKS AND ADHESIVES

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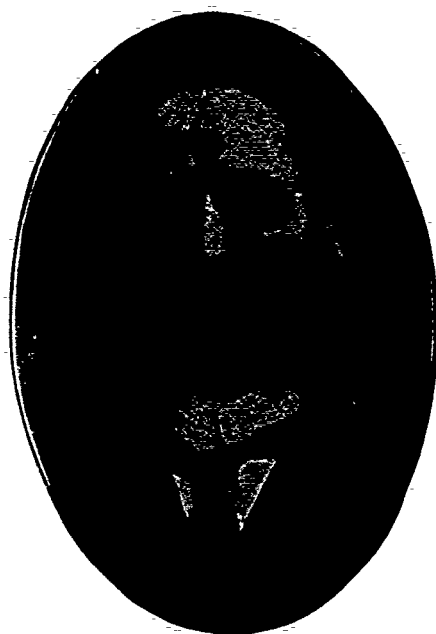
A NEW firm of publishers' agents has recently been established in Toronto, under the name of Smith & Todd, with office and sample room at 21 Richmond street west. Mr. Smith, the senior member of the firm, arrived in Canada from England over twelve months ago as representative of several English publishers, notably T. Fisher Unwin, Gale & Polden, and George Allen. Since then he has added several others to his list. He has traveled practically all through the Dominion, starting at Halifax and going as far west as Victoria, prospecting for future business and receiving much encouragement.

Having found it necessary to establish himself permanently in Toronto, Mr. Smith has taken Mr. Frank H. Todd into partnership. Mr. Todd though very youthful in appearance, has had a long experience in the insurance

in an active manner for nearly half a century, during thirty-one years of which he has been manager of the Montreal store. His success in that particular may be



Frank H. Todd.



George Smith.

accurately gauged by the profitable growth of the business. His rugged physique, which entirely discredits the Osler theory, was gained by his early farm life, as he was born in Augusta township in 1835. At the age of sixteen he entered the employ of the Prescott Telegraph, where he remained for four years, showing remarkable aptitude and progressing well. His ambition carried him to Toronto in 1858, as a periodical clerk of the Toronto Book Room. He was moved to Montreal as manager in 1875, and has remained there ever since.

From the trade in Montreal many a spontaneous tribute to his character and worth is heard. It may be said that his is a true example of scrupulous and downright honesty in business affairs. In the conduct of business he exercises systematic detail and thoroughness, and incorporates every available facility for improve-

business, and enters the book business with a solid backing of brain and energy.

Together Mr. Smith and Mr. Todd will cover all parts of the Dominion from time to time. They contend that they have some of the finest lines possible to put on the market and are placing their firms in line with the requirements of the Canadian trade.

The list of firms represented by Smith & Todd includes T. Fisher Unwin, George Allen, Gale & Polden, Limited, Burns & Oates, Limited, R. E. King & Co., Limited, G. W. Bacon & Co., Limited, A. H. Cooke, Limited, Marston & Co., Limited, and Newbold & Bullard.

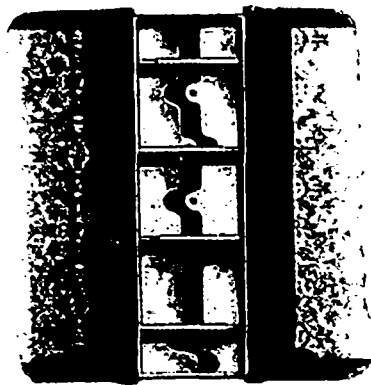
C. W. COATES.

C. W. COATES, manager of the Montreal Book Room for the board of the Methodist Conference, needs no introduction, and his photograph will be recognized by many in the trade, as he has been connected with book and stationery lines



C. W. Coates.

ment. In comparison with some of the modern ideas in business, his old time commercial morality is instructive.



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- The Skipper Parson. By James Lumsden. William Briggs, Toronto.
- The Haunted Mill on Humber. Post card. Douglas Ford, Toronto.
- Tammany. Verses parody song. Horace L. Poulin, Montreal.
- The Coming Storm. Post card. William M. Munro, Pictou.
- A Helpful Service. Book. William B. Hamilton, Toronto.
- Heaven is My Home. Song. Words by Rev. Thomas R. Taylor. Music by Oley Speaks. Since Love Led Me to You. Song. Words by Leontine Stanfield. Music by Oley Speaks. When Love is Gone. Song. Words by Ruth Reid. Music by Oley Speaks. Where the Heart Is. Song. Words and music by Oley Speaks. The John Church Co., Cincinnati.
- Brant, Elgin, Norfolk, Oxford Counties Directories, 1906. Union Publishing Company of Ingersoll.
- Panorama of Toronto. Photograph. William Thomas Freeland, Toronto.
- Book of Views and Cover. Book. William Edward Meredith, Toronto.
- Songs. Words by Josephine Preston Peabody. Music by Grace Wassall. 1, The Masterpiece. 2, Concerning Love. 3, Cakes and Ale. 4, The Busy Child. 5, The Journey. 6, Cow Bells. 7, The Mystic. 8, Wind. 9, Early. 10, Late. The John Church Company, Cincinnati.
- The Little Shepherdess. Op. 5. No. 1. A Flower Fete. Op. 5. No. 2. A Legend. Op. 5. No. 3. Romanza. Op. 5. No. 4. For piano. By R. Stoughton. The John Church Company, Cincinnati.
- The Art of Living. By Daniel S. Sager, M.D. Book. D. S. Sager, Brantford.
- 1, Clover. Song. Words by Witter Bynner. 2, Admonition. Song. Words by Richard Watson Gilder. 3, The Song of the Wind. Words by Nora Elizabeth Barnhart. Music by Wintter Haynes Watt. The John Church Co., Cincinnati.
- The Sweetest Day of June. Song. Words and music by Harry Alexander Matthews. Love's Spring-Tide. Words by Frank Dempster Sherman. Music by William G. Hammond. The John Church Co., Cincinnati.
- A Trip to The Moon. Three-Step. By Steven Burns. A. Cox & Co., Toronto.
- Only a Faint Recollection. By Loyal E. Davis. Poem. Loyal Edward Davis, Toronto.
- Abregé Chronologique de l'Histoire du Canada. Par F. T. D. Book. Les Petits Freres de Marie, Iperville, Quebec.
- Lead Kindly Light. Sacred Quartette. Words by John Henry Newman. Music by Frank W. Lawrence. William Laing, Essex, Ont.
- Heartsease. A Song of Love. For piano. By Neill Moret. Jerome H. Remick & Co., Detroit.
- Love that Hath us in the Net. Song. Words by Tennyson. Music by Frank Wrigley, L.A.B. Frank Wrigley, Calgary.
- Sankey's Story of the Gospel Hymns and of Sacred Songs and Solos. By Ira D. Sankey. With introduction by Theodore L. Cuyler. Book. Sunday School Times Company, Philadelphia.
- Zira. Intermezzo. By E. M. Grant. There's a Time and Place for Everything. Song. Words by Al. Brown. Music by Chris Smith. Jerome H. Remick & Co., Detroit.
- Religion as Friendship with God. By John Mackay. Book. The Westminster Co., Toronto.
- The First Woman to Cross by Railway the Mountains, Desert and Plains that lay Between the Pacific Coast and the Civilization of the East in America. Book. George Wilcox, South Norwich, Ont.
- Railway Legislation of the Dominion of Canada. 1867-1905. James E. Wilson, Currier, Ottawa.
- The Merry Makers. March and Two-Step. By Harry J. Lincoln. Vandersloot Music Publishing Co., Williamsport, Pa.
- Canadian Character Cartoons. Book of portraits and biographies. Alonzo Wright Ryan, Montreal. Temporary copyright.
- The Agricultural Account Book. John Alfred Harkins, Toronto.
- Nelson in Photographs. By N. M. Clougher. Book. Nugent Mead Clougher, Toronto.
- Keep on the Sunny Side. Song. Words by Jack Drislane. Music by Theodore Morse. F. B. Haviland Publishing Company, Incorporated, New York.
- The Honorable Sir Wilfrid Laurier. Photos, A, B, C, D, E and F. W. J. Topley, Ottawa.
- Torontonians As We See 'em. Cartoons. Caricatures. W. E. Macaront, Montreal.
- The Digest of British Columbia Case Law. 1849-1904. Volumes 1-10. The Carswell Company, Limited, Toronto.
- A Kiss in the Rain. Song. Words by Samuel Minturn Peck. Music by Louis Koemmenich. Op. 34. Baby Moon. A Twilight Song. Words by L. Alma Tadema. Music by Charles Willeby. April. Song. Words by William Watson. Music by Howard Brockway. Op. 32. Rosemary. Song. Words by Cicely Fox Smith. Music by Charles Willeby. Love's Radiant Art. Song. Words by Gertrude Rogers. Music by C. B. Hawley. An Afghan Love Song. Song. Words by Ray Douglas. Music by R. Orlando Morgan. A Swing Song. Words and Music by Reginald De Koven. Op. 190, No. 3. 'Tis May, Love. Song. Words by Agnes Helen Lockhart. Music by Reginald De Koven. Op. 190, No. 2. Only a Little While. Song. Words by Lizzie Twigg. Music by Paul Nugent. Love's Benediction. Song. Words after Heine. Music by Reginald De Koven. Op. 190, No. 1. The Shadows of the Evening Hours. Sacred Song. Words by Adelaide A. Proctor. Music by W. G. Hammond. The John Church Company, Cincinnati, Ohio.
- The Story of a Coin and the Doings of the Men of Blackboard Town. Book. William B. Hamilton, Toronto.
- All-Perils Assurance Policy. Jewelers' Form and General Form. John Hamilton Ewart, Toronto.
- The Toronto Life Insurance Company Endowment Policy. Joseph Phillips, Toronto.
- The Sovereignty of Character: Lessons from the Life of Jesus of Nazareth. By Albert D. Watson, M.D. Book. Albert D. Watson, Toronto.
- The Thistle Hockey Team of Kenora. Ont., 1905-6. Post card. J. G. Banks, Kenora.
- Insurance Post Card. Harry E. Jameson, Toronto.
- Steganographie Phonetique. Charte. Edward Belanger et Ernest Geoffrion, Montreal.
- The ? in Dollars. Book. Thomas Mills & Ernest Cunningham, Kingston.

I Love the Sound of the Sea. Song. Words and Music by Mabel Tait Elliott. Mabel Tait Elliott, Gravenhurst.

Karl Grier. The Strange Story of a Man with a Sixth Sense. By Louis Tracy. Book. McLeod & Allen, Toronto.

Graded Exercises on Rhythm: A Systematic Method for Counting Time in Music. Compiled and Arranged by J. Agar Stokes. The Canadian American Music Company, Limited, Toronto.

Wahnotee. March. By Emma Seymour. The Canadian American Music Company, Limited, Toronto.

Valenia. Waltz. By J. Fred. Mason. The Canadian American Music Company, Limited, Toronto.

I Kinder Like to Have You Fussin' 'Round. Song. Words and Music by A. Caldwell. The Canadian American Music Company, Limited, Toronto.

Selections from the Canadian Poets. By E. A. Hardy, B.A. Book. Morang & Company, Limited, Toronto.

The Poor Old Man. Song. Words and Music by Vincent Bryan. Vincent Bryan Music Company, New York.

On the Look Out. By Laura Harrison. Painting. Laura Harrison, London.

I Fell Off the Water-Wagon. Song. Words by William Jeromo. Music by Jean Schwartz. Jerome H. Remick & Company, New York.

Office for Confirmation Classes. Book. The Musson Book Company, Limited, Toronto.

Traveler's Weekly Report. Book. The Musson Book Company, Limited, Toronto.

Bank Money Order Book Forms with Counterfoils or Stubs. Book. Richard Stenson Waldron, Kingston.

Catalogue of New Issue of Ten Christy Post Cards. Book. Moffat, Yard & Company, New York.

I Won't Play Unless You Coax Me. Song. Words by Al. Trahern. Music by Leo Orean Smith. Jerome H. Remick & Company, New York.

A Day of Good Tidings. By C. B. Keenleyside, B.A., B.D. With Introduction by Rev. A. Carman, D.D. Book. Clifford B. Keenleyside, London.

Plain Practical Pointers on Patents. By Fred. B. Fetherstonhaugh, M.E. Book. Frederic Barnard Fetherstonhaugh, Toronto.

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Map of the City of Calgary. A. P. Patrick, Calgary.
The Canadian Postal Guide and Calendar. Chart. Henry Bayloy, Lachine, Quebec.

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As Reported by Leading Canadian Retail Dealers.

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 - "Divine Fire," by May Sinclair. McLeod.
 - "Double Trouble," by Herbert Quick. McLeod.
 - "The Man of the Hour," by Octave Thanet. McLeod.

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 - "The Masquerader," by K. C. Thurston. Poole.
 - "A Race with Ruin," by H. Hill.
 - "Graustark," by G. B. McCutcheon. McLeod.
 - "Beverley," by G. B. McCutcheon. McLeod.

- COLLINGWOOD.
- "St. Cuthbert's," by R. E. Knowles. Revell.
 - "The House of One Thousand Candles," by M. Nicholson. McLeod.
 - "The Conquest of Canaan," by Booth Tarkington. Poole.
 - "Fair Margaret," by Marion Crawford. Morang.
 - "Ben Blair," by Will Lillibridge. Briggs.
 - "Nedra," by G. B. McCutcheon. Briggs.

- GUELPH.
- "When It was Dark," by Gay Thorne. Briggs.
 - "The House of Mirth," by Edith Wharton. McLeod.
 - "The Conquest of Canaan," by Booth Tarkington. Poole.
 - "The House of One Thousand Candles," by M. Nicholson. McLeod.
 - "Nedra," by G. B. McCutcheon. Briggs.
 - "The Crimson Blind," by F. M. White.

- HAMILTON.
- "The House of One Thousand Candles," by M. Nicholson. McLeod.
 - "The Deluge," by D. G. Phillips. McLeod.
 - "St. Cuthbert's," by R. E. Knowles. Revell.
 - "Nedra," by G. B. McCutcheon. Briggs.
 - "Fair Margaret," by F. M. Crawford. Morang.
 - "The Conquest of Canaan," by Booth Tarkington. Poole.

- KINGSTON.
- "The House of One Thousand Candles," by M. Nicholson. McLeod.
 - "He that Eateth Bread with Me," by H. A. M. Keays. Musson.
 - "Nedra," by G. B. McCutcheon. Briggs.
 - "Yolanda," by Charles Major. Morang.
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 - "Fair Margaret," by Marion Crawford. Morang.

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 - "Nedra," by G. B. McCutcheon. Briggs.
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 - "Fair Margaret," by Marion Crawford. Morang.
 - "The Deluge," by D. G. Phillips. McLeod.
 - "The Garden of Allah," by Robert Hichens. Briggs.

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 - "The Divine Fire," by May Sinclair. McLeod.

- "The Wheel of Life," by Ellen Glasgow. Musson.
- "The Great Refusal," by Maxwell Gray. Appleton.
- "Mrs. Fitzherbert and George IV.," by Wilkins. Longman Green.

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 - "My Friend the Chauffeur," by Williamson. Musson.
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 - "Hearts and Masks," by Harold MacGrath. McLeod.

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 Huges, William, Toronto.
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 Brown Bros., Limited, Toronto.
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Bell Telephone Co.	2	Great Western Fixture Works, Inc.	35	Rapid Photo Printing Co.	22
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Berline Gram-o-phone Co.	37	Hinks, Wells & Co.	43	Sheppard, C. E., Co.	45
Brandauer, C., & Co.	7	Holzman, Alfred	35	Smart Mfg. Co.	37
Huges, William	10	Horle, Ferd. Anthony	35	Spencerian Steel Pens	16
British-American Assurance Co.	2	Hotel Directory	2	Stauntons Limited	39
Brown Bros., Limited	2	Hurst, A. O.	1	Tabard Inn Library	20
Buntin, Gillies & Co.	outside back cover	Illustrated Post Card Co.	31	The Times Weekly	19
Canadian Press Clipping Bureau	45	Kelk-Sutcliffe Co.	43	Tuck, Raphael, & Sons Co.	5
Carter's Ink Co.	1	Legal Cards	45	Union Card and Paper Co.	1
Cole's National Mfg. Co.	39	Leipziger Buchbinderei-Aktiengesellschaft	31	U. S. Playing Card Co.	4
Confederation Life Association	3	Librairie Beauchemin, Limited	6	United States Novelty Co.	30
Copp, Clark Co.	3, 23	McFarlane, Son & Hodgson	29	United Typewriter Co.	4
Davidson Bros., Limited	24, 26	MacFarlane, W. G.	39	Warwick Bros. & Rutter	inside front cover, 16
Denison Mfg. Co.	7	McGregor, W. E. & Co.	50	Waterman, L. E., Co.	inside back cover
Esterbrook Pen Co.	45	Macmillan Co. of Canada	10	Weese, G. A., & Son	15
Faber, A. W.	6	MacNiven & Cameron	43	Western Assurance Co.	3
Frankel & Co.	37	Metropolitan Bank	37	Wilson, G. W., & Co.	29
		Millar & Lang	23		
		Mittag & Volger	outside back cover		
		Morton, Phillips & Co.	16		
		Musson Book Co.	15		

Waterman's Ideal Fountain Pen

The pen with the Clip-Cap

To the Consumer:

Waterman's Ideal Fountain Pen is perfect in every detail of construction. It is so simple that it cannot get out of order except by accident or by the tinkering of some one who does not understand it. It contains only selected materials of the highest grade put together and adjusted by workmen skilled and of long experience.

A perfect fountain pen is the greatest boon to those who write. We have made an exhaustive study of the requirements of all writers, and whether pens are intended for personal correspondence, business offices, waiting rooms, editorial desks, stenographic reporting or manifold work, we can suit the most exacting.

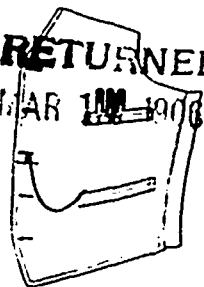
The Spoon Feed

The action of Waterman's Ideal Fountain Pen depends on the Spoon-Feed, a patented device which insures absolute certainty and uniformity of ink to the pen point when writing and prevents blotting or flooding of the last few drops—a common objection to almost all other fountain pens.

The Spoon-Feed, which has cups in the side, cannot be used in any other make than Waterman's Ideal Fountain Pen.

Ideal Clip-Cap

is strong as well as simple. Made usually of German Silver, it is fastened on to the cap in such a way as to make it almost part of the cap itself.



It is permanently secured with a one-piece rivet that leaves no obstruction inside.

It enables one to carry a fountain pen in the coat vest pocket with an absolute sense of security.

When vests are discarded it is a boon to the man who would carry his pen in his coat pocket.

Clip-Caps are made in German Silver, Sterling Silver, 18-Karat gold filled, and 14-Karat Solid Gold at prices shown in the next column.

Principal Styles

Some of the best-selling commercial lines are shown below. The styles shown here are only a few of the principal kinds in stock.

Our catalogue lists about 140 styles. We have 23 different styles of Emblem Pens alone. These are pens with mounted emblems of different Societies, Fraternal Orders, Clubs, Colleges, etc.

Waterman's Ideal Fountain Pen is useful to all business men, attorneys, physicians, teachers, insurance and other agents, bookkeepers, correspondents, reporters, clerks, and an endless number of others.

Cone Cap Holder, Plain Black (also Mottled or Chased)

RE TURNED

Number	12	13	14	15	16	17	18
Price	\$2.50	\$3.00	\$4.00	\$5.00	\$6.00	\$7.00	\$8.00

Cone Cap Holder, Cold Mounted, Chased

RE TURNED

Number	12	13	14	15	16	17
Price	\$3.50	\$4.50	\$5.00	\$6.00	\$7.00	\$8.00

Taper Cap Holder, Chased (also Plain Black or Mottled)

RE TURNED

Number	21	25	26
Price	\$2.50	\$3.50	\$4.00

Taper Cap Holder, Cold Mounted Chased

RE TURNED

Number	24	25	26
Price	\$5.00	\$6.00	\$7.00

Straight Cap Holder, Cold Mounted Chased

RE TURNED

Number	2	3	4	5	6
Price	\$1.50	\$1.50	\$5.00	\$6.00	\$7.00

Straight Cap Holder, as above, no Mounting Plain Black, Mottled or Chased

RE TURNED

Number	2	3	4	5	6
Price	\$2.50	\$3.50	\$4.00	\$5.00	

Cone Cap Holder, Silver Filigree Design

RE TURNED

Number	12	14	15	16	17
Price	\$5.00	\$7.00	\$8.50	\$9.50	\$11.00

Cut Showing Clip-Cap Attached



Prices for Clip-Caps are given below:

German Silver Clips	\$.25 extra
Sterling Silver Clips50 extra
18-Karat Gold Filled	1.00 extra
14-Karat Solid Gold	2.00 extra

To the Dealer:

Waterman's Ideal Fountain Pen has been the standard fountain pen for twenty-two years or more, because in all that time its manufacturers have stood behind it with a very broad guarantee.

Every pen sold is expected to give perfect satisfaction and there is a pen made for every writer.

Show cases are loaned to dealers who carry a reasonable assortment of pens. Prices are always absolutely uniform.

At your request we will give your pen clerk an education on how to sell pens by familiarizing him with the many different styles of special pens that are made for all purposes.

Our House Organ

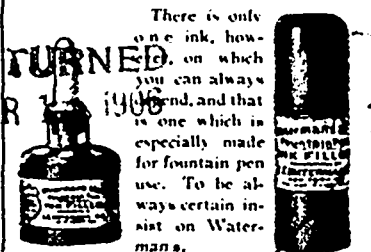
The Pen Prophet

This is a little publication issued by us, devoted to the interests of Waterman's Ideal Fountain Pens and circulated principally among our 17,000 customers in the United States and Canada. In it appears from time to time news of the Ideal Pen World and every dealer in this country should receive a copy.

The total circulation of the Pen Prophet is 25,000 of which are sent to dealers who are fast becoming customers. You should get it.

Fountain Pen Ink

Any good fluid ink may be used with satisfaction in Waterman's Ideal Fountain Pen. Anybody that uses our pens knows that.



It sometimes occurs that the use of different kinds of ink results in a chemical action that unfits it for use in any fountain pen, and Dealers should not overlook the fact that our ink is an unusually fluid, blue-black, especially adapted to fountain pen use.

It is put up in regular-sized bottles, from two ounces to a quart, as well as in the Desk and Travelers' Filler styles that are now so well known.

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

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page 1
W.S.

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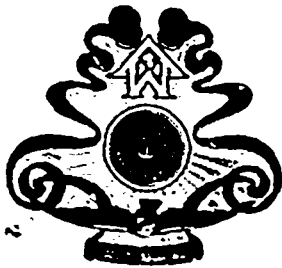
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